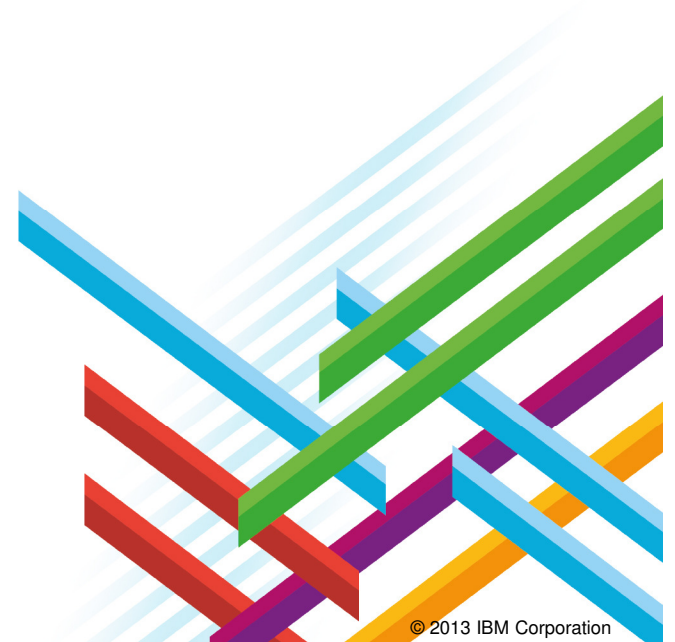


**IBM BusinessConnect 2013**

Vernetzter, intelligenter und informierter denn je



# IBM MobileFirst



© 2013 IBM Corporation

**IBM BusinessConnect 2013**

Vernetzter, intelligenter und informierter denn je



# **IBM MobileFirst – Bewegen Sie sich, werden Sie mobil**

Dr. Danny Fundinger



© 2013 IBM Corporation

# Agenda



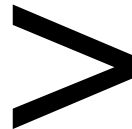
- 1 The Mobile revolution – trends and opportunities in the market
- 2 Challenges and success factors for your business
- 3 IBM Mobile First – the industry's most comprehensive mobile portfolio



The mobile explosion cannot be ignored and requires every business to become a *mobile* business



7.3 Billion  
Mobile Devices



7.0 Billion  
People



Sources: Forrester, Mobile Wave, World Bank, Cisco Visual Networking Index (VNI) Global Mobile Data Traffic Forecast, 2012-2017



Mobile has transformed society and is here to stay....

"We have a Pope "Announcement Day in Rome



Mobile has transformed society and is here to stay....

"We have a Pope "Announcement Day in Rome





# Mobile is driven by personal devices and requires a strong focus on customer experience





# Mobile is everywhere and is a catalyst for change

## 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

Mobile is about transacting

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

3

Insights from mobile data provide new opportunities

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

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

Sources: 1. Source: "China Mobile 50k survey"; Morgan Stanley Research; 2011; 2. JIWire Mobile Audience Insights Report Q42011; 3. IBM Coremetrics Retail Data – as published in 11/24/12 IBM Press Release; 4. Time, Inc. 2012; 5. GSMA, Machina Research







## Case study Air Canada: Perfecting the art of self-service. How self-service helped an airline transform their brand



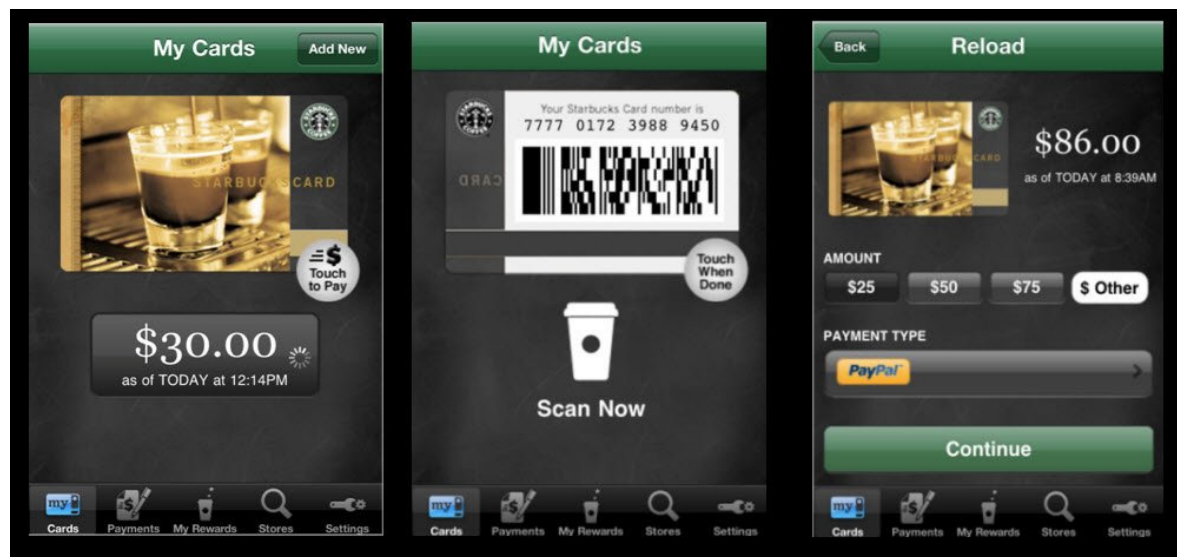
*“With our multi-channel platform, we have reduced our check-in cost by 80%. What used to take us six to eight weeks to push a new release, now we are able to do in 72 hours. Everything that has to do with development in testing, we at least saved 50% of the time.”*

— Patrice Ouellette, Director of Customer Solutions and Innovations, Air Canada





## Case study Starbucks: Increase customer loyalty and revenue with Mobile (Payments)



- Over 7 Million users use Starbucks' mobile payments app
- 2.1 Million transactions/week, nearly 20 % of transactions on Starbucks cards are mobile payments
- 1 in 10 US adults received one of the company's cards as a gift
- \$1 Billion was loaded in Starbucks cards per quarter





## The broad opportunity scope for mobile solutions goes beyond B2C and towards B2B, B2E and M2M (with M2M2P)

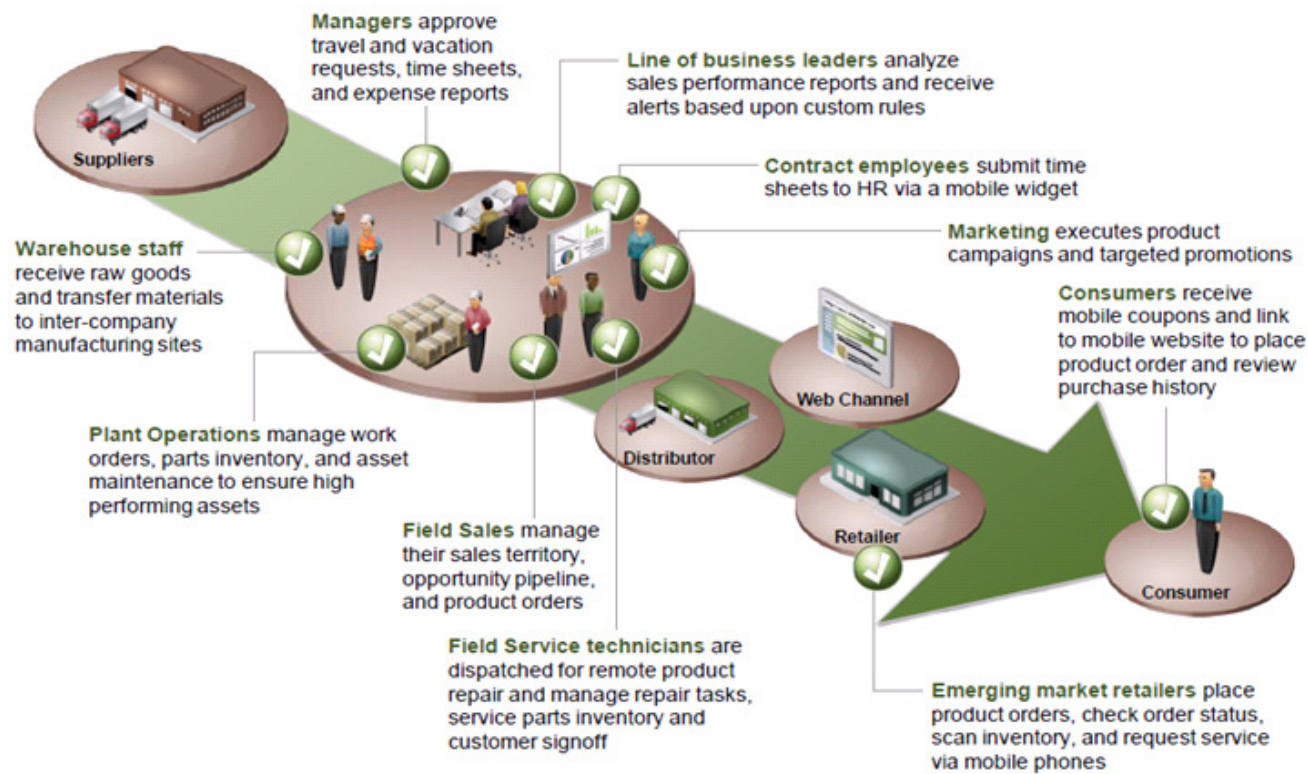


New engagement models with customers  
+  
Transform operations & internal processes  
+  
Extend enterprise and unlock additional  
business value  
+  
Re-define and design new value propositions  
and experiences  
+  
Develop, Integrate, Operate





# Mobile is relevant across the enterprise and a source of opportunity in many lines of business



# Agenda

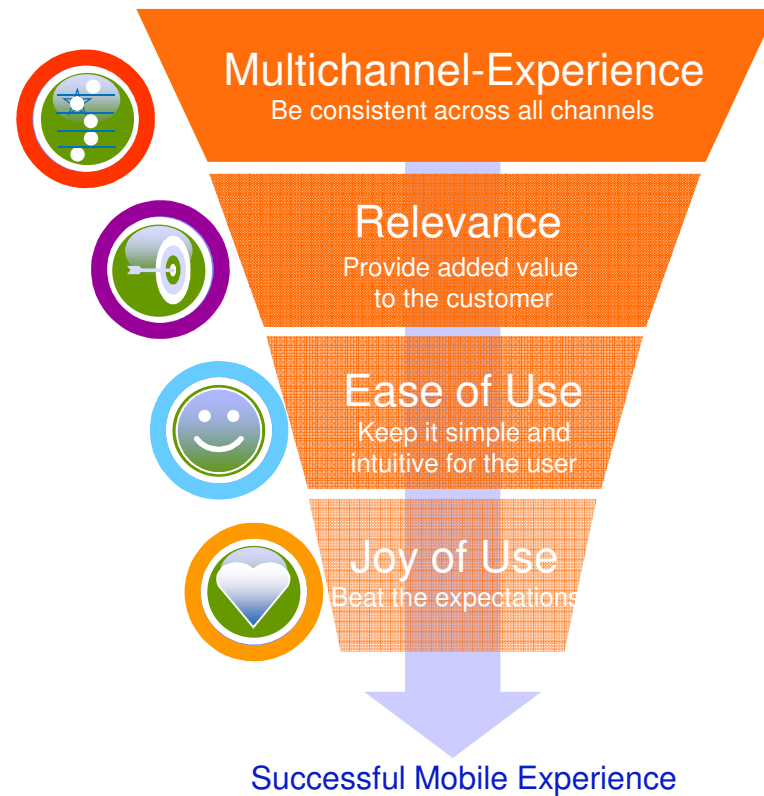


- 1 The Mobile revolution – trends and opportunities in the market
- 2 Challenges and success factors for your business
- 3 IBM Mobile First – the industry's most comprehensive mobile portfolio





The full bandwidth of customer experience needs to be covered in order to provide a promising mobile app



# A consistent multichannel experience is an important foundation to achieve the customer's loyalty



## Multichannel-Experience

Be consistent across all channels

The mobile app is fully integrated in the channel mix to provide a consistent customer experience

➤ The customer can choose whichever channel he prefers

➤ All information and all functions are available across all channels

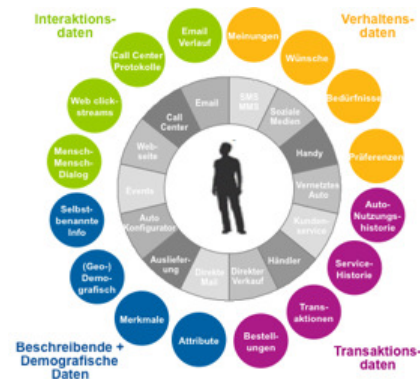
➤ The customer can switch among channels at every time, no data needs to be entered again after a switch

**79%**

of customers will commit to a deeper product or service relationship with a brand after a satisfying experience

**86%**

of all consumers in 2013 were using one or more technologies to shop



# Exploit the full range of technical opportunities of mobile devices to add value for the customer



## Relevance

Provide added value to the customer

The customer expects an added value when using the mobile device. Mobile apps need to ease the life of the user.

- Solve a customer problem with the mobile app
- Provide information easier and quicker
- Initiate transactions using the full range of mobile capabilities

The combination of the following technologies will enable new mobile moments for the user:



- Mobile network access
- NFC, RFID
- GPS, Localisation
- Accelerometer
- Camera and Video
- QR, Barcodes
- Augmented Reality
- Speech recognition (e.g. SIRI)
- Push Services and Notifications
- Temperature
- Altimeter
- Calendar, contacts





# Mobile solutions need to be simple and intuitive to use

*"Uncompromising simplicity and convenience across sales and service channels are key to drive superior customer experience"*



An easy-to-understand and well structured user interface is provided to the customer

- Provide mobile solutions for all „Customer Lifecycle Phases“
- Take advantage of the specific user interaction technologies and capabilities of mobile devices
- Design the mobile app functions and processes with respect to the mobile user interface and its limitations
- Provide more detailed functions and information for power users when appropriate



## Ease of Use

Keep it simple and intuitive for the user



- Touch
- Swipe
- Presence
- Global positioning system (GPS)
- Voice
- Pen





## Using the mobile app needs to be fun so that the customer is using it repeatedly and recommends it to friends



Provide more than expected and surprise the customer

- Fulfill a need the customer did not know he had
- Provide a superior design and user experience
- Get out of the customer's way
- Gamification or rewards can engage the customer and increase repeated usage



Joy of Use  
Beat the expectations



# There are six main challenges for development and maintenance of mobile solution

1. Fragmentation and complexity of mobile platforms



2. High expectations on quality and user experience



3. Efficient implementation of the mobile development lifecycle for fast time-to-market



4. Integration of mobile solutions in the enterprise architecture



5. Domain and function independent view on mobile security and data privacy

6. Realtime-oriented, on-demand scalability and extensibility of the mobile solutions



# Agenda

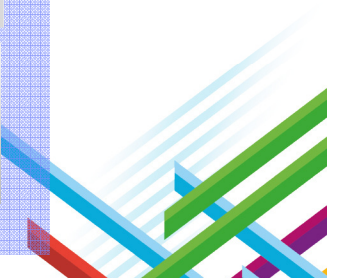
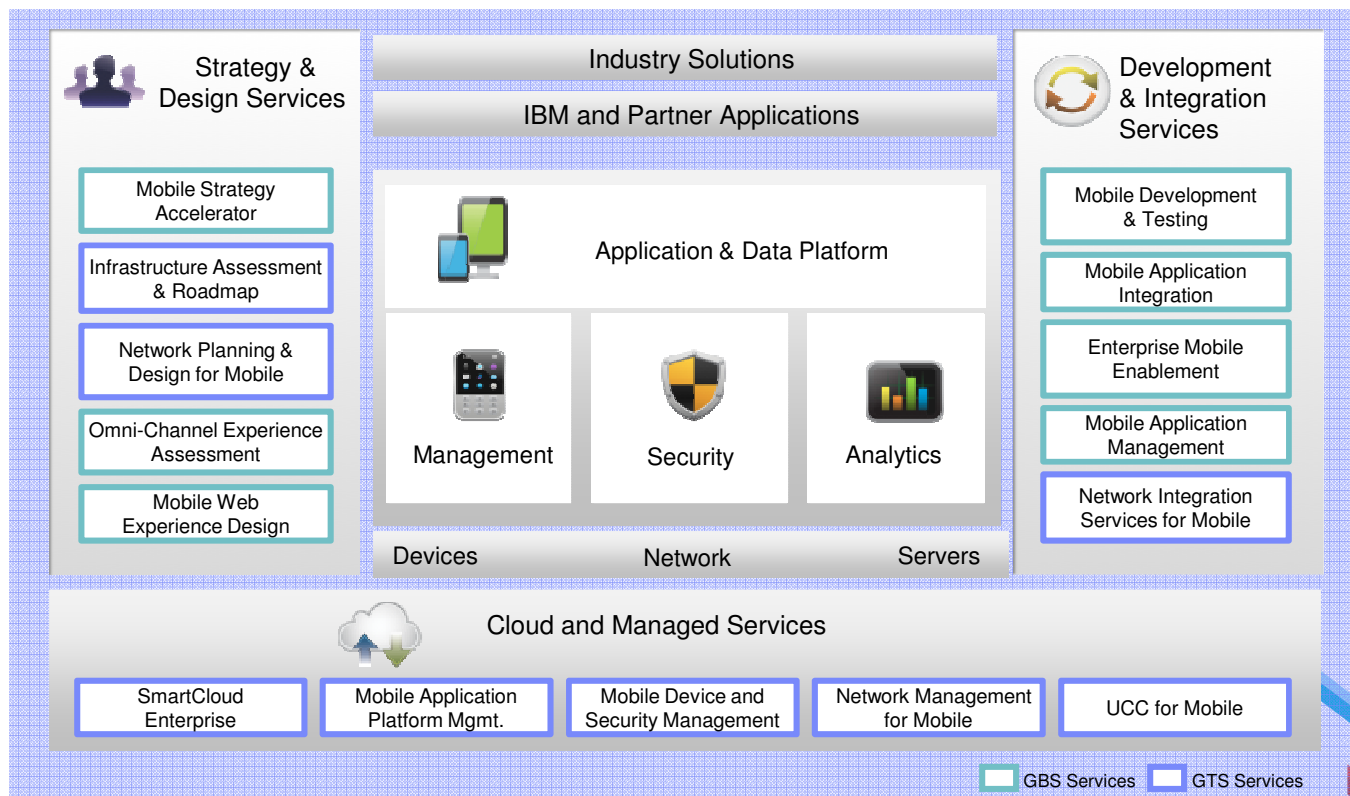


- 1 The Mobile revolution – trends and opportunities in the market
- 2 Challenges and success factors for your business
- 3 IBM Mobile First – the industry's most comprehensive mobile portfolio



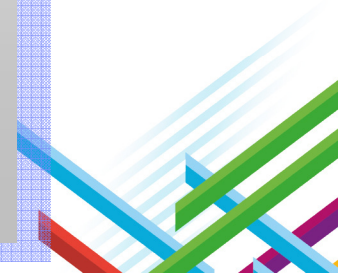
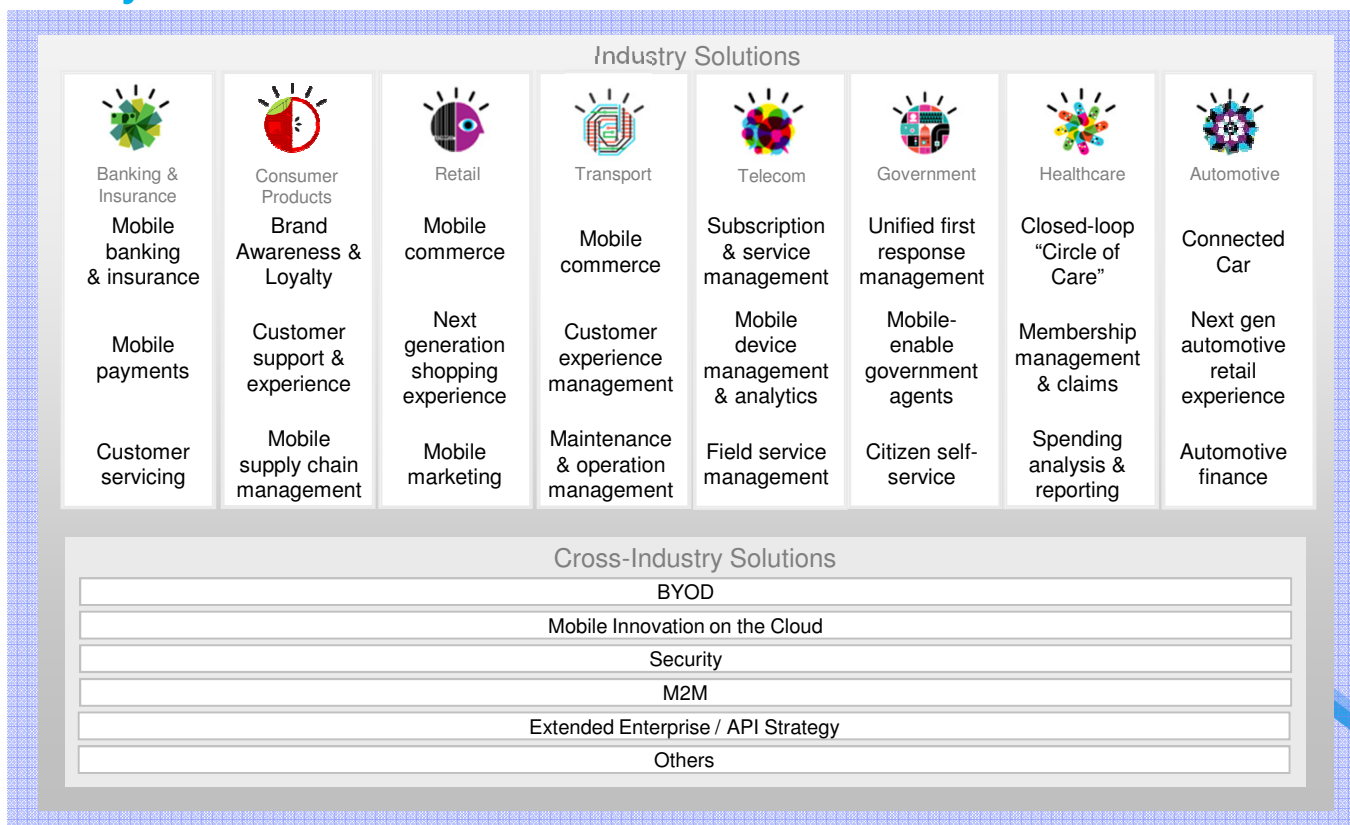


# IBM MobileFirst Enterprise Services - the industry's most comprehensive mobile portfolio





## IBM's portfolio includes mix of industry-specific & cross-industry solutions



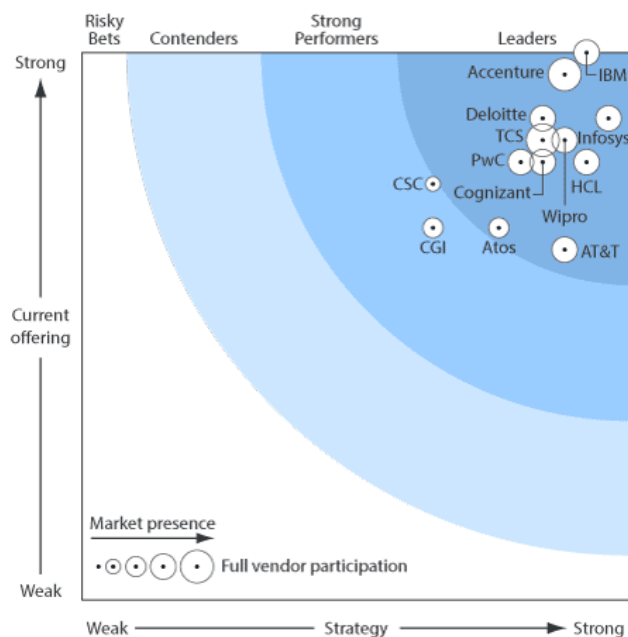
# Put mobile first with the IBM mobile application development lifecycle





# IBM was positioned as a leader in the Forrester Wave™: Enterprise Mobility Services, Q1 2013

*IBM received the highest score possible in “Current Offering”*



## *Breadth and Depth are Today's Differentiators In Enterprise Mobility Services*

*"Today's enterprise mobility market comprises many different providers, ranging from the agencies that specialize in user interface (UI)/ design work to development boutiques to large multinationals. However, few truly have the scale across the life cycle of services, from user interface and design skills to business acumen to mobile technology expertise."*

Source: Forrester Research Inc. "Forrester Wave™: Enterprise Mobility Services, Q1 2013".  
Full report can be accessed at <http://www.ibm.com>

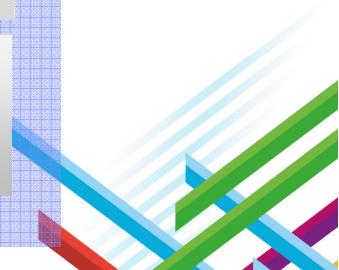
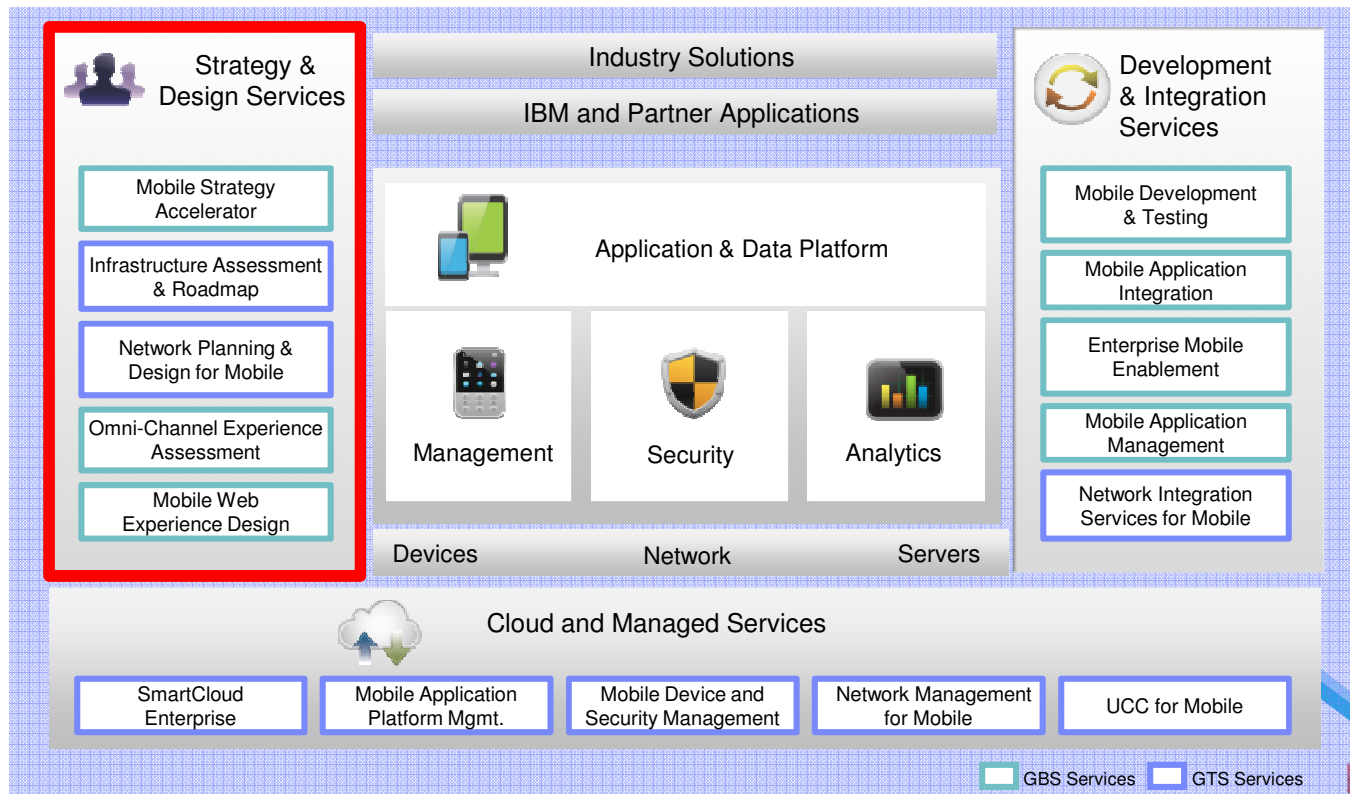
The Forrester Wave™ is copyrighted by Forrester Research, Inc. Forrester and Forrester Wave™ are trademarks of Forrester Research, Inc. The Forrester Wave™ is a graphical representation of Forrester's call on a market and is plotted using a detailed spreadsheet with exposed scores, weightings, and comments. Forrester does not endorse any vendor, product, or service depicted in the Forrester Wave. Information is based on best available resources. Opinions reflect judgment at the time and are subject to change.







# MobileFirst support when you are just starting with your mobile adaption or about to structure and scale the mobile abilities of your enterprise



# The IBM Enterprise Mobile Strategy is separated in 4 phases – strategy projects can be tailored to the requirements of your business







## Your Experts – Meet us at the MobileFirst booth

MobileFirst  
Management



**John Seyerle**  
*Endpoint Mgmt Sales Leader DACH*  
*IBM Software Group*  
[jsey@ch.ibm.com](mailto:jsey@ch.ibm.com)

**Belsoft** | IT Solutions

MobileFirst  
Application



**Billy Kneubuehl**  
*Middleware Sales Leader CH*  
*IBM Software Group*  
[billy.kneubuehl@ch.ibm.com](mailto:billy.kneubuehl@ch.ibm.com)

**[ipt]**



**Sebastian Gath**  
*Sales Specialist GB*  
*IBM Software Group*  
[sebastian.gathl@ch.ibm.com](mailto:sebastian.gathl@ch.ibm.com)

**WHITE COAST**  
SOLUTIONS

MobileFirst  
Strategy & Design



**Dr. Danny Fundinger**  
*Managing Consultant Mobile*  
*IBM Global Business Services*  
[danny.fundinger@de.ibm.com](mailto:danny.fundinger@de.ibm.com)





# Neurostatus Systems GmbH

Roland John (COO) and Beat Gersbach (CTO)

**IBM** BusinessConnect 2013

# Table of contents

- Neurostatus e-Scoring
- Business Challenge
- Solution
- Summary, Q&A

# Neurostatus e-Scoring

Optic Functions	OD	OS
Visual acuity	0.8	0.5
Visual fields	0	0
Scotoma	0	0
* Disc pallor	0	0
FS Score	1	
Converted FS Score	1	

- Electronic Data Capturing (EDC)
- Clinical Trials
- EDSS scale: Gold Standard to assess the overall status of patients in Multiple Sclerosis
  - Expanded Disability Status Scale





# Process until now

1. Analog data capturing (paper)
2. FS Score and EDSS Step calculation (brainwork)
3. Data Transfer to Sponsor (Fax)
4. Digitizing of data (partially)
5. Quality control (manual calculation)
6. Queries to EDSS rater

- too many steps
- too much time, noise and resources

→ bad data quality

# Direct and fast !



EDSS Rater



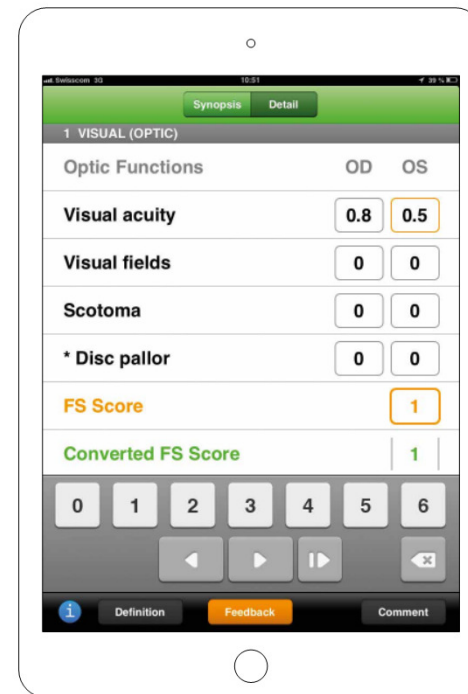
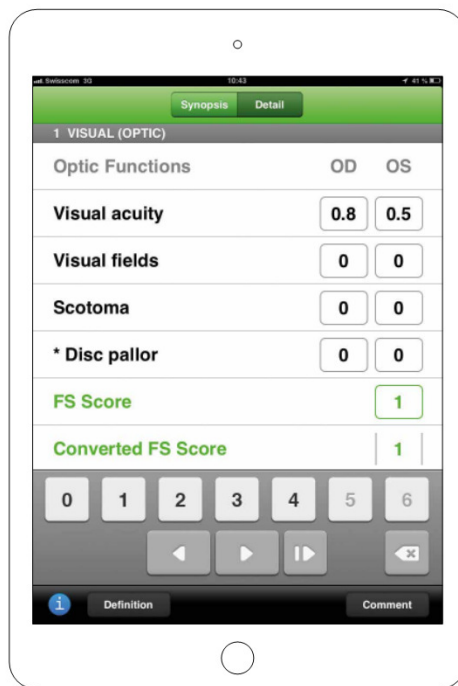
Patient

Bring the solution to the end user:

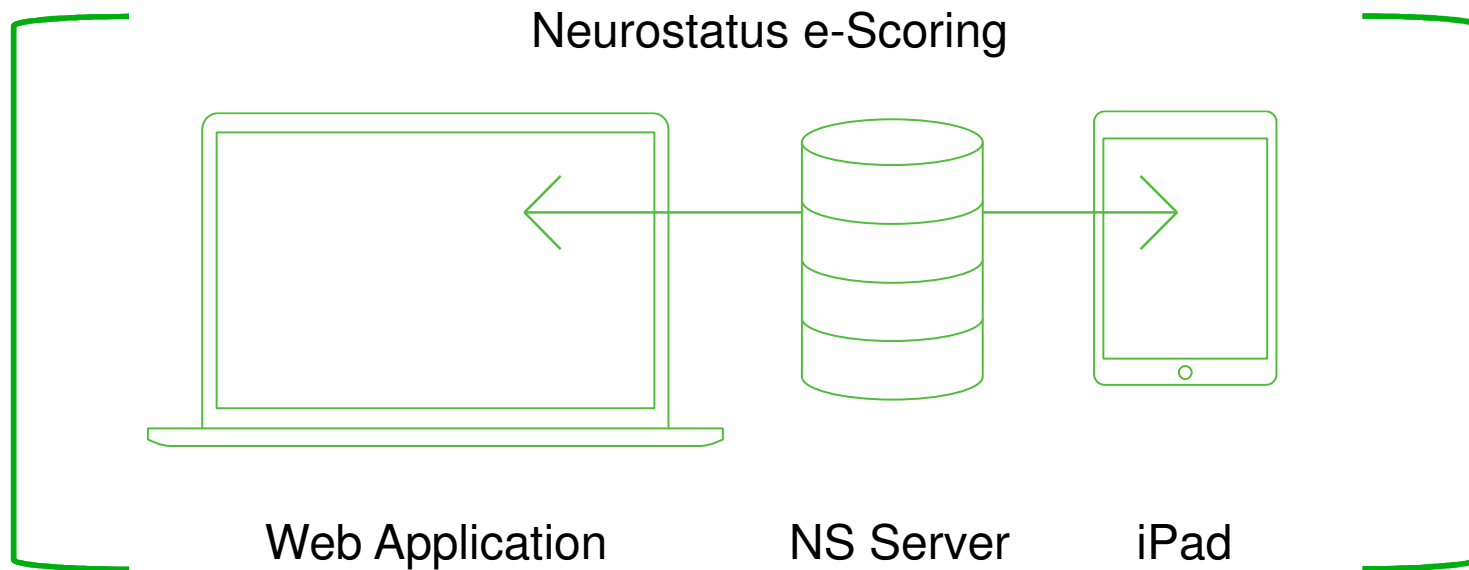
- Electronic data capturing
- On site quality control (e-Scoring Algorithm)
- Instant feedback and data clarification

→ Mobile solution

# Improved data quality



# System Components



# Business Model

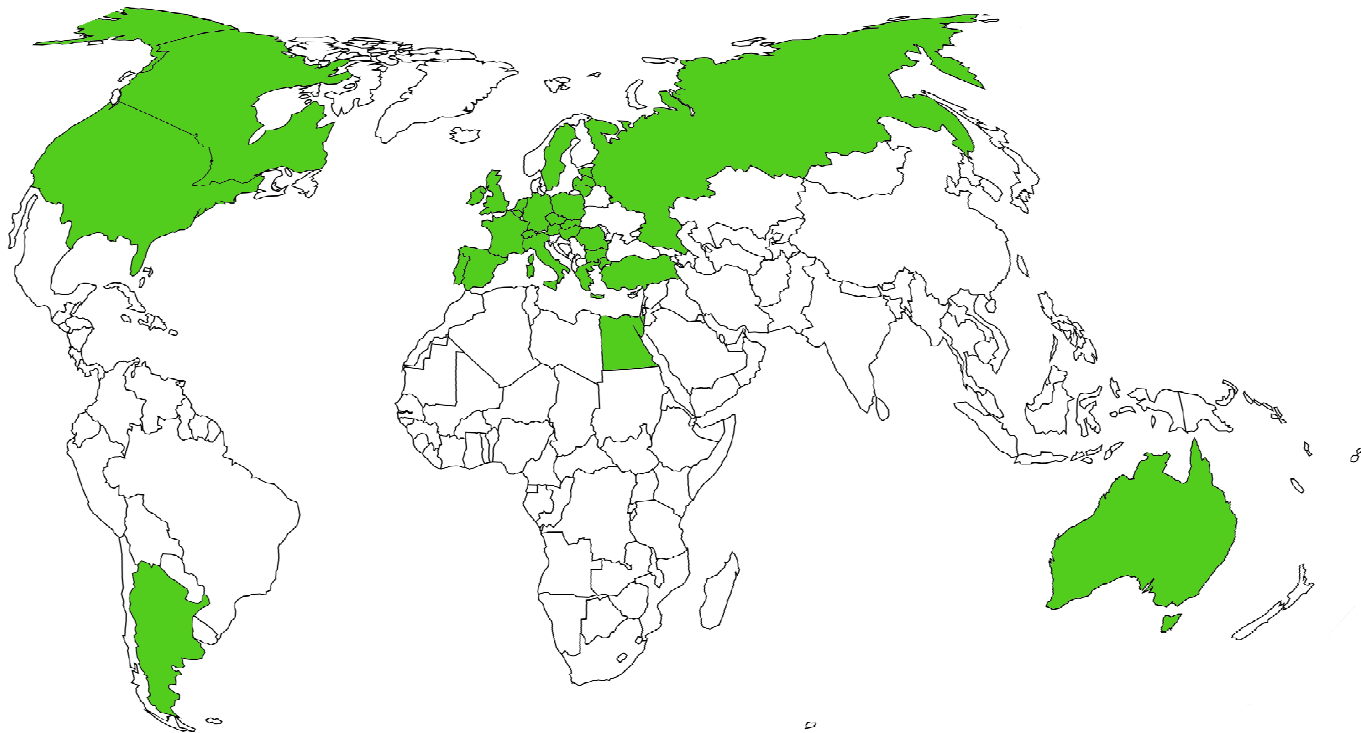
Neurologists / Hospital (End User)

Pharma Companies / Clinical Trials (Customers)

**Neurostatus Systems**  
System development and operations

**UHBS, Basel**  
Prof. Kappos, Scientific background

# 350 Sites in 30 Countries



31-OCT-2013

Neurostatus Systems GmbH

38

# Business Challenges

- Enterprise Level, but worldwide distributed end users

# Regulatory Requirements

- Qualified and Validated infrastructure according to FDA/EMA regulatory requirements
- Validated = Controlled and documented installation according guidelines

Authenticity

Integrity

Traceability

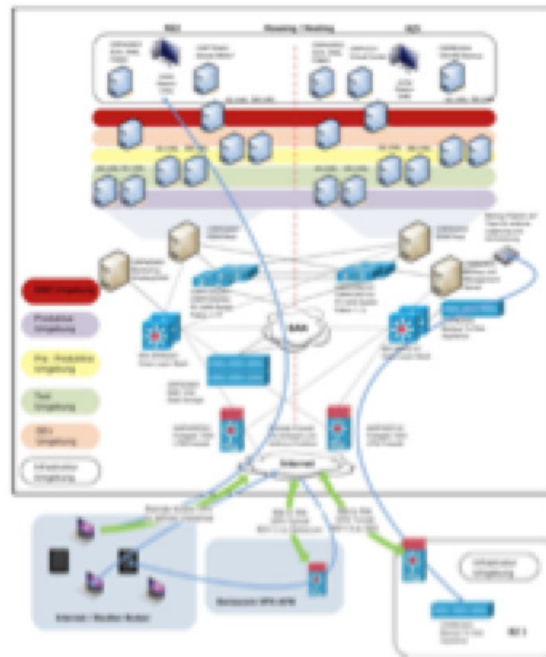


# Infrastructure Requirements

- Controlled Access / Profiling
- Secure Data Transfer
- Remote Control

 Integrated Neurostatus Infrastructure

# Solution



31-OCT-2013

Neurostatus Systems GmbH

42

# Main Infrastructure Components

- Dedicated App Store (Apple Enterprise Store)
  - To be (almost) independent on Apple guidelines
- Mobile Data Communication (Swisscom)
  - Secure data transfer; M2M with VPN / APN
- Qualified Infrastructure (Symotech AG)
  - Regulatory Compliance
- Mobile Device Management (IBM Endpoint Manager)
  - Sophisticated Profiling, Remote Control

# Why IBM Endpoint Manager ?

- Multi Platform
  - Scalability, Diversification
- Fixlets
  - Optimization, Operations and Reporting
- Supports Apple Profiling
  - Controls and Restrictions

# Operations

- Before delivery
  - Staging and Profiling
- After delivery
  - Establishing Connectivity remotely
  - Support and Maintenance

# Summary

- Challenging
- Regulatory compliant but flexible Solution
- Expected growth
- Pros and Cons with Apple
- Close Collaboration with IBM Engineering

Thank you!

Q & A



## Your Experts – Meet us at the MobileFirst booth

MobileFirst  
Management



**John Seyerle**  
*Endpoint Mgmt Sales Leader DACH*  
*IBM Software Group*  
[jsey@ch.ibm.com](mailto:jsey@ch.ibm.com)

**Belsoft** | IT Solutions

MobileFirst  
Application



**Billy Kneubuehl**  
*Middleware Sales Leader CH*  
*IBM Software Group*  
[billy.kneubuehl@ch.ibm.com](mailto:billy.kneubuehl@ch.ibm.com)

**[ipt]**



**Sebastian Gath**  
*Sales Specialist GB*  
*IBM Software Group*  
[sebastian.gathl@ch.ibm.com](mailto:sebastian.gathl@ch.ibm.com)

**WHITE COAST**  
SOLUTIONS

MobileFirst  
Strategy & Design



**Dr. Danny Fundinger**  
*Managing Consultant Mobile*  
*IBM Global Business Services*  
[danny.fundinger@de.ibm.com](mailto:danny.fundinger@de.ibm.com)

