



“Un Día en la Vida con IBM MobileFirst”

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A woman with her hair in a bun, wearing a blue sleeveless dress and a brown shoulder bag, stands with her back to the camera on a wooden bridge or walkway. She is looking out over a lush garden with a pond, a gazebo, and a path. The scene is bright and sunny.


Day in the Life

with IBM MobileFirst

En esta “nueva era”, hemos pasado de...

Transacciones **Únicas** a  **Interacciones** personalizadas

Millones de PCs a  **Billiones** de dispositivos móviles

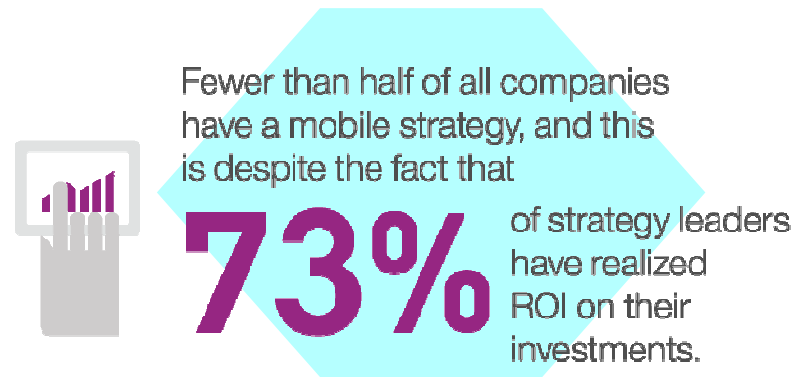
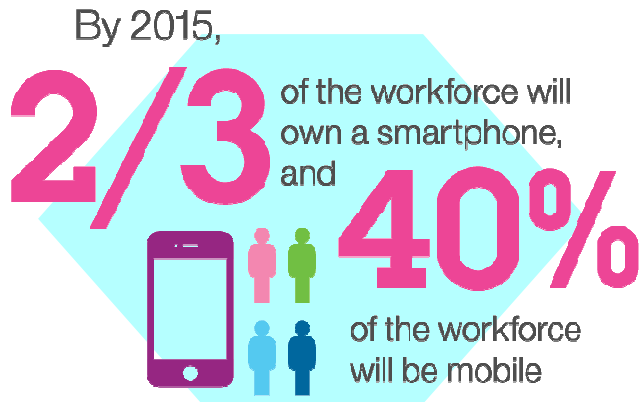
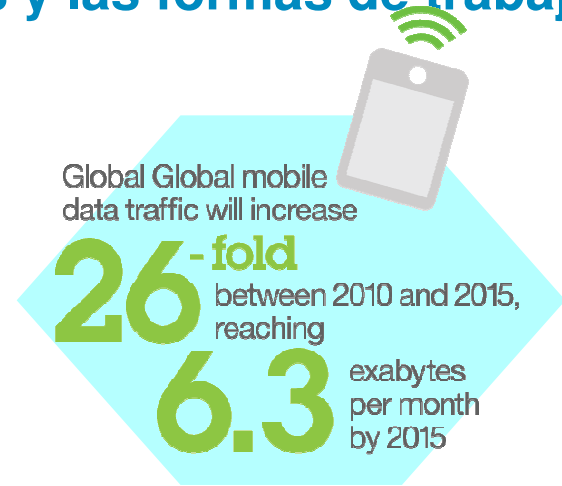
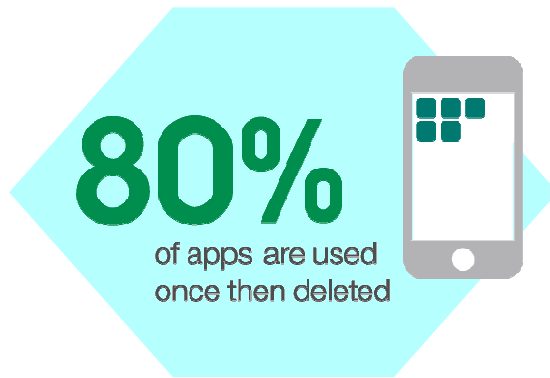
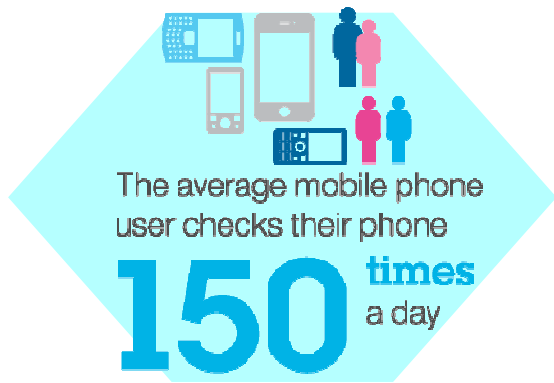
Datos **estructurados** a  Cantidades masivas de datos **desestructurados**

Aplicaciones **estáticas** a  Servicios **dinámicos**

Infraestructura **rígida** a  Una infraestructura cloud **elástica**

Seguridad **reactiva** a  Protección **proactiva**

La movilidad está cambiando las interacciones y las formas de trabajar



Para ver estos cambios, vamos a conocer a Ana:



Ana va de compras



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X DROP-IN FOR 50% OFF YOUR FAVORITE DRINK
YOU ARE ONLY 50 YARDS FROM US! TAP TO MAP.

TheCoffeeBean

X DROP-IN FOR 50% OFF YOUR FAVORITE DRINK
YOU ARE ONLY 50 YARDS FROM US! TAP TO MAP.

- DRINKS
- COFFEES
- FOOD

- REWARDS
- HELP
- REFER A FRIEND

- MESSAGES
- SETTINGS
- LOCATIONS

RECEIVES
LOCATION
NOTIFICATION





Mobile Customer Engagement

Create a New Notification

Please visit our [documentation site](#) for campaign setup assistance.



Check the boxes to enable the appropriate channel for your campaign.

iPhone/iPad Android-GCM Windows SMS Blackberry C2DM

Templates: **Choose One** Inbox Only

iPhone/iPad Android (GCM) Windows SMS BlackBerry C2DM

Simple Notification Content: **Thank you for installing The Coffee Bean App.**

Button Label:

Sound:

Badge:

Estimated number of characters remaining: (Apple Limitation is 256)

Button Action: **OPEN APP** OPEN URL CUSTOM DATA **RICH NOTIFICATION**

Rich Notification Content:



Segments



CRM Data



Device Data



Location



Analytics



Scheduling



Behaviors



Lifecycle



Language



Time Zone



Frequency



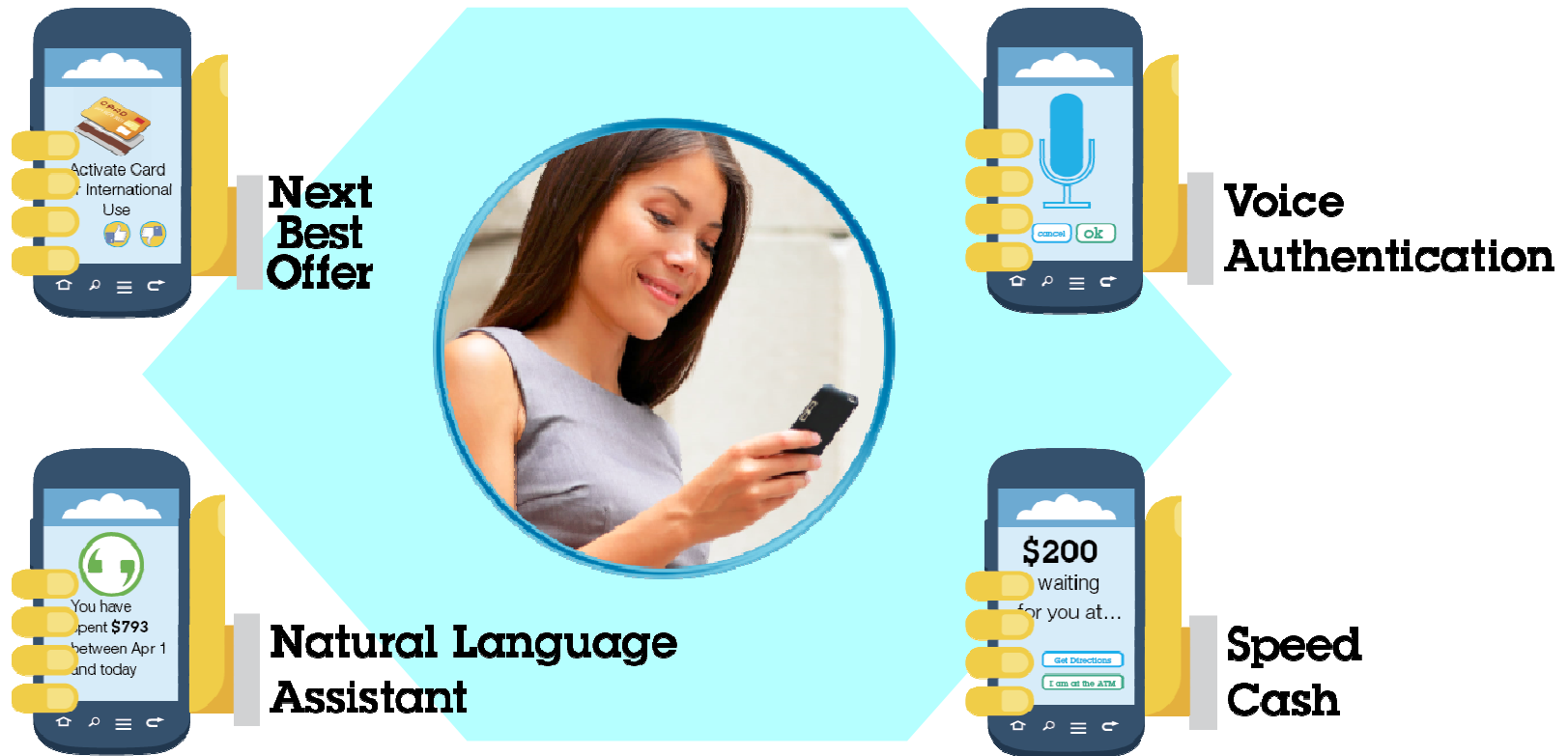
Windowing

Ana va al banco

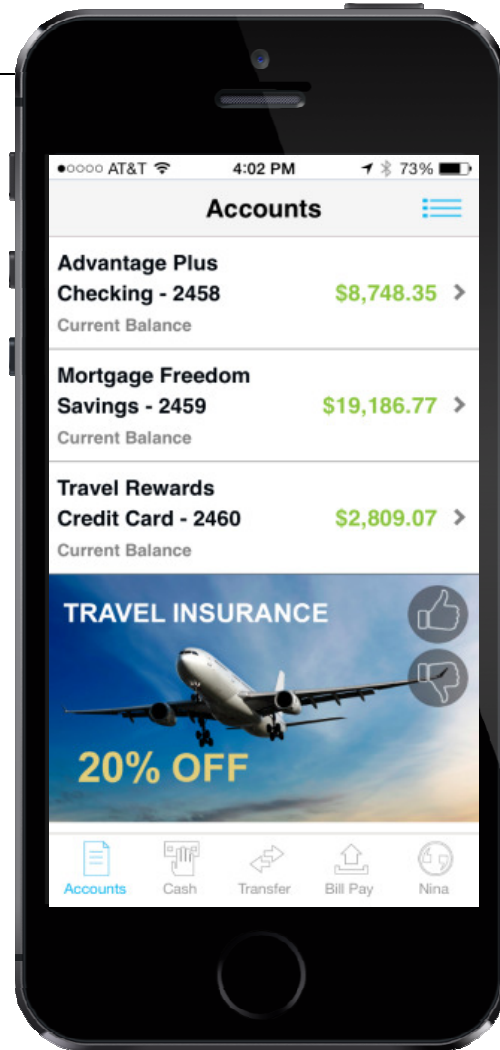
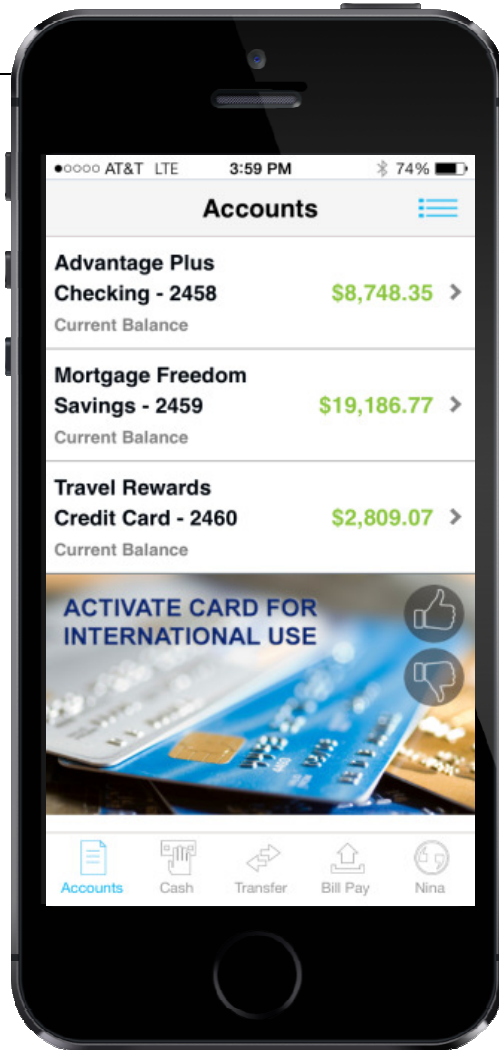


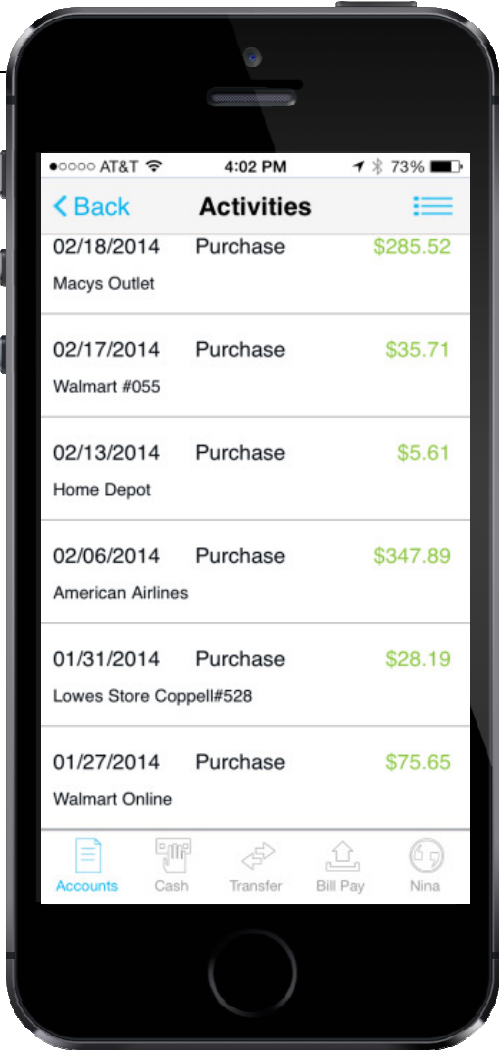
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¿Cómo accede Ana de forma segura a su banco?

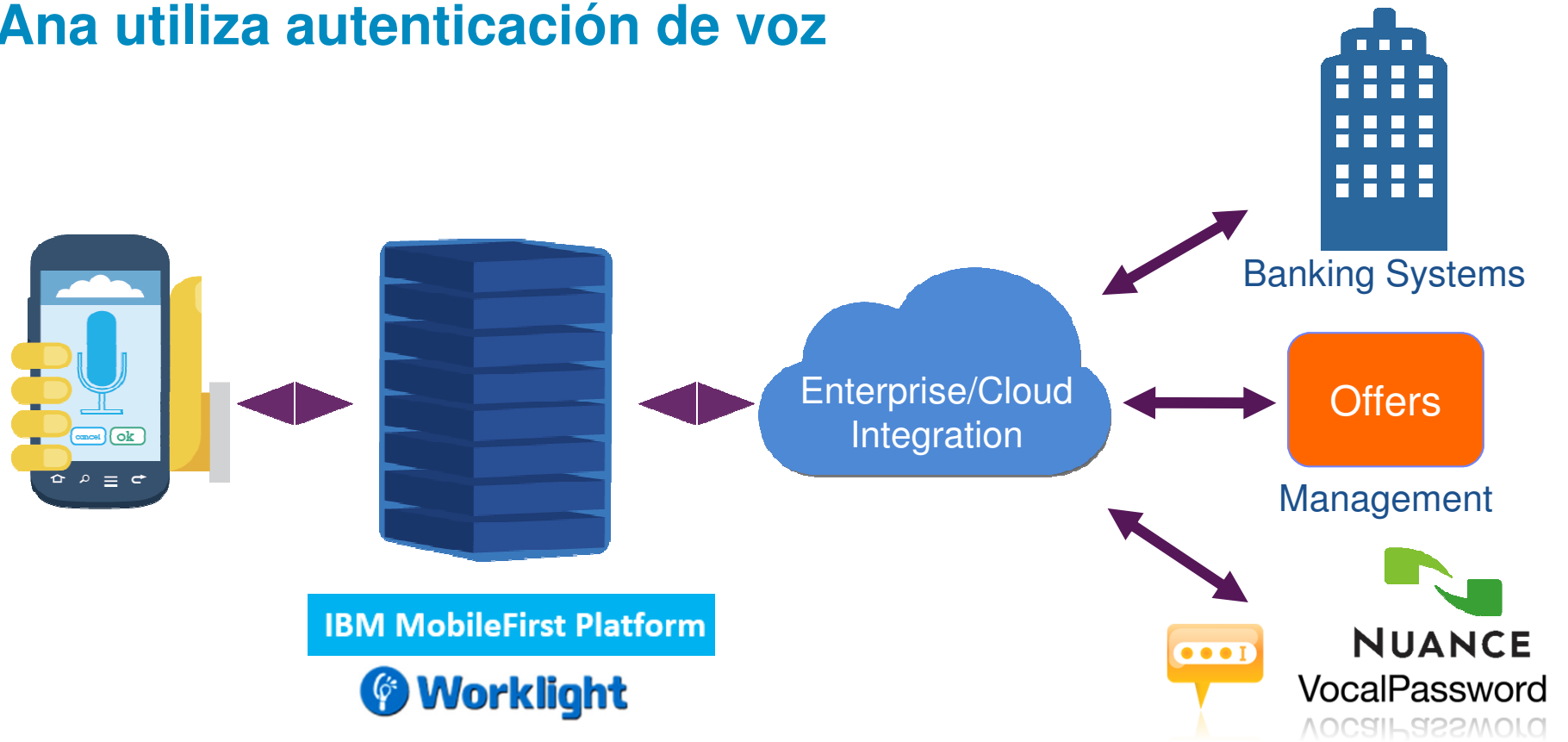


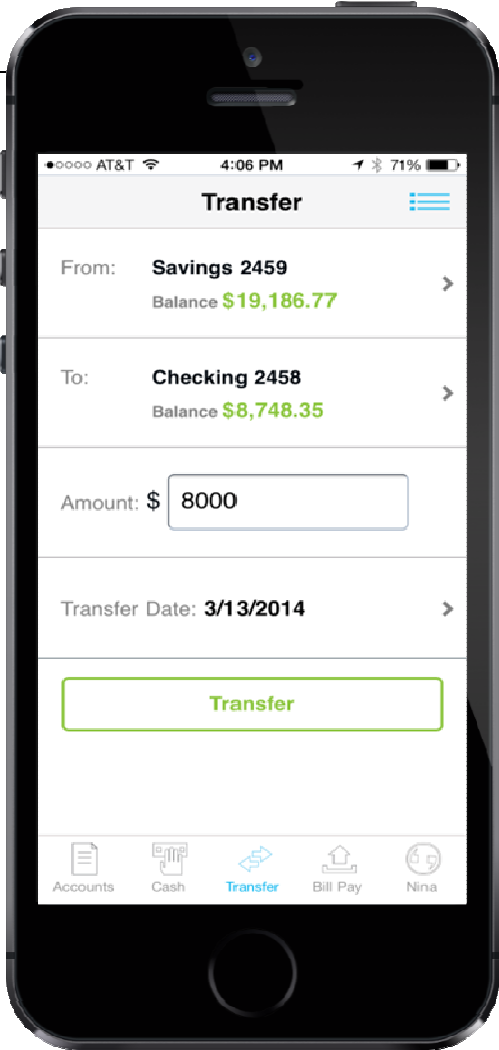
A New Era of Smart

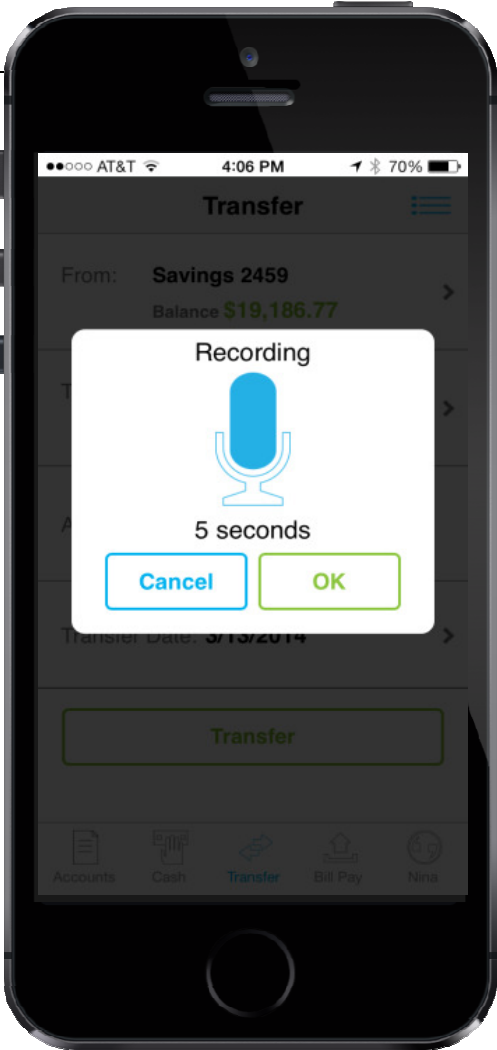
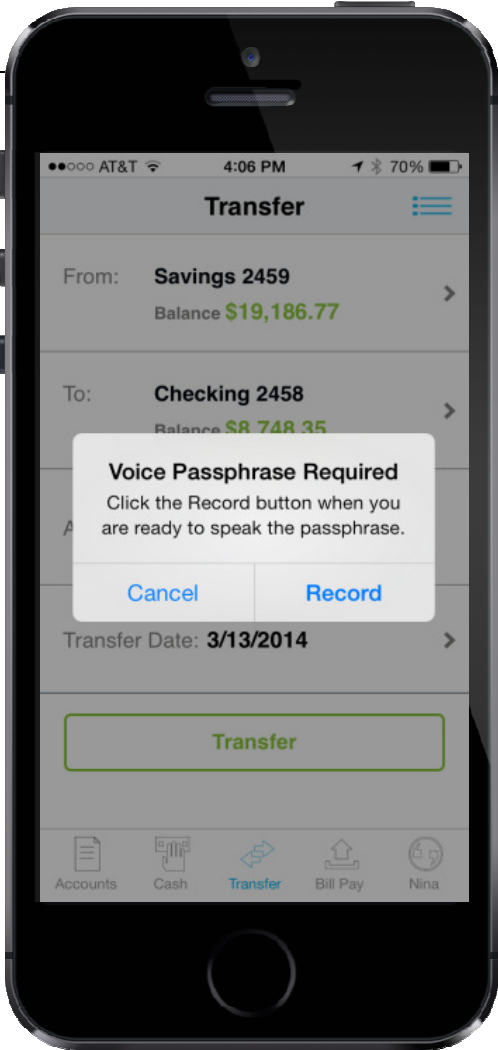


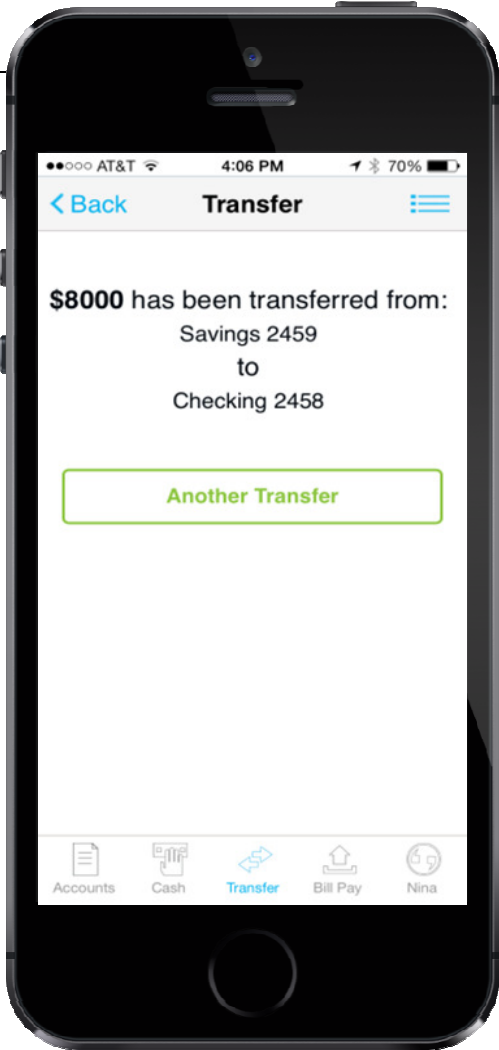


Ana utiliza autenticación de voz

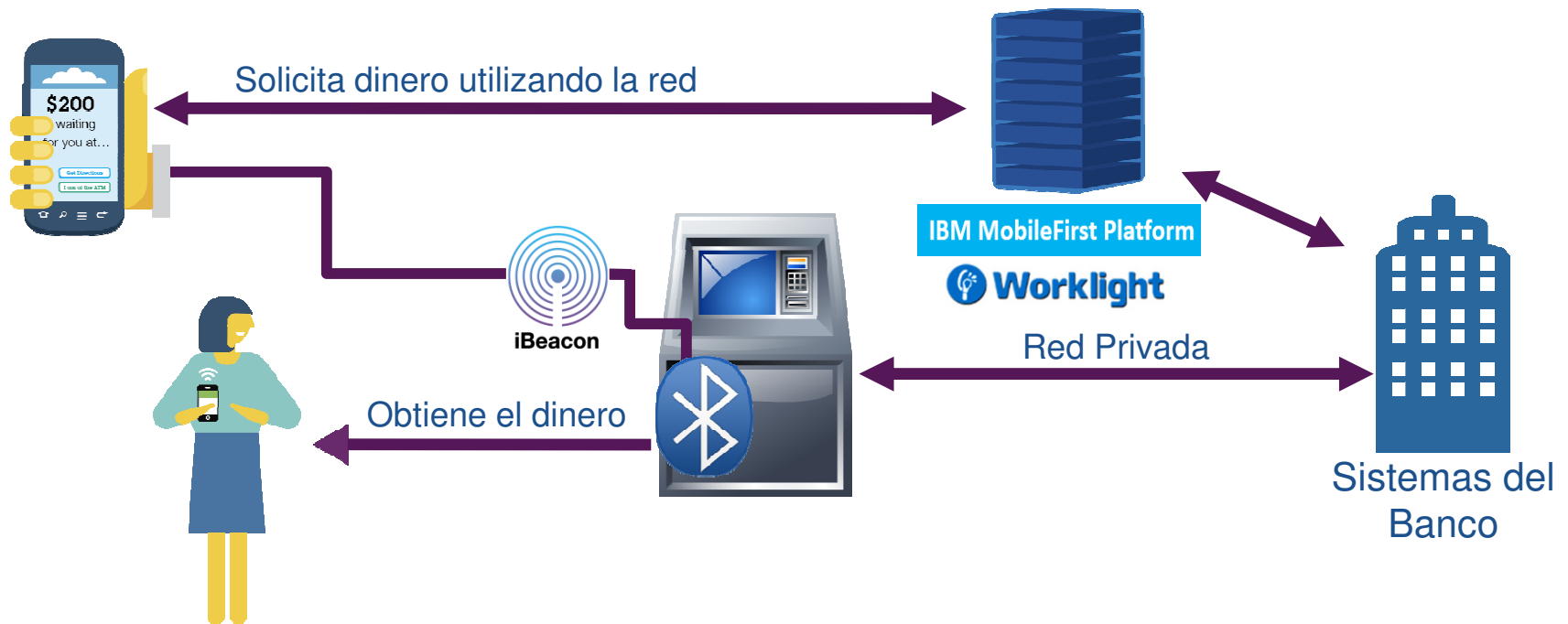


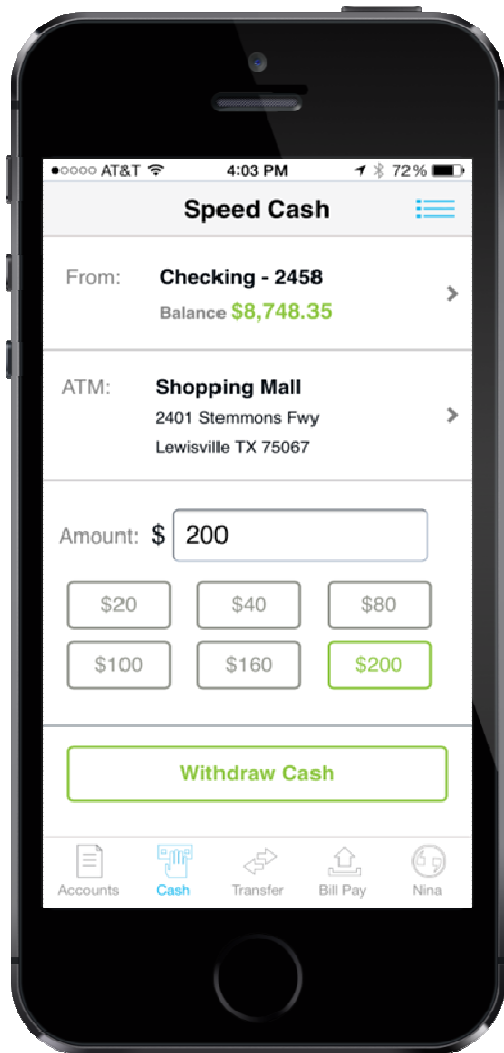






Ana Utiliza Speed Cash



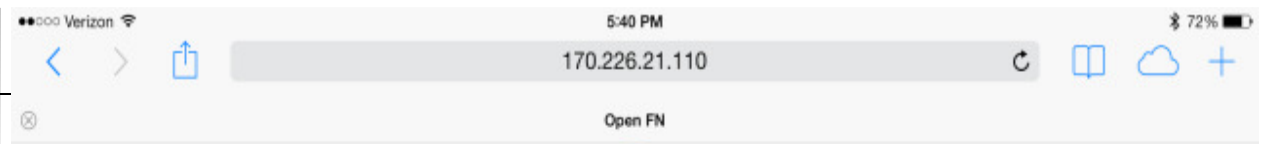
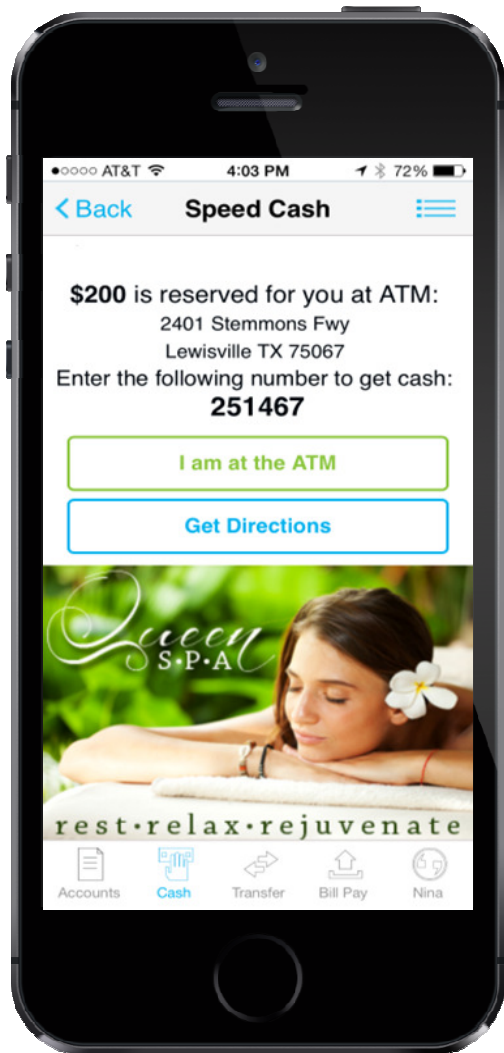


The image shows a web browser interface displaying the Open Financial Network (OFN) welcome page. The browser's address bar shows the URL "170.226.21.110" and the page title "Open FN". The main content area features a large "Welcome" heading, a logo consisting of three overlapping arches in blue, green, and grey, and the text "Open Financial Network". Below this, a grey box contains a list of benefits: "3% cash back", "No annual fee", and "Earn \$100 bonus". To the right, a blue-tinted image of a person's face and hands holding a credit card is overlaid with the text "3% cash back" and "Open Financial Network Credit Card".

- 3% cash back
- No annual fee
- Earn \$100 bonus

3% cash back

Open Financial Network
Credit Card



Ana, you have a pending transaction



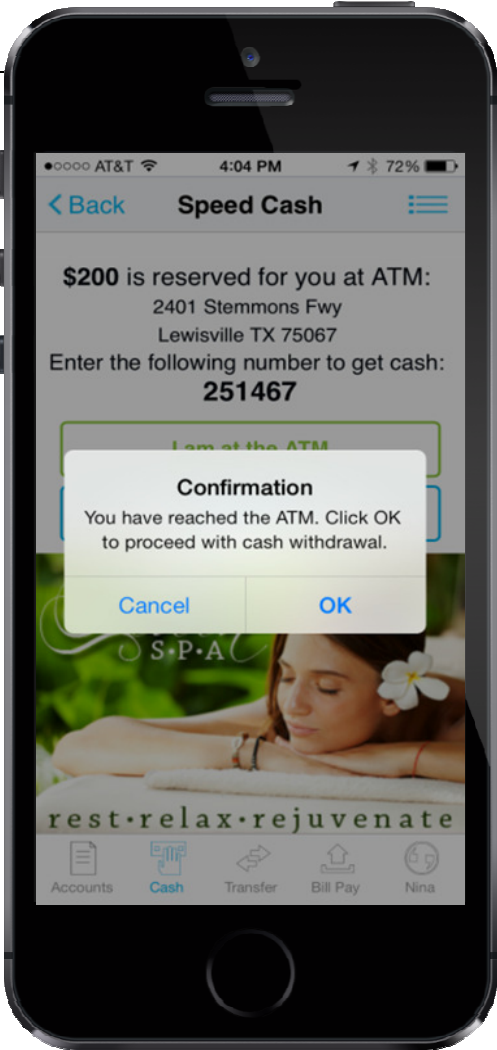
Please select this image from the images displayed on your phone.

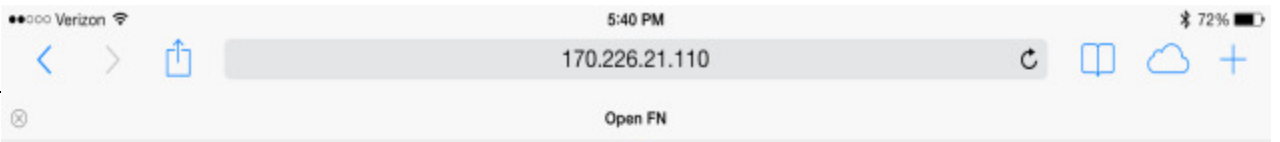
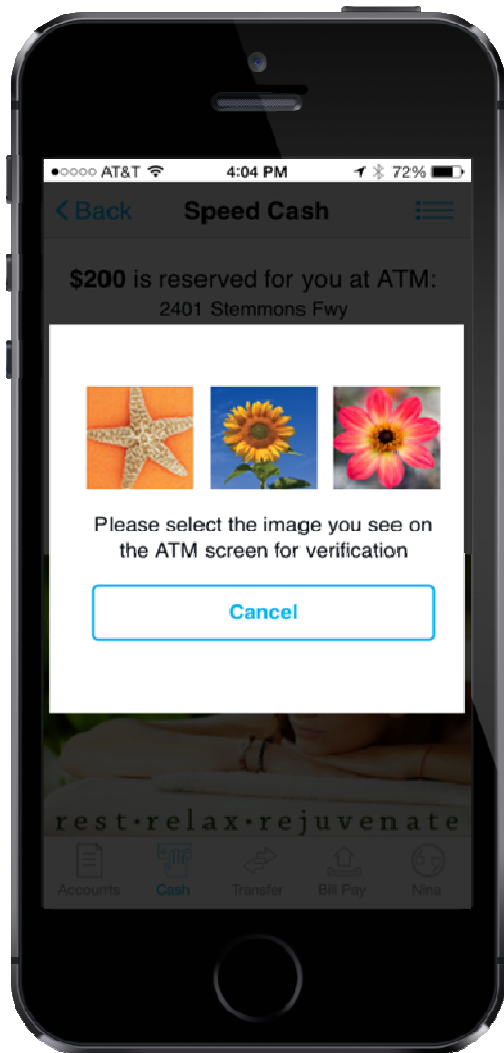
Enter the PIN associated with your transaction. Press Enter to complete this transaction and collect your cash.

or

Safe ATM Banking
Visit our website for safety tips to help prevent identity theft.

www.openfn.net





Ana, you have a pending transaction



Please select this image from the images displayed on your phone.

Enter the PIN associated with your transaction. Press Enter to complete this transaction and collect your cash.

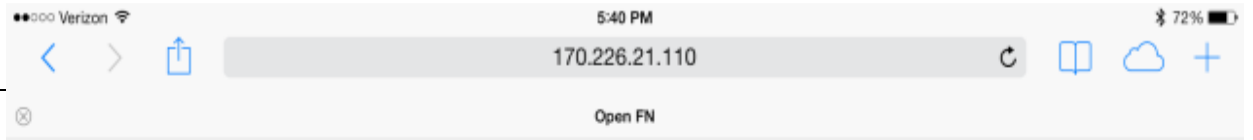
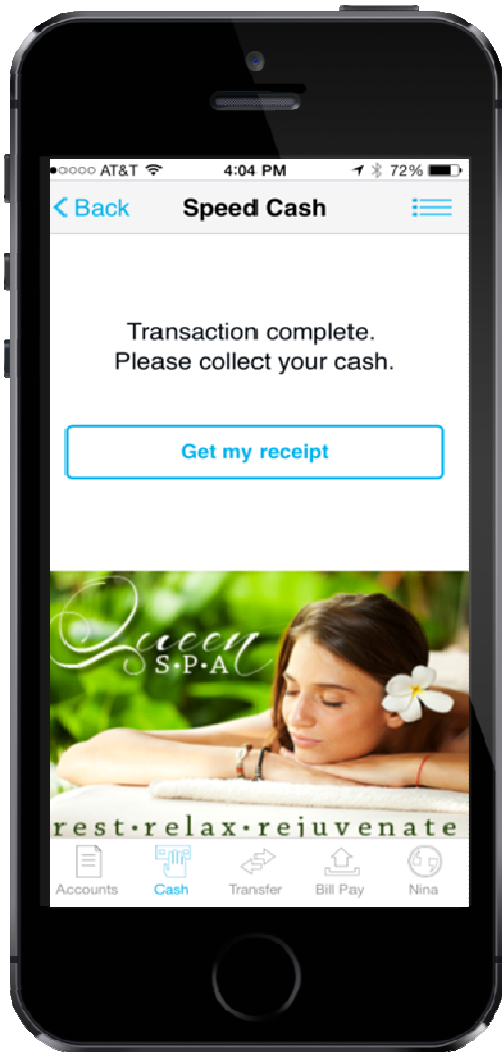
or

Enter

Safe ATM Banking
Visit our website for safety tips to help prevent identity theft.

www.openfn.net

I am not Lilly!



Please collect your cash

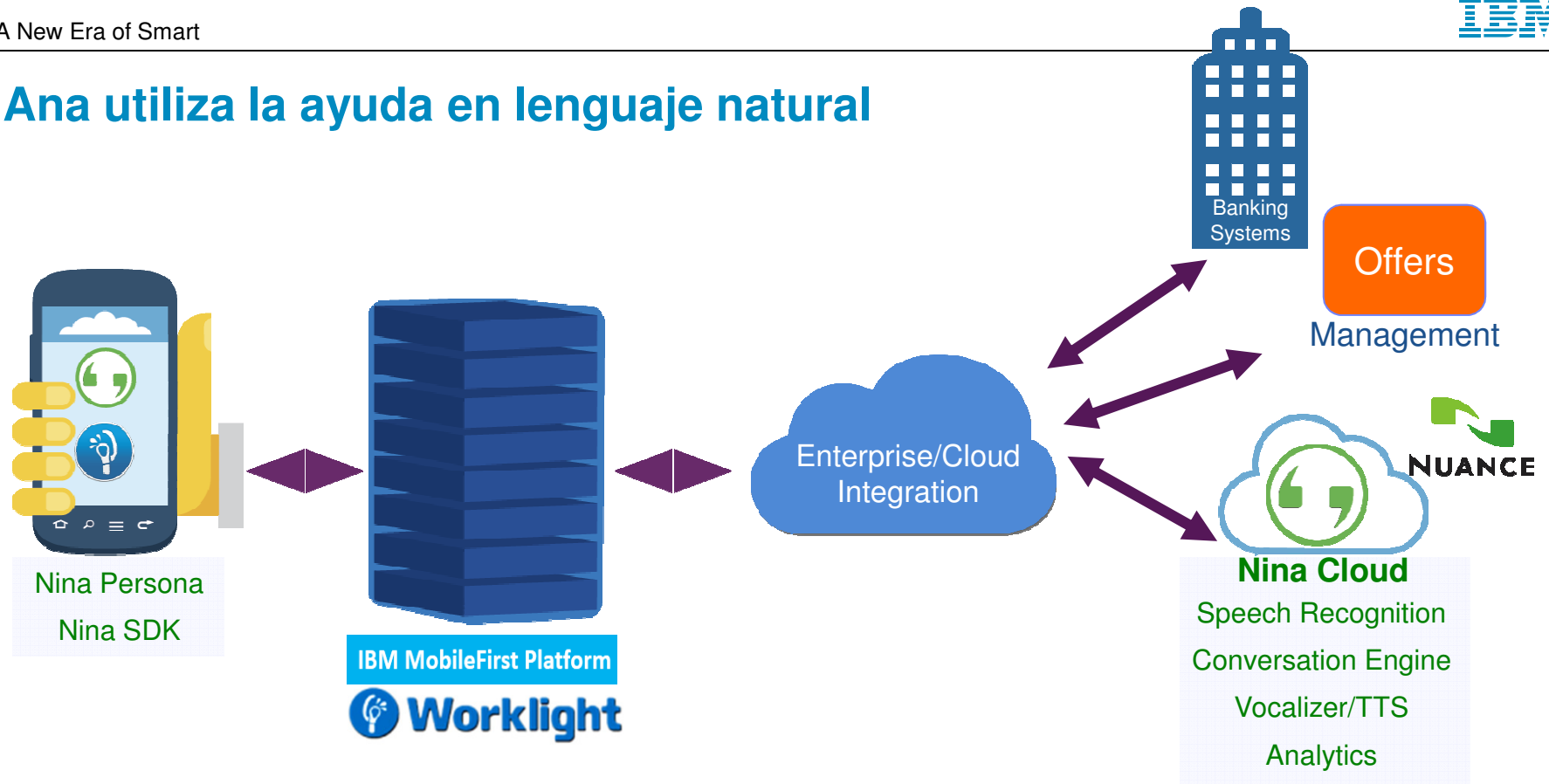
Cash Amount: \$200.00

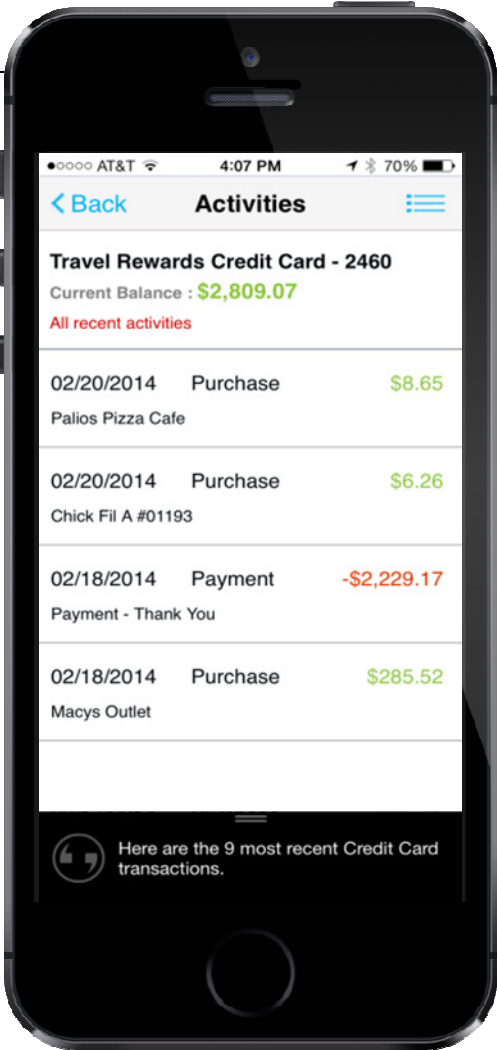
Available Balance: \$17,208.35

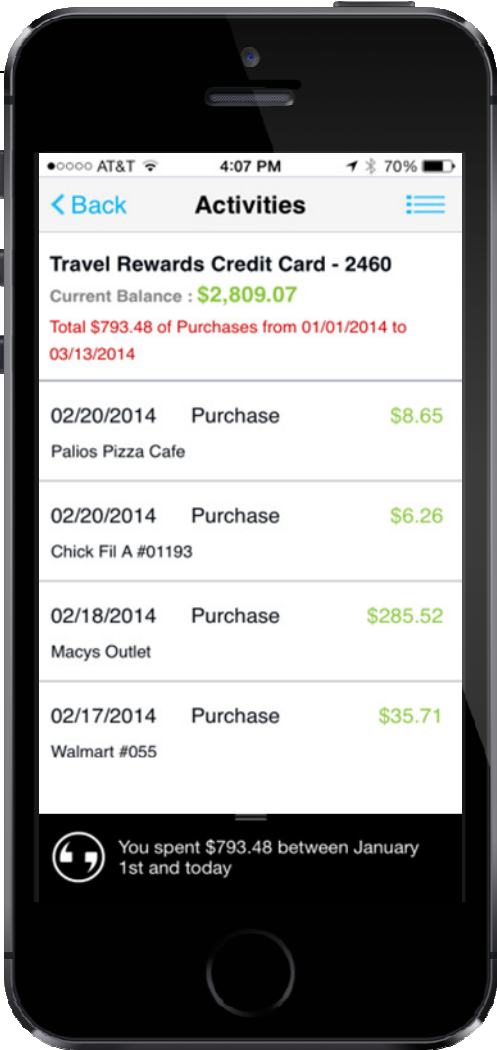
I am done

Another transaction

Ana utiliza la ayuda en lenguaje natural







Ana va al médico





Ana Trabaja Desde Casa

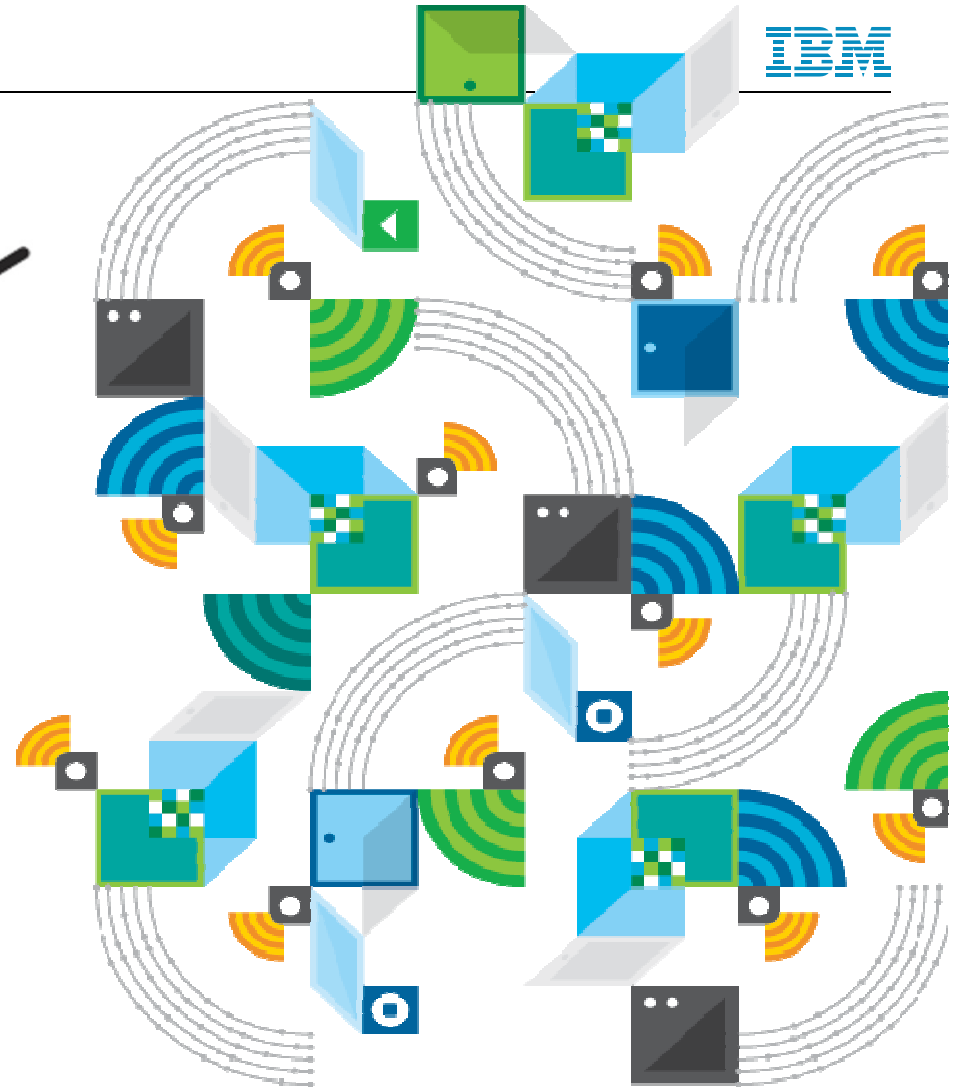




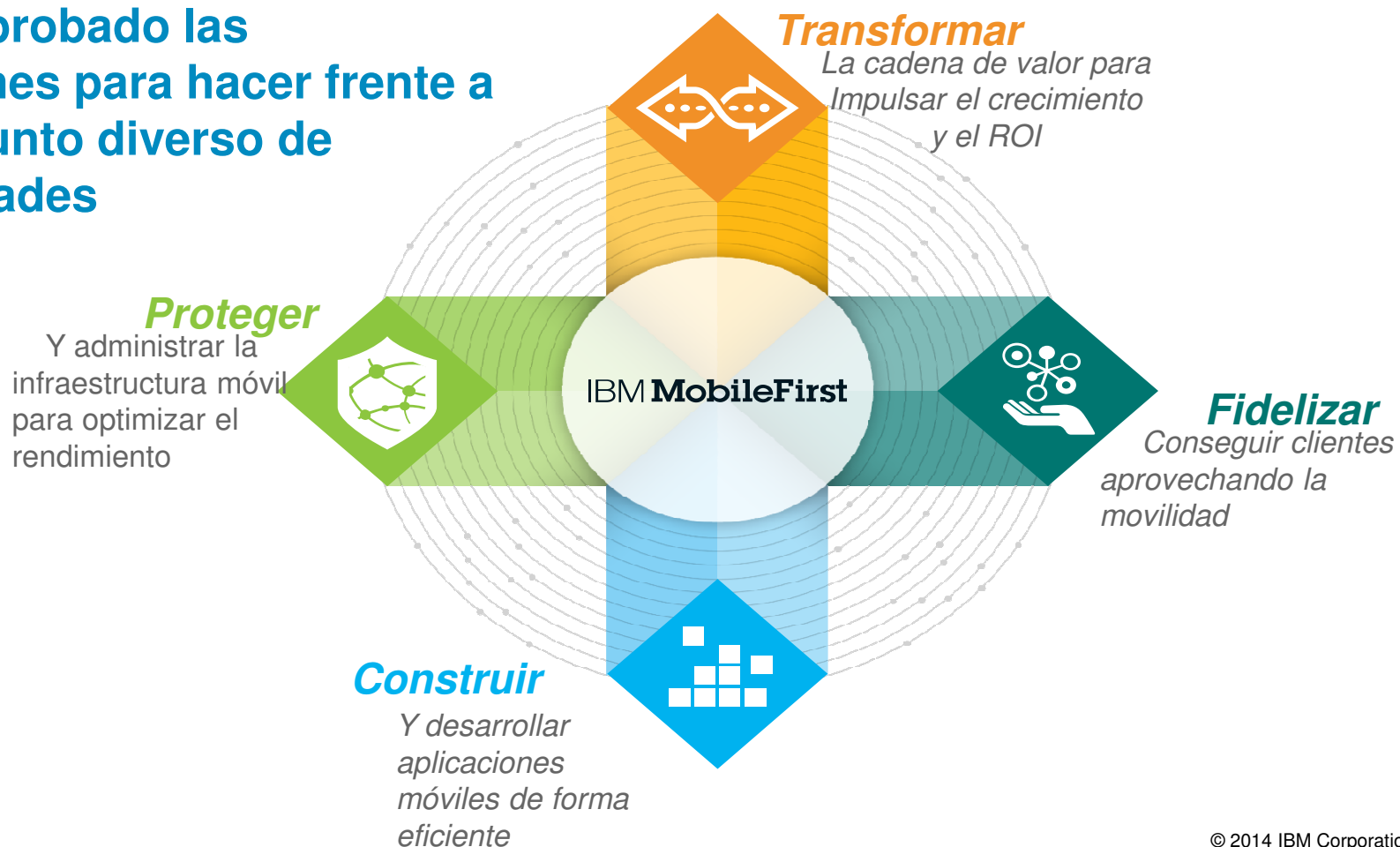
A New Era of Smart

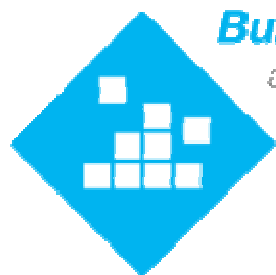


IBM MobileFirst ayuda a interactuar con Ana



IBM ha probado las soluciones para hacer frente a un conjunto diverso de necesidades





Build

and deploy mobile applications efficiently

IBM MobileFirst

Le ayuda a:

- Desarrollar rápidamente, probar y desplegar apps de calidad en múltiples plataformas
- Integrar perfectamente apps ricas con los datos y los servicios de la empresa



Tres claves para construir apps móviles con éxito

1

Desarrollo Avanzado App y Gestión del Ciclo de Vida
IBM MobileFirst Platform (IBM Worklight)

2

Servicios Escalables para Acelerar y Enriquecer las Apps Móviles
IBM Bluemix Mobile Cloud Services

3

Base de Datos-as-a-Service para la Next Gen Mobile & Web Apps
Cloudbant, an IBM company



IBM MobileFirst

Le ayuda a:

- Hacer aplicaciones seguras
- Ofrecer seguridad a las transacciones de clientes, socios y proveedores
- Conservar la experiencia nativa de los dispositivos sin comprometer la seguridad
- Separar los datos personales de los empresariales
- Proporcionar acceso inteligente basado en el riesgo y la localización



Tres claves para proteger a los usuarios móviles

1

Proporcionar un enfoque integrado entre la movilidad, la app y la gestión de documentos

Fiberlink MaaS360

2

Proteger los usuarios y app móviles de accesos fraudulentos y no autorizados

IBM Security Access Manager For Mobile V8.0

3

Alertar de los riesgos de las app móviles y de las transacciones móviles

IBM Trusteer

A New Era of Smart



Engage

*customers in context by
leveraging mobile
insights*

IBM **MobileFirst**

Le ayuda a:

- Crear y desplegar rápidamente campañas móviles y a obtener resultados
- Maximizar el valor de su marca integrando las experiencias físicas y digitales de los clientes móviles



Tres básicos para llegar a los consumidores móviles

1

Visibilidad en la experiencia móvil de los clientes para optimizar el diseño de la app

IBM Tealeaf

2

Afinar la segmentación personalizada para las campañas móviles

Xtify, Mobile Customer Engagement

3

Análisis inteligente de localización basandose en el comportamiento del cliente en la tienda

IBM Presence Zones

A New Era of Smart



Transform

*the value chain to drive
growth and ROI*

IBM **MobileFirst**

Le ayuda a:

- Diseñar nuevos modelos de conocimiento del cliente posicionandole en primer lugar.
- Cambiar la forma de los procesos y modelos operativos para obtener una mayor ventaja competitiva
- Construir nuevos modelos de negocio que traen mayores beneficios



Tres claves para transformar su empresa en una compañía móvil

1

Reinventar e Iterar los Modelos de Negocio de Uso Digital

IBM Interactive Experience

2

Colaborar con los expertos de IBM mobile y diseñar nuevos modelos de innovación

IBM MobileFirst studios

3

Acelerar el the Mobile Transformation Journey Out-of-the-box Soluciones Industriales

IBM Ready Apps

A close-up photograph of a person's hand holding a white smartphone. The phone's screen is black and displays the text 'IBM MobileFirst' in white. The person's fingernails are painted a light pink color. The background is blurred, showing a person with long brown hair wearing a white shirt.

IBM MobileFirst

Síguenos:

@ibmmovilidad

¡Gracias!