zEnterprise & Mobile
> *The ultimate accessory for your Smart Phone*

Andreas Thomasch
Platform Leader System z, DACH IMT

Mobile Is Changing Interactions And How Work Gets Done
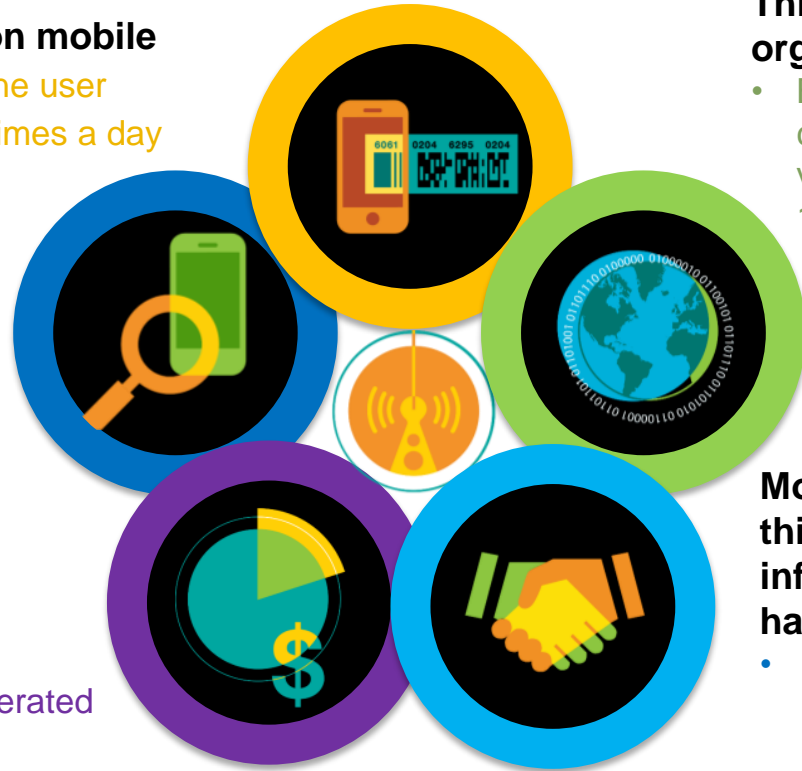
People are transacting on mobile
- The average mobile phone user checks their phone 150 times a day

But the experience of mobile is not yet meeting expectations
- 80% of apps are used once then deleted

Mobile transactions are generating unprecedented amounts of data
- 5 petabytes of data are generated every day by mobile phone subscribers around the world

This data is helping organizations deliver new value
- By 2020, 90% of new passenger cars sold will have some form of vehicle mobile platform, up from 10% in 2012.
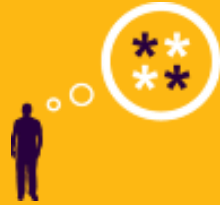
Mobile enterprises leverage this data, putting the right information into the right hands at the right times
- By 2015, 2/3 of the workforce will own a smartphone, and 40% of the workforce will be mobile

As a Result, Leaders are Redefining Their Agendas

73% of CEOs
Are prioritizing investments in customer insights

82% of CMOs
Plan to increase the use of social media

74% of CIOs
Say mobile solutions are part of their vision for increasing competitiveness

70% of COOs
Identify supply chain visibility as the top challenge in delivering on their agendas
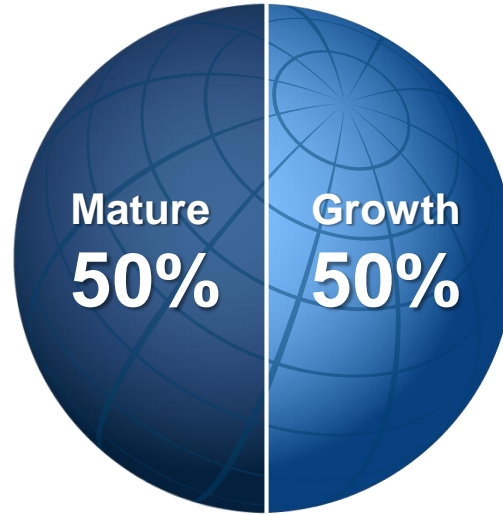
The Institute for Business Value and Oxford Economics Provides Insights into the Characteristics of Mobile Leaders

Industry

Banking	58
Travel and Transportation	54
Automotive	50
Government	50
Healthcare	50
Insurance	50
Telecom	50
Retail	50
Manufacturing	38
Other	51

Market

Mature **50%** Growth **50%**

**Read the report:
http://ibm.co/ibvmobile**

IBM Global Business Services
Executive Report

Mobile enterprise

IBM Institute for Business Value

The "upwardly mobile" enterprise

Setting the strategic agenda

The study represents 601 mobile strategy experts

[1]Research was conducted by IBV and Oxford Economics in 1Q13

The Findings Give Us Insight into the Things that Mobile Leaders Are Doing Differently

1 **They BUILD apps that unlock core business knowledge for mobile uses**

2 **They secure and manage the mobile enterprise to OPTIMIZE performance**

3 **They use insights to ENGAGE their customers wherever they are**

4 **They use mobile to fundamentally TRANSFORM the way they do business**

Those indicating that they are effective at addressing mobile data security issues

90%
Mobile Strategy Leaders

VS

55%
All Others

"Our main challenges are data, security, privacy, and intellectual property risk. As vehicles collect more and more data, we will be challenged with determining the owner of the data and what is personal versus private."

Director Strategy and Planning, Global IT, Automotive

4 **They use mobile to fundamentally TRANSFORM the way they do business**

Those indicating that mobile is fundamentally changing the way their organization does business

81%

Mobile Strategy Leaders

VS

39%

All Others

" If we don't invest in mobile, over time we will reduce our ability to acquire new customers and make acquisitions; our customer metrics will decline. "
Head of Group Digital Deployment, Banking

zEnterprise: The ultimate accessory for your Smart Phone

Unmatched scale
to support millions of transactions per day

Total confidence
in service through the highest security and availability

Rapid development
and deployment of enterprise-grade mobile applications

Tight Integration
with core business processes, applications and data

>150 million monthly mobile banking transactions

< 30 ms response time

…the foundation for a mobile enterprise

Agenda

Zeit	Thema	Referent
10:00 – 10:30	**Begrüßung und Stage Setting**	**Andreas Thomasch** Platform Leader & Manager System z DACH IMT
10:30 – 12:00	**Mobility on System z**	**Wilhelm Mild** Senior IT Architect, IBM Certified, Integration Architectures for Mobile, System z and Linux
12:00 – 12:30	**Mobile Services from the Client Center in Böblingen**	**Erik Fichter** Manager System Center and ATS
12:30 – 13:00	**Kundenbericht über Erfahrungen mit Worklight**	**Dominik Weitz** ABK Systeme GmbH
13:00 – 14:00	*Mittagessen*	
14:00 – 14:45	**Business Lösungen für mobile Endgeräte** **Beispiel: Portierung einer nativen Android App auf IBM Worklight**	**Jörg Mornhinweg** aformatik Training & Consulting GmbH
14:45 – 15:30	**IBM Mobile First in der Praxis: Strategie, Ansätze und Umsetzung anhand von Kundenbeispielen**	**Thomas Hesmer** Manager EMEA Software Services for Mobile
15:30 – 16:00	**Worklight und Mobile Lizensierung**	**Olaf Hendrik Kappel** Leading Solution Sales Professional – Sales Leader Software Solutions on System z
16:00 – 16:30	**SSIS versus Standardinstallation: what's in – what's additional**	**Christian Müller** TSS Base Offering Manager System z, Flex Systems System x
16:30 – 18:00	*Get Together*	