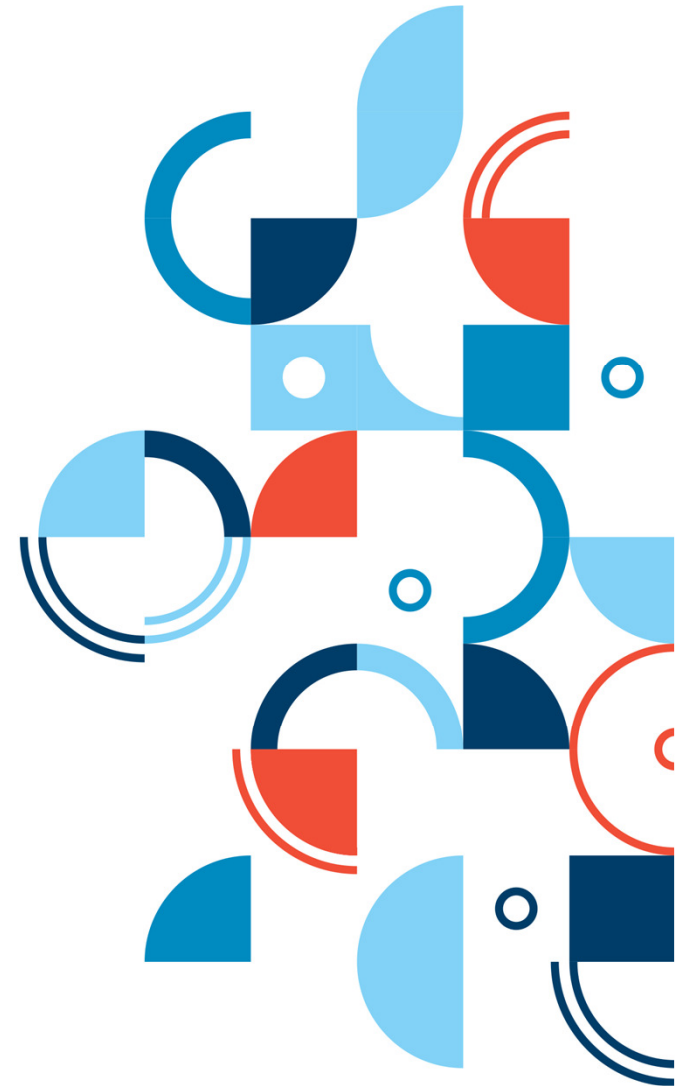


IMAC 2014

Introducing Mobility into the Enterprise

Natalie Krivushenko

9 September 2014

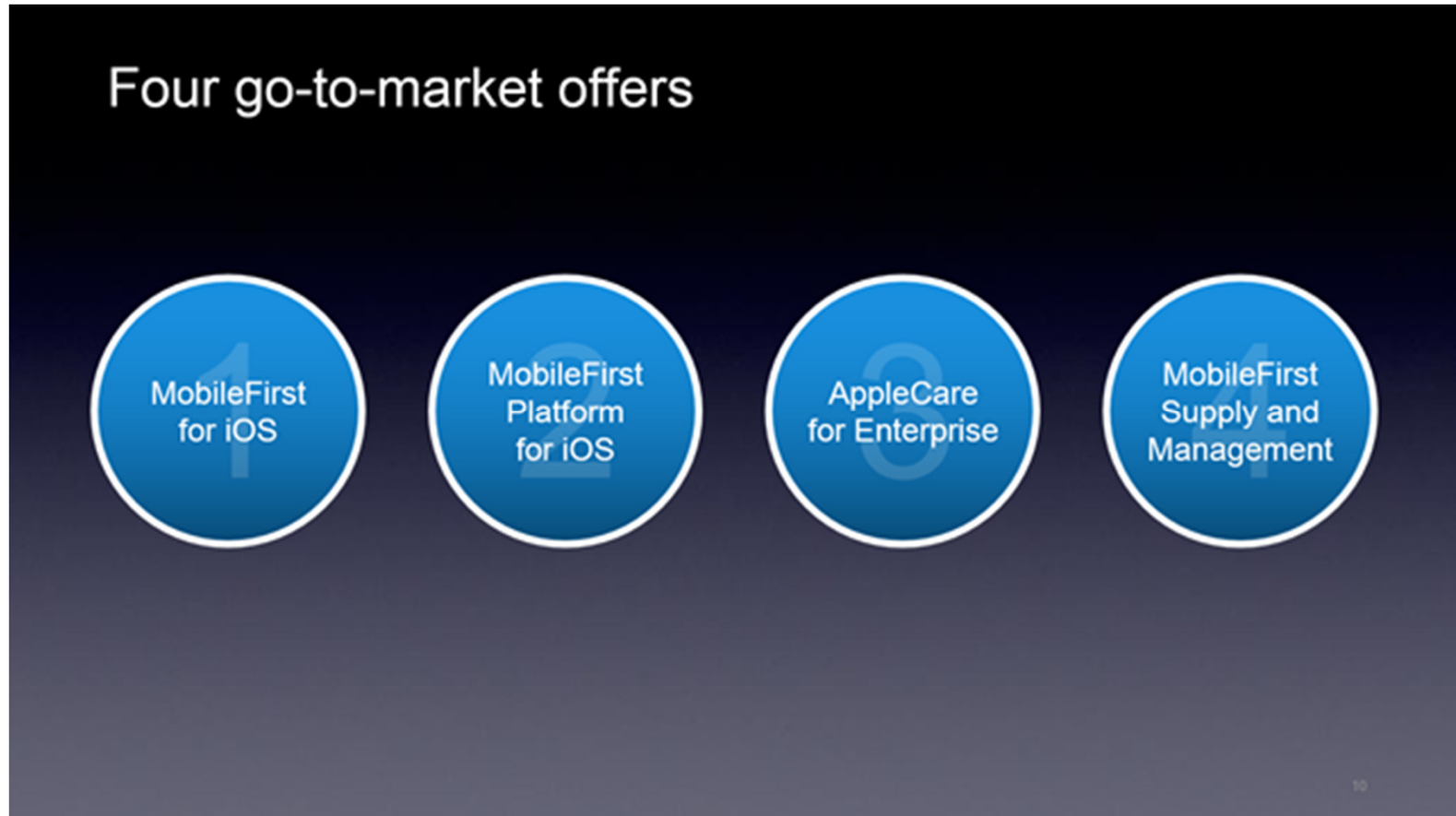




Agenda

- ❖ **Defining Mobility**
- ❖ Mobility for the Enterprise
- ❖ IBM MobileFirst Solution
- ❖ Customer Stories

Apple + IBM Announcement



An increasing number of mobile workers

5.0%

CAGR of worldwide mobile workers from 2013-2020
mobile workers on a worldwide basis.

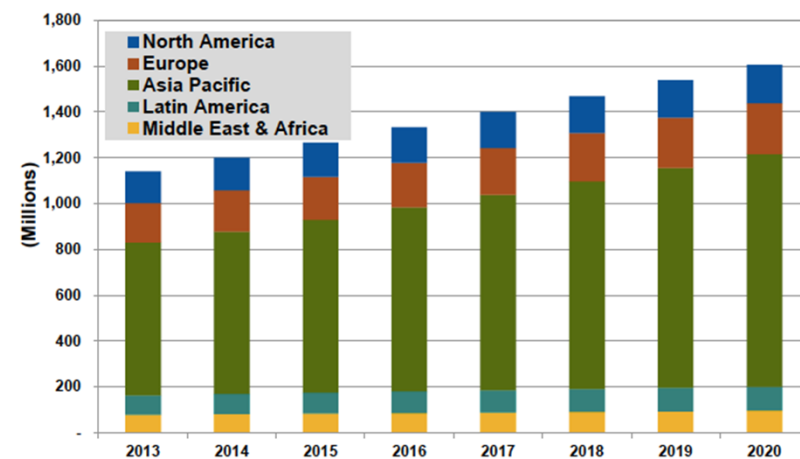
120 Million

Expected total mobile workers in Asia Pacific by 2020

172 Million

Expected total mobile workers in the Eurozone countries by 2020

Mobile Workers in All Industries by Region, World Markets: 2013-2020



(Sources: U.S. Census Bureau, European Commission, Navigant Research)

Results from the “Upwardly Mobile” Enterprise study:

Approximately 90% of all companies are looking to sustain or increase their investment in mobile technologies over the next 12-18 months

Changes in the Energy & Utility industry Workforce

11 Million

Utility workforce by 2020 at 6.7%
CAGR

60%

Utility employees will leave due to
retirement or other reasons

2.5 Million

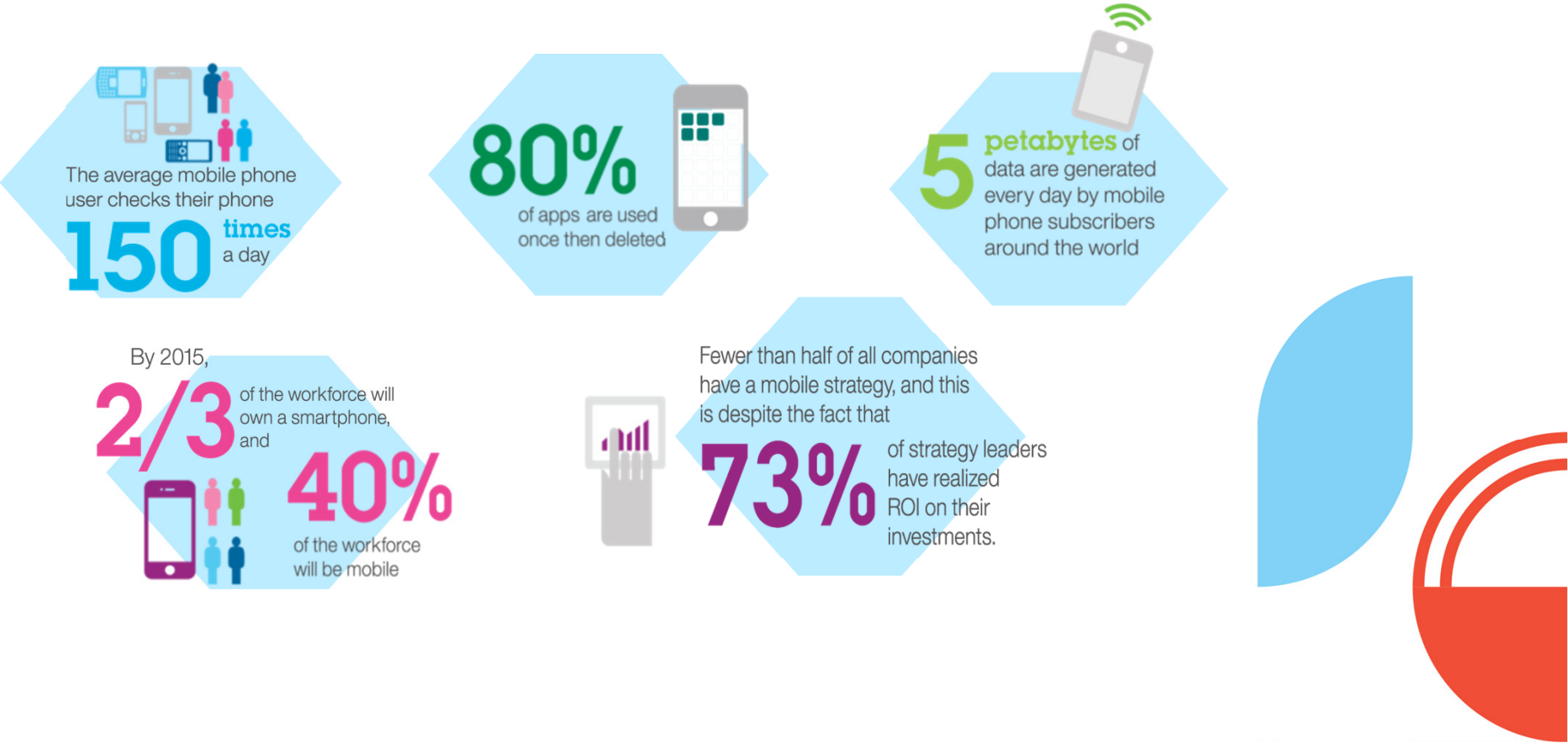
Utility mobile workers by 2020,
growing at CAGR of 10.2%

\$98 Million

Spending on mobile workforce
software and applications by 2020

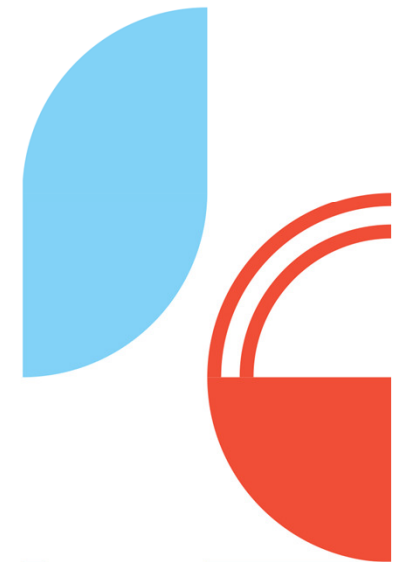


Mobile is Changing Interactions and How Work Gets Done



Agenda

- ❖ Defining Mobility
- ❖ **Mobility in the Enterprise**
- ❖ IBM MobileFirst Solution
- ❖ Customer Stories
- ❖ Next Steps



Mobility in the Enterprise

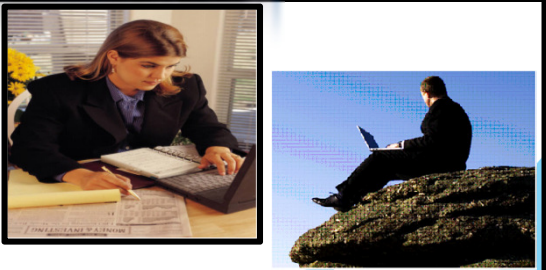
Mobile field workforce:

- Asset Maintenance and troubleshooting
- Emergency Response
- Asset Operation
- Asset Construction
- Safety and Compliance



Mobile Workers including BYOD:

- Mobile devices (phones, tablets) supporting various OS
- Access and Security
- Mobile Application development and management
- Software, Application, Hardware Management
- Communication



Mobile Customers:

- Customer applications for services
- Customer Service
- Social Media
- 3rd party applications and services



The value of mobility

Customer Satisfaction

- Empower customers by providing access to **work order status** and expected resolution time
- Provide customer agents with **access to data**, technical data and documentation for resolution of work orders
- Enable **communication with field workforce** to quickly address customer requests



Workforce Efficiency

- Improve efficiency by **route optimization** and best practice processes
- **Expand data exchanges and updates** by enabling real time and secure updates by the field workforce



Decreased Cost of Ownership

- Utilize **one integrated mobile platform** for
 - Application development
 - Device management, and
 - Security and communication network
- ...covering **all jurisdictions and business units**



Empowerment with Mobility across functions and business areas ...

Maintenance, Operations, Construction & Inspection

- Eliminate manual data work processes
 - Optimize routing
 - Track via spatial locations and mapping
-
- Implement best practices & efficient work processes
 - Provide asset knowledge and history
 - Enable just-in-time training and procedure references
 - Improve workforce safety
 - Enable real-time environmental and safety reporting



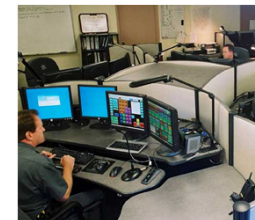
Engineering

- Increase visibility of data
- Provide real time status updates
- Create standardized data for analysis
- Connect to specific facility assets to assess operability or take a reading
- Plan with accuracy
- Track performance metrics



Dispatch/Back office

- Provide real time status or notification on events
- Avoid post event data entry
- Enable rapid re-prioritization
- Map real time field resource deployment
- Handle greater volume
- Enable online learning



Empowerment with Mobility across functions and business areas ...

Bring your own device (BYOD)

- Unified management across devices
- Selective wipe of corporate data
- Configuration & enforcement of password policies, encryption, VPN access & camera use
- Streamlined workflow between development & operations with an integrated Enterprise App Store
- Optimize telecom expenses with detailed usage analyses
- End-user portal for management of mobile equipment, carrier plans, and usage tracking
- On-premises or managed service delivery



Customer Support

- Provide real time status information for customer inquiries
- Automate supply chain process
- Interfaces for connectivity, outages, and scheduling
- Ensuring the customers issues are resolved by the first visit
- Inform customers of upcoming issues, outages, etc.



Security / Compliance

- Regulatory compliance
- Protection and access to data and applications
- Secure two-way communications and corresponding infrastructure
- Allow / disallow data storage, document sharing, Hardware & Software management



But they face a number of challenges during this process **IMAC 2014** 

Users

- Mobile integration of business applications and processes
 - Implementing best practices
 - Security of devices and access
 - BYOD devices
-

Complexity

- Support of multiple devices and operating systems
 - Security of devices and data
 - Access and update of data and analytics
 - Design and development of mobile applications
-

Security

- Regulatory compliance
- Protection and access to corporate data and back-end applications
- Device and communication security
- Enforcing user authentication and encryption per application
- Allow / disallow data storage, document sharing, etc.



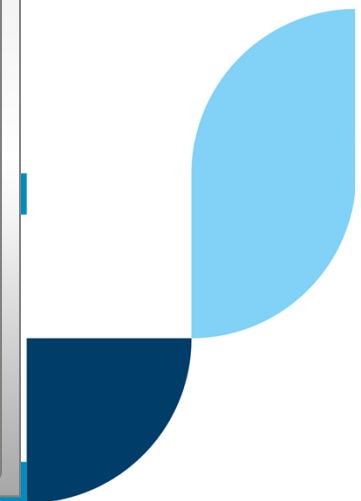
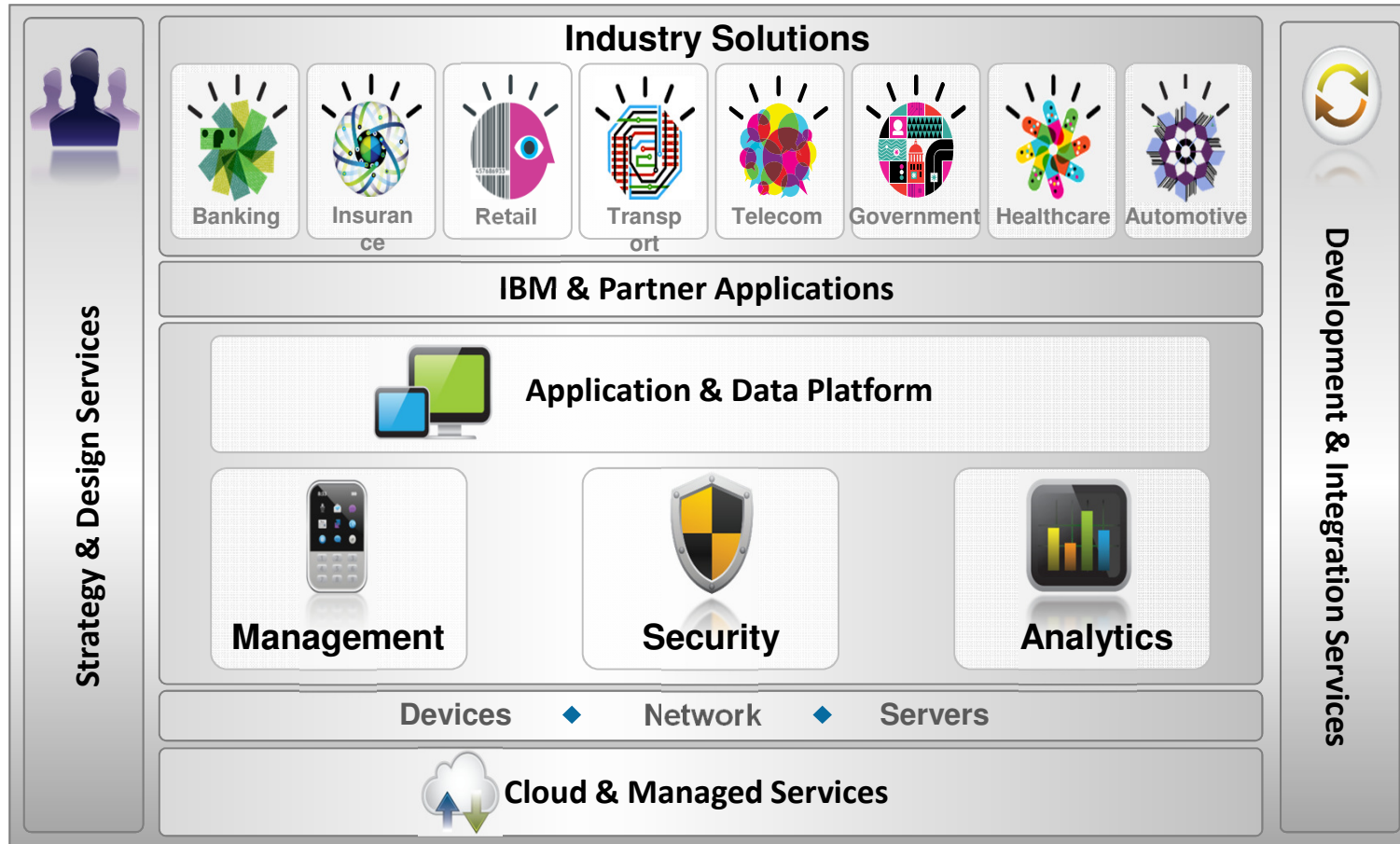
Agenda

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- ❖ Mobility in the Enterprise
- ❖ **IBM MobileFirst Solution**
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- ❖ Next Steps



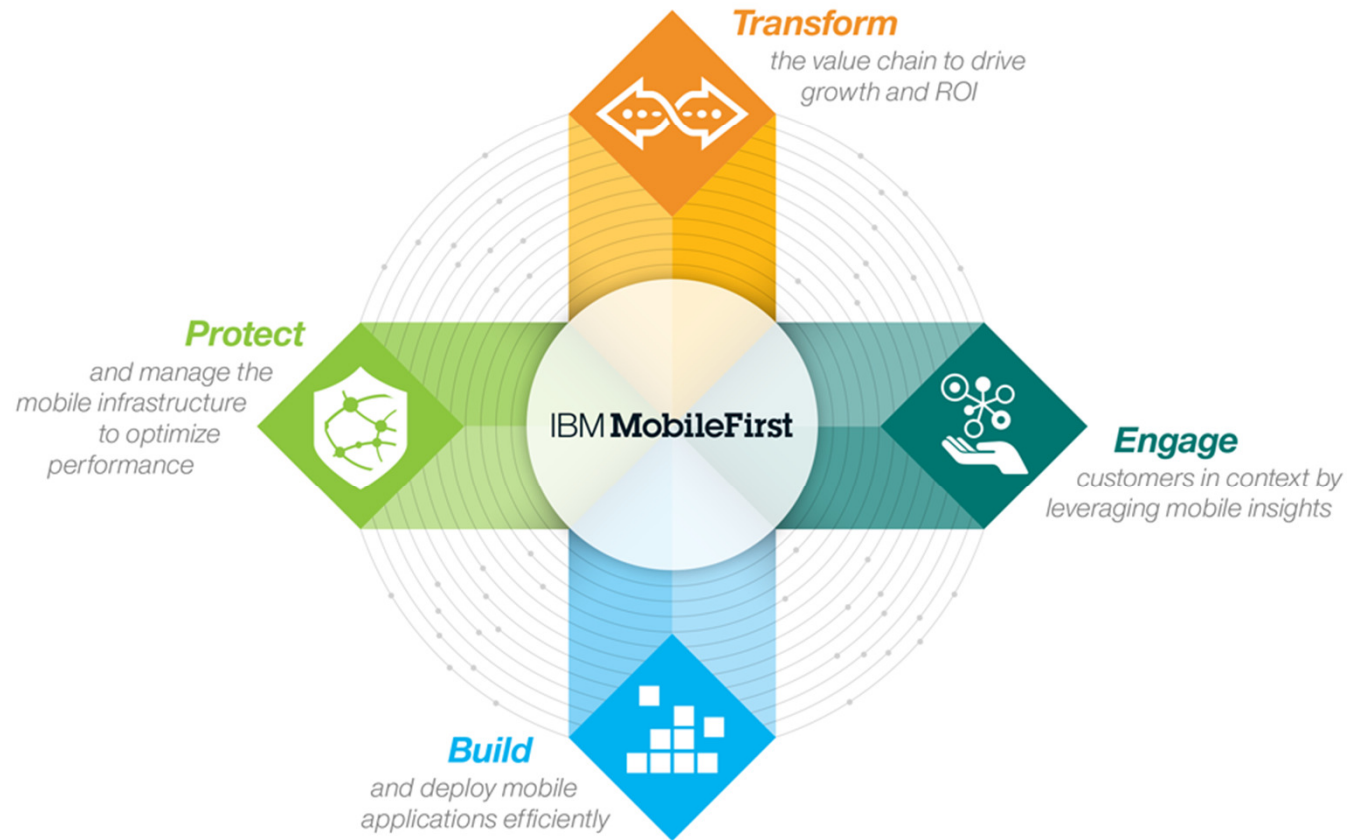
IBM MobileFirst Integrated Offering Portfolio

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IBM'S MobileFirst is helping Enterprises through 4 entry points to excel with mobile

IMAC 2014 IBM 



The IBM mobile application development lifecycle



By focusing on three critical areas

1

Develop A Mobile Strategy

- Develop a mobile strategy
- Assessment of mobile maturity across the organization
- Establish A Mobile Enterprise Architecture

2

Develop Mobile Applications

- Provide the platform to build, connect and run a portfolio of mobile apps on various OS
- Manage and secure mobile applications and data
- Extend existing business capabilities

3

Enable Mobile Application & Device Management

- Mobile integration to back-end systems
- Alignment of design and development of application, deployment and the application lifecycle management.
- Ensure acceptance of the users



Agenda

- ❖ Defining Mobility
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- ❖ **Customer Stories**
- ❖ Next Steps



Top 3 Use Cases

1

- **Develop A Mobile Strategy** –
Assessing mobile maturity and establish mobile enterprise architecture

2

- **Develop Mobile Applications** –
Utilizing a mobile platform and supporting multiple mobile devices and operating systems

3

- **Enable Mobile Application & Device Management** –
Integrate to backend systems, and ensure acceptance of users

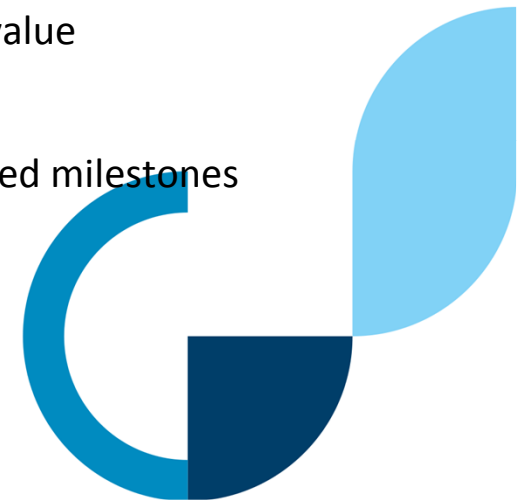
1

Develop A Mobile Strategy

IBM MobileFirst Strategy & Design Services to build the mobile vision and strategy across the organization

Description

- Develop a mobile strategy and establish a mobile enterprise architecture
- Assessment of mobile maturity across the organization
- Ensure an organizations mobility projects yield measureable business value
- Link mobile investments to ROI and IT strategy
- Develop actionable roadmap for mobile initiatives in phases with defined milestones
- Balancing strategy and tactical recommendations addressing:
 - Device type
 - Platform
 - Infrastructure
 - Integration requirements



Utility Case Study: Developing a Mobility Strategy & Roadmap

A large utility firm asks IBM to help develop its five-year mobility roadmap

About:

Serving over 7 million electric customers and 500K gas customers with over \$110 billion in assets around the world. This utility includes power generation (fossil, renewable, nuclear), transmission and distribution, natural gas distribution and retail.

Objectives:

- Provide usable information to or from where it is needed
- Provide opportunities to reduce paper, reduce hardware complexity and maintenance, reduction in manual data entry and data errors, workforce and process

Results:

- Mobile strategy for Distribution, Transmission and Gas business
- High-level, phased roadmap for implementing specific infrastructure and application components recommended for the near-term five year period that supports the long-term vision
- Five year investment plan for the mobile strategy that includes potential O&M savings opportunities
- Readiness assessment, including skillset, infrastructure, and architecture gaps
- Alignment with the organizations' data strategy, including the data analytical aspect of usable information delivery



2

Develop Mobile Applications

IBM MobileFirst utilizes a mobile platform and supporting multiple mobile devices and operating systems

Description

- Provide the platform to build, connect and run a portfolio of mobile applications
- Develop mobile applications that best address business needs, and integrate to the enterprise data, services, applications and systems.
- Manage and secure mobile applications and data on a variety of mobile devices and OS
- Extend existing business capabilities



About:

Utility Case Study: Florida Power & Light

Improve FPL.com multi-digital channel for transaction services

Florida Power and Light (FPL) is a subsidiary of NextEra Energy, serving 4.5 million customers, 11,000 employees and is the largest utility in Florida and one of the largest regulated utilities in the United States.

Objectives:

- Business Case on overall Multi-Digital Channel re-design strategy to enhance primarily mobile functionality of key “transactional” services such as:
 - Pay Bill Online
 - Move/Add/Connect/Start Service
 - Registration for both Web and Mobile
- Reduce customer care calls and improve customer service
- Overhaul FPL.com and improve the foundational architecture of Customer Portal

Results:

- Single platform for web, mobile phone and tablet applications was established
- Services oriented architecture for IT flexibility and agility
- Business process transformation to address B2C and B2B and B2E applications
- Prioritized mobile applications development, with near-term initiatives based on FPL’s strategy



A screenshot of the FPL customer portal homepage. The page features a navigation bar with 'MANAGE MY ACCOUNT' and 'REGISTER FOR ONLINE ACCESS' buttons. Below this is an 'ACCOUNT LOG IN' section with fields for 'User ID or E-Mail Address' and 'Password', and a 'LOGIN' button. To the right, there's a promotional banner for a coffee cup with the text 'It can energize your morning but not your whole day' and 'See how we power your home for just a few dollars a day'. Below the banner is a grid of service categories: 'My Account', 'Billing & Payments', 'Customer Service', 'Moving', 'Save Energy & Money', and 'Helpful Links'. At the bottom, there are three promotional tiles: 'Level out your monthly bills', 'Simplify life and set yourself paper-free', and 'Easier access to business solutions'.

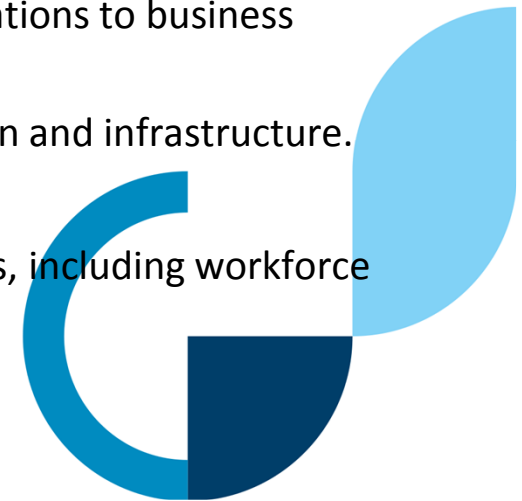
3

Enable Mobile Application & Device Management

Enable Mobile Application & Device Management – Integrate to backend systems, and ensure acceptance of users

Description

- Secure integration of mobile applications to enterprise data, applications and services.
- Alignment of the design, development and deployment of mobile applications to business requirements and strategy.
- Management of the entire mobile lifecycle, from device to the application and infrastructure.
- Appropriate controls and analytics across all devices
- Acceptance of mobility devices, applications and work processes by users, including workforce and customers.
- Secure network communications with effective management



Case Study: A large utility migrated from traditional endpoints to mobile devices

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About:

Serving 4.5 million customers, this electric company of 25,000 employees is a leader in clean energy, while exceeding reliability standards and keeping consumer costs below average.

Objectives:

- The utility is experiencing a migration from traditional endpoints to mobile devices.
- Essential to keep OpEX costs down to stay competitive, while improving operations and maintaining its reliability standards
- In addition to managing its 25K employees the utility was in the process of improving its customer portal, and required the architecture for its Customer Portal

Results:

- IBM's mobile foundation enable the utility to keep total cost of ownership (TCO) low and provide an easy platform for adding-on mobile device management capabilities
- Integration with Maximo Enterprise Asset Management and Remedy improved existing workprocesses
- Enabled rapid increase and deployment of new mobile functionalities
- Provided the tools to support a responsive and agile development team
- Expected to grow to over 20,000 managed mobile devices



Agenda

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- ❖ **Next Steps**



Next steps on journey towards MOBILITY



THANK

YOU



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