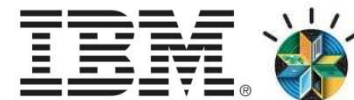


**IBM BusinessConnect**  
Realize the art of the possible.



# MobileFirst



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# Mobile is everywhere...



## 5 Trends with significant implications for the enterprise

1

### Mobile is primary

91% of mobile users keep their device within arm's reach 100% of the time

2

### Insights from mobile data provide new opportunities

75% of mobile shoppers take action after receiving a location based messages

3

### Mobile is about transacting

96% year to year increase in mobile cyber Monday sales between 2012 and 2011

4

### Mobile must create a continuous brand experience

90% of users use multiple screens as channels come together to create integrated experiences

5

### Mobile enables the Internet of Things

Global Machine-to-machine connections will increase from 2 billion in 2011 to 18 billion at the end of 2022





# IBM MobileFirst Portfolio cont.





# Mobile Application Types



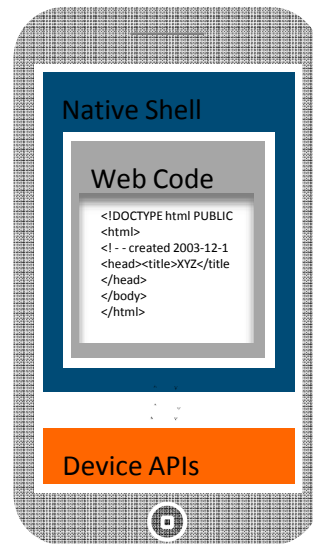
## Web Apps

Written in HTML5 JavaScript and CSS3. Quick and cheap to develop, but less powerful than native.



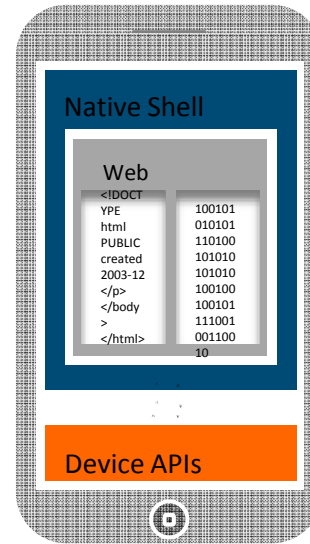
## Hybrid Apps - Web

Source code consists of web code and included Worklight libraries and executed in a native shell.



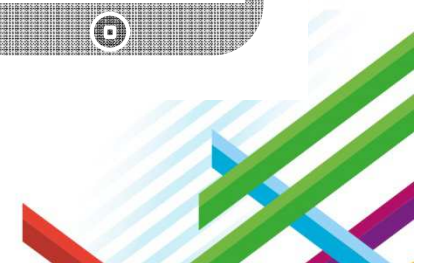
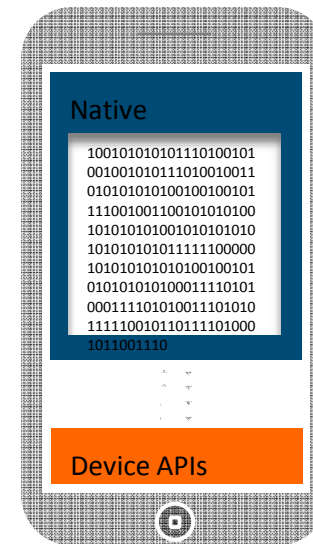
## Hybrid Apps - Mixed

User augments web code with native language for unique needs and maximized user experience.

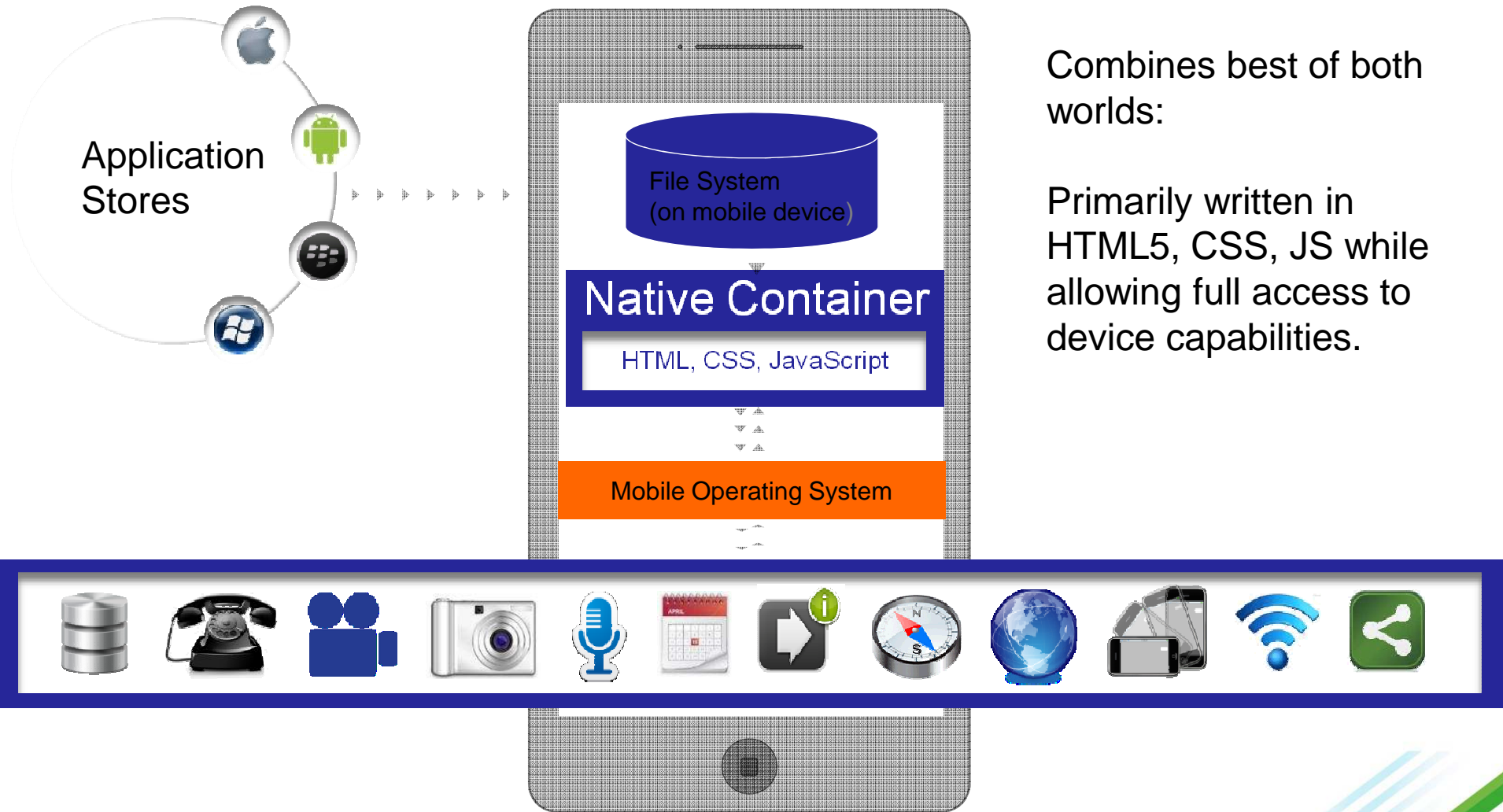


## Native Apps

Platform-specific. Requires unique expertise, pricy and long to develop. Can deliver higher user experience.



# Hybrid Apps...



Combines best of both worlds:

Primarily written in HTML5, CSS, JS while allowing full access to device capabilities.



# Why Worklight!



Apps

30%

70%

Mobile Application Platform

Cross-Platform Development and Testing

Offline sync

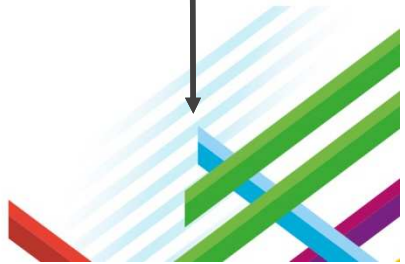
Security

Geo-fencing

Direct Update

Push Notifications

Integration

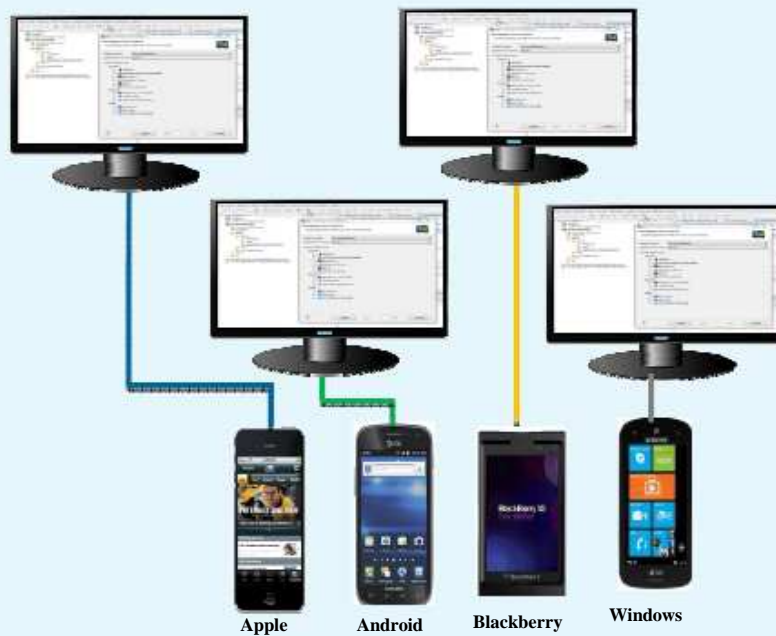


# Multi-Platform Development with a shared Codebase



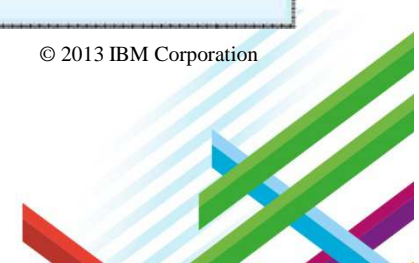
**From the complexity of many...**

- Multiple sets of tools & frameworks
- Four codebases to develop and maintain



**To the simplicity of one**

- One development environment
- One codebase to develop and maintain

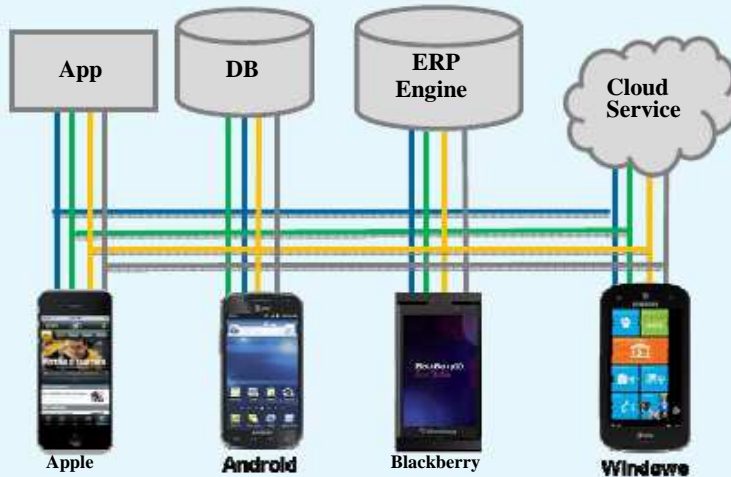


# Controlled back-end Integration



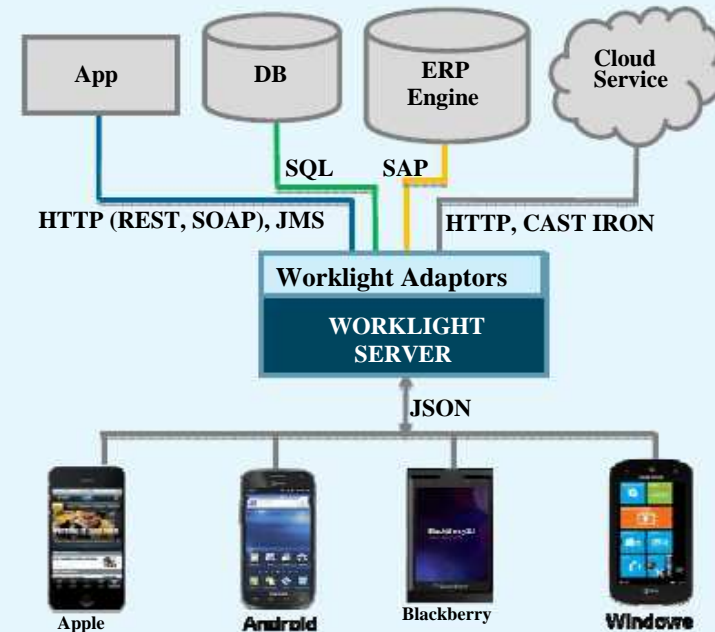
## From multiple point-to-point integrations

- Multiple sets of integrations to enterprise resources to build and maintain
- YOU manage caching, synchronization and end-to-end encryption



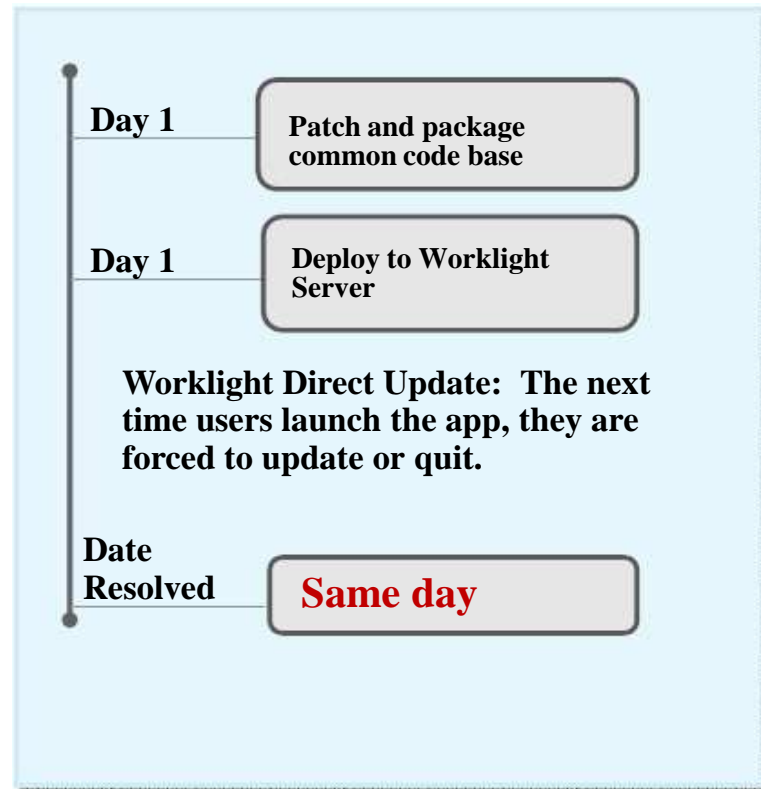
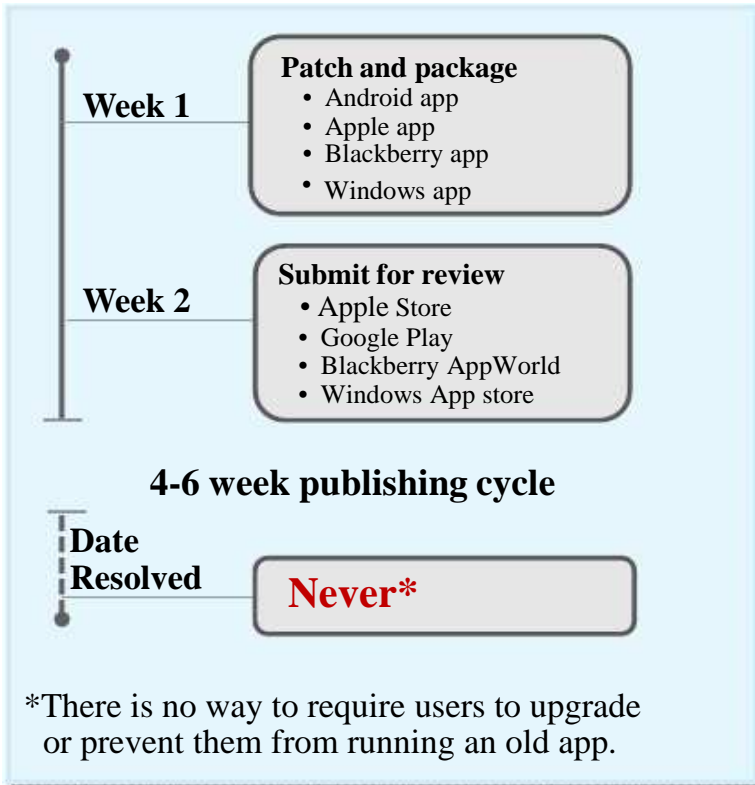
## To streamlined, transparent access

- Worklight transforms enterprise data into mobile-friendly, JSON format
- Worklight Server manages caching, data synchronization and end-to-end encryption





# Timely and controlled updates





# Centralized push notifications



From the complexity of many...

Multiple sets of push services to manage

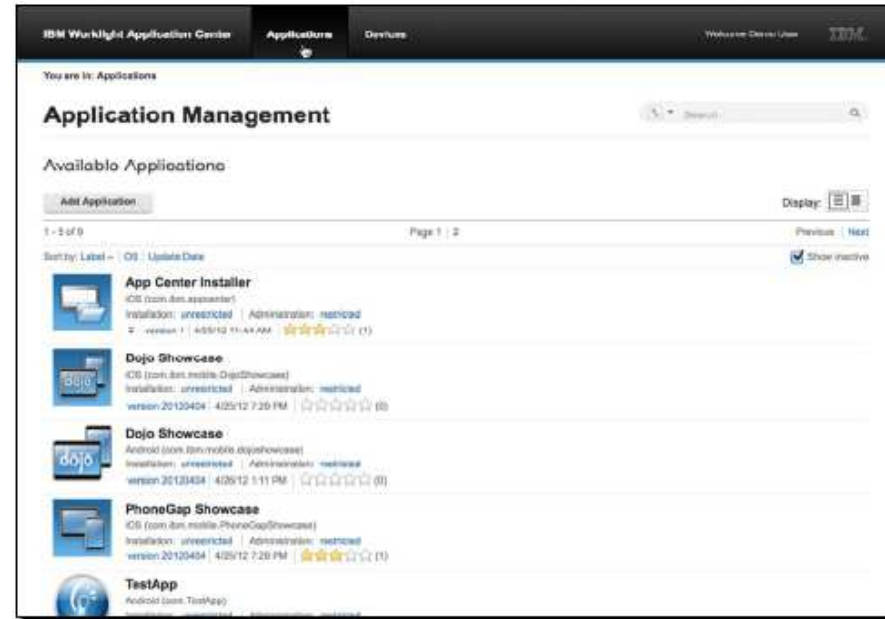


To the simplicity of one...

Unified push management



# One App Store for all of your devices



- Efficient deployment of development artifacts to stakeholders for test and feed-back
- Easier employees enablement for up to date mobile apps access
- Advanced control via ACL and LDAP support



# Mobile Solution Examples



**Customer Spotlight**

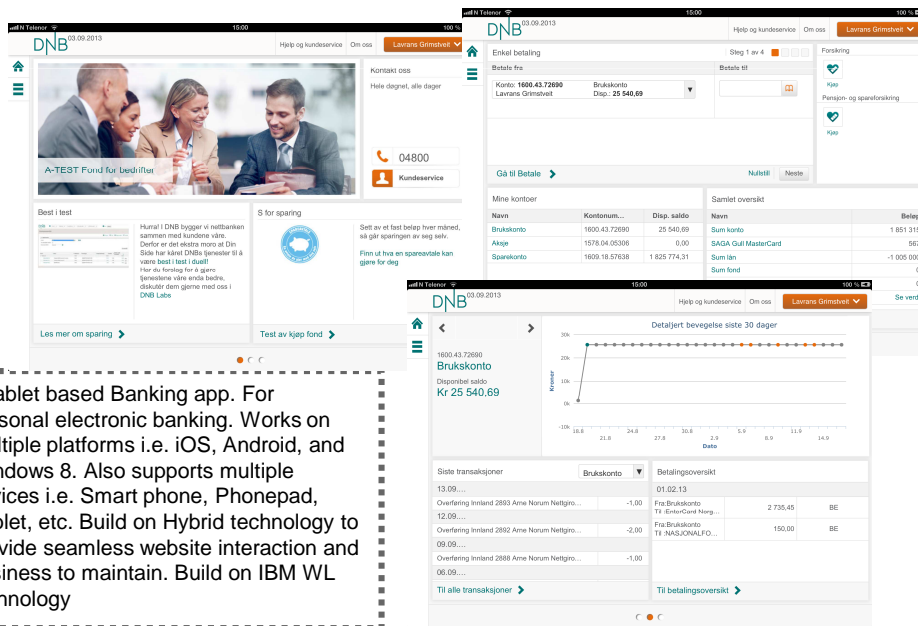




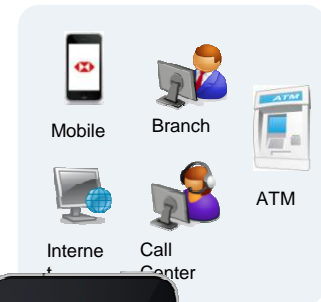
# Mobile Solution Examples cont.



Within the Small Business Services Value Network program, Nedbank wants to assist small businesses in their pain points, reduce the financial risk for Nedbank and improve the overall business health. The SBS Value Network will achieve this objective by creating a Platform through which businesses can interact with Nedbank and other businesses and have access to a set of predefined offerings negotiated with external partners.



A tablet based Banking app. For personal electronic banking. Works on multiple platforms i.e. iOS, Android, and Windows 8. Also supports multiple devices i.e. Smart phone, Phonepad, Tablet, etc. Build on Hybrid technology to provide seamless website interaction and easiness to maintain. Build on IBM WL technology



Mobile banking solution for WW customers including regional selection Web connection ATM locator Personal banking, Business banking





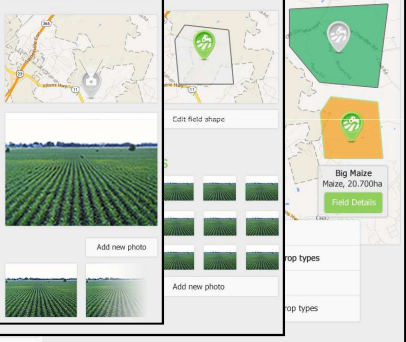
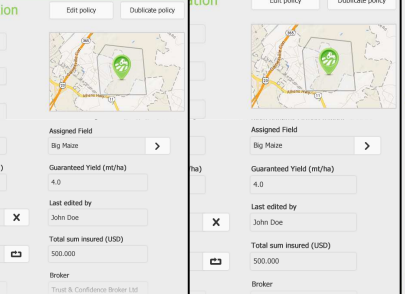
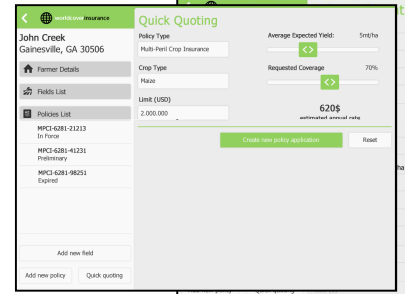
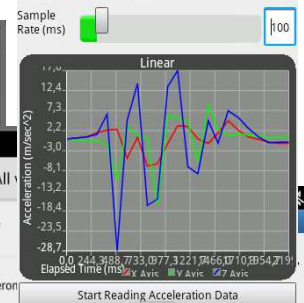
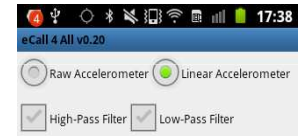
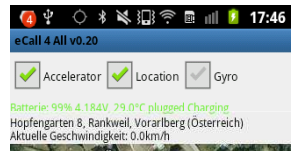
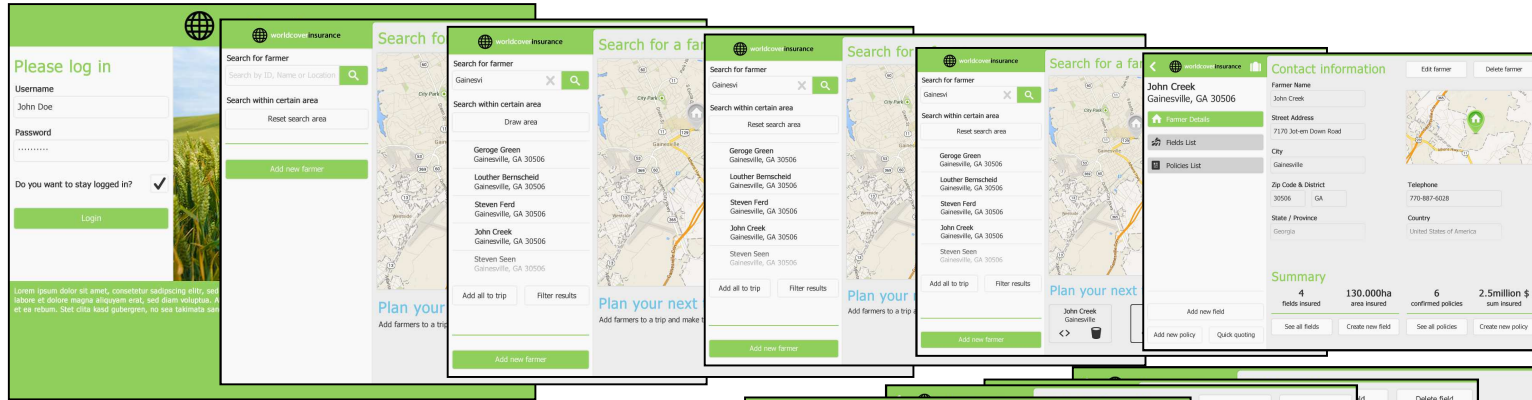


Insurance

# Mobile Solution Examples cont.

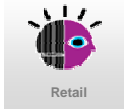


A tablet based Agricultural Insurance app using aerial survey technology and global positioning to provide Mobile Insurance policy update and control. Providing mobile crop check field check and location check.



**Pan-European eCall**  
 During a car accident (when the airbag is activated) automatically a data message will be sent to a public safety answering point (PSAP) transmitting: the coordinates, vehicle data, and the movement direction  
 At the same time a voice connection will be established  
 Needs to work Europe wide





# Mobile Solution Examples cont.



A mobile app that combines the use of a customer card and augmented reality, to be used where the card is intended for but also to find locations to use the card. This app is built on multiple platforms showing the possibility and capability of using augmented reality on a mobile platform and using Worklight to build and maintain multiple platforms to get the same user experience.



## Waitrose

- Shop and buy
- Find Waitrose branches
- Repeat and/or edit a previous shopping order
- Current web solution outages leading to lost sales
- Assess and break down revenue
- Compare with other channels (e.g. website, stores)
- Analyze effects of promotions



Selling an automatic window opener and closer with control units. There was no modern device available to control and configure these control units.

Using a Smartphone/Tablet app to configure, control and diagnose the control unit.

A smartphone app interacts with a Shaspa bridge controller using REST APIs. The Shaspa bridge connects to multiple window control units. The app can directly control the windows, modify 19 window parameters using nice touch controls and display diagnostic window information.





Transport

# Mobile Solution Examples cont.



The screenshots show the INFRABEL mobile app interface. The top view shows a list of work orders with columns for Work Order, Short Description, Urgency, and Work On. Below this is a detailed view of a work order, showing a checklist with columns for Check ID, Action, Sequence, Reading, and Complete. The app is designed for tablet use, with large text and clear navigation elements.

A tablet based app to support railway maintenance managing work orders in a SAP database in combination with maintenance checklists in a local database. Providing online and off line functionality and sync., GEO location, team and individual works orders and attached work checklists for completion . Crucial requirement: allow changes to check list definitions without IT intervention. Present different selections of work orders

- Work orders I am working on
- Work orders a team is working on
- Work orders assigned to a team, but not to an individual
- Work orders not currently assigned to any team



The screenshots show the ABB Product Browser mobile app interface. The top view shows a product detail page for the eVD4 circuit breaker, including a description, benefits, and related products. Below this is a 3D model of a rail system, showing the layout of tracks, signals, and other infrastructure. The app is designed for tablet use, with large text and clear navigation elements.



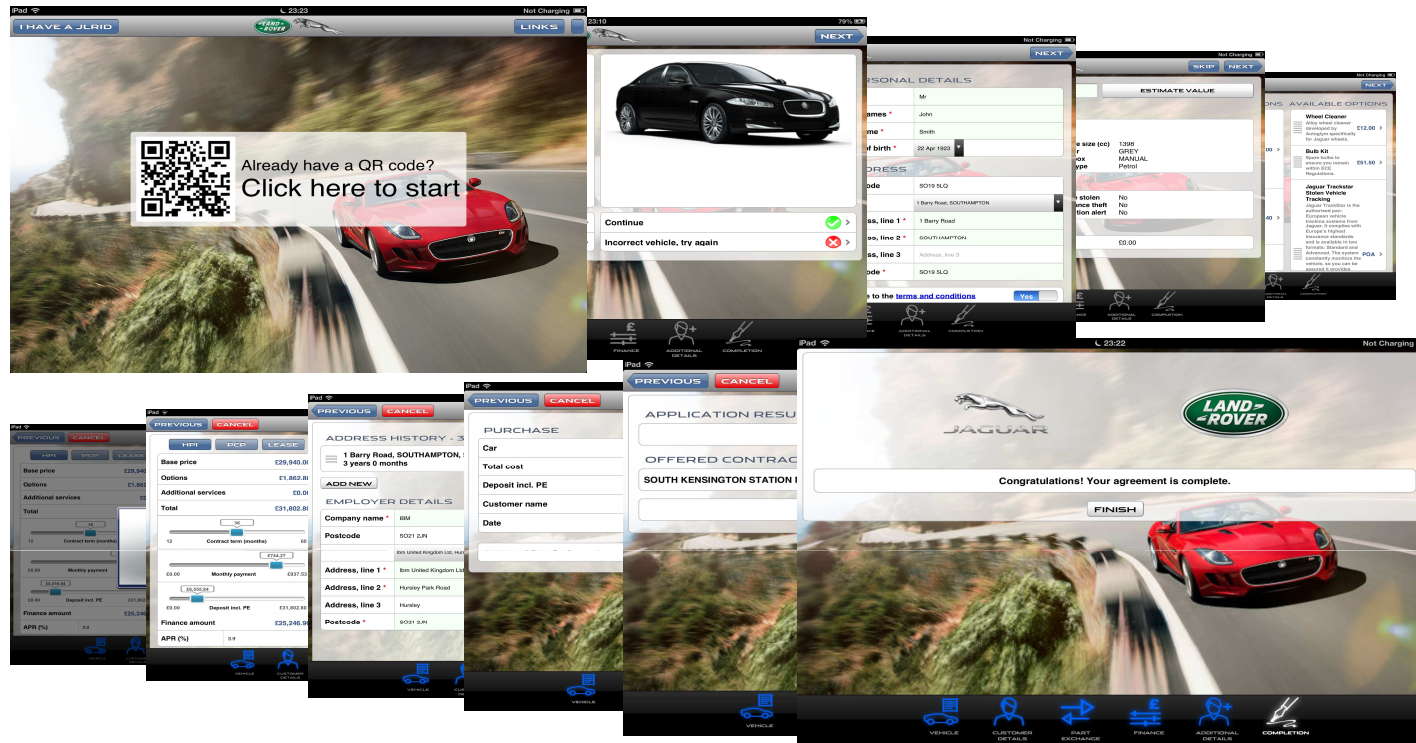
Power and productivity for a better world™

The Common Configuration Mobile Platform (CCP) is the most advanced tendering tool within ABB . It is used as the sole tendering tool by Power Product Division. CCP supports the sales processes and facilitates order entry activities; from lead and opportunity registration through to automatic tender letter.





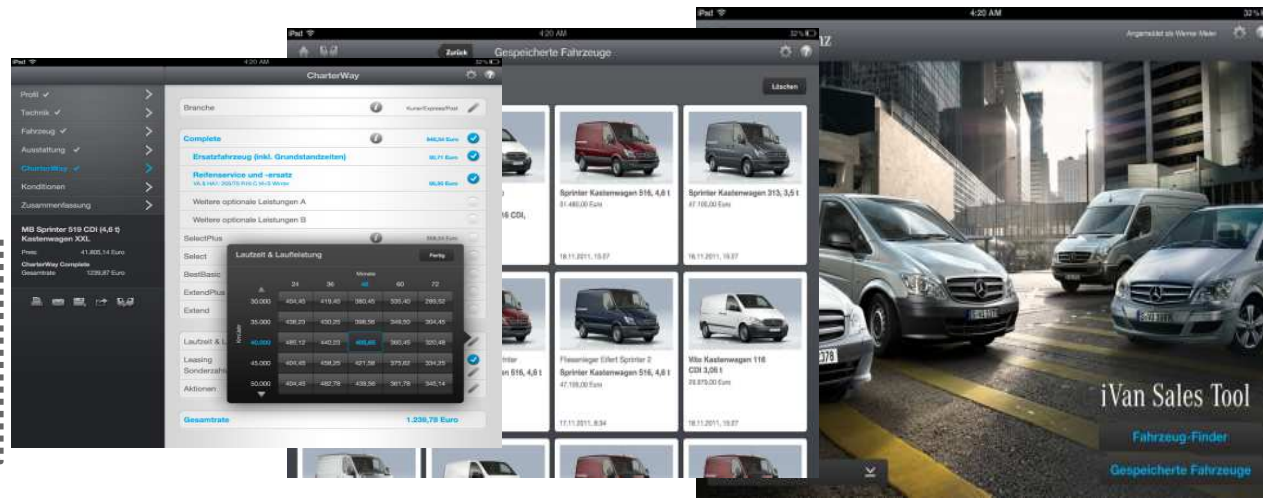
# Mobile Solution Examples cont.



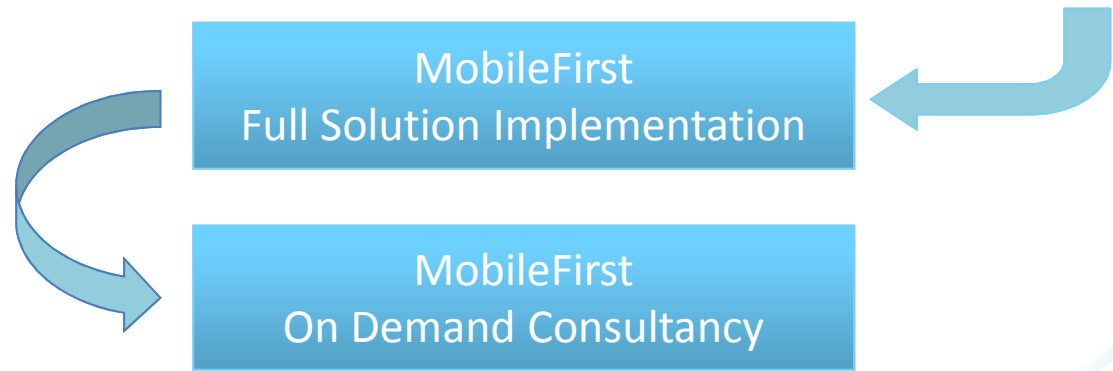
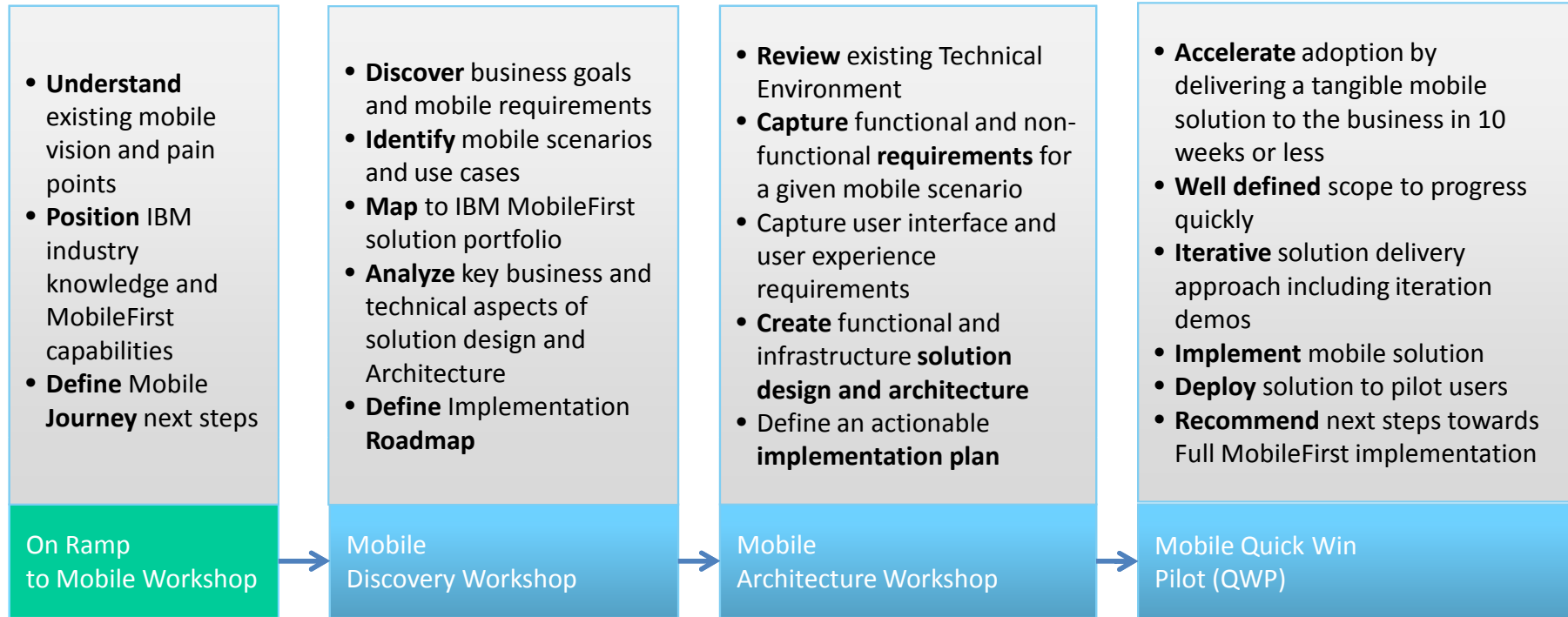
A tablet based sales tool that the sales person can take to the customer or in the showroom and together with the customer to jointly work out a vehicle configuration, additional options, financing, and close the deal there and then create the complete offer. The tool further streamlines the sales process by providing preconfigured vehicle configurations, available options and finance possibilities to start from.



A tablet based sales tool that the sales person can take to the customer and use together with the customer to jointly work out a vehicle configuration and create the offer. The tool further streamlines the sales process by providing preconfigured vehicle configurations to start from.



# IBM "Software Services for Mobile"





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Realize the art of the possible.



Thank You!

