



Innovation
that Matters

Getting Started: Your Mobile Strategy and Overview

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Mobile is changing how people spend their time and interact

90%

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

50%

By the end of this year, mobile transactions will have increased 50% over last year

20%

Customers who shop on tablets tend to spend 20% more than those who shop on computers

CIO's and LOB execs are recognizing the importance of mobile



CIOs¹:

77% plan to use of personal mobile devices to access company data and applications

25+ Almost all expect to deploy more than 25 mobility applications in the next two years



LOB:

With customer insight as the top CEO priority³, **mobile changes everything.**

#2 digital priority of CMOs is deploying tablet and mobile apps²

¹A report from McKinsey & Company: Based on a survey of 250 CIOs on their mobility strategies.

²IBM 2011 Global CMO study

³IBM 2012 CEO study

Businesses are struggling with the unique mobile challenges

Fragmentation of devices and platforms

Speed and frequent iteration of the mobile lifecycle

Online/Offline functionality

Security to protect corporate data

Connectivity to back-end systems and cloud

Mobile Context taking advantage of unique capabilities such as geo-location



The quick reaction is to focus on devices and cool apps

Business leaders respond to mobile with, 'Let's build a really slick mobile app, put it up on iTunes and we're done!'

..... the fact [is] that underlying legacy applications and business processes need optimizing for the mobile experience. “

Clay Richardson, Forrester Analyst



The real transformation is the business model

From



- Simple learning and sharing
- Sending email, calendar access, social networking
- Basic transactions: such as buying songs, books

To



Two opportunities for business have emerged:

- Engage with all constituents anywhere, anytime.
- Transact more business functions “in motion”

A mobile transaction is...

...a meaningful exchange of anything of business value

- Flight check-in
- Rating and other social interaction
- Client loyalty programs
- Employee self-service
- Signing legal documents
- Process decisions
- Capture of consumer behavior
- Collaboration
- Purchase of goods or services
- etc.



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



An IBM Mobile Strategy - Become a Mobile Enterprise

With a comprehensive end-to-end mobile tools, platform and services, you can

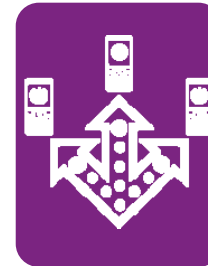
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Build mobile apps and Network
Connect & run mobile systems



Manage mobile devices, apps and network
Secure my mobile business



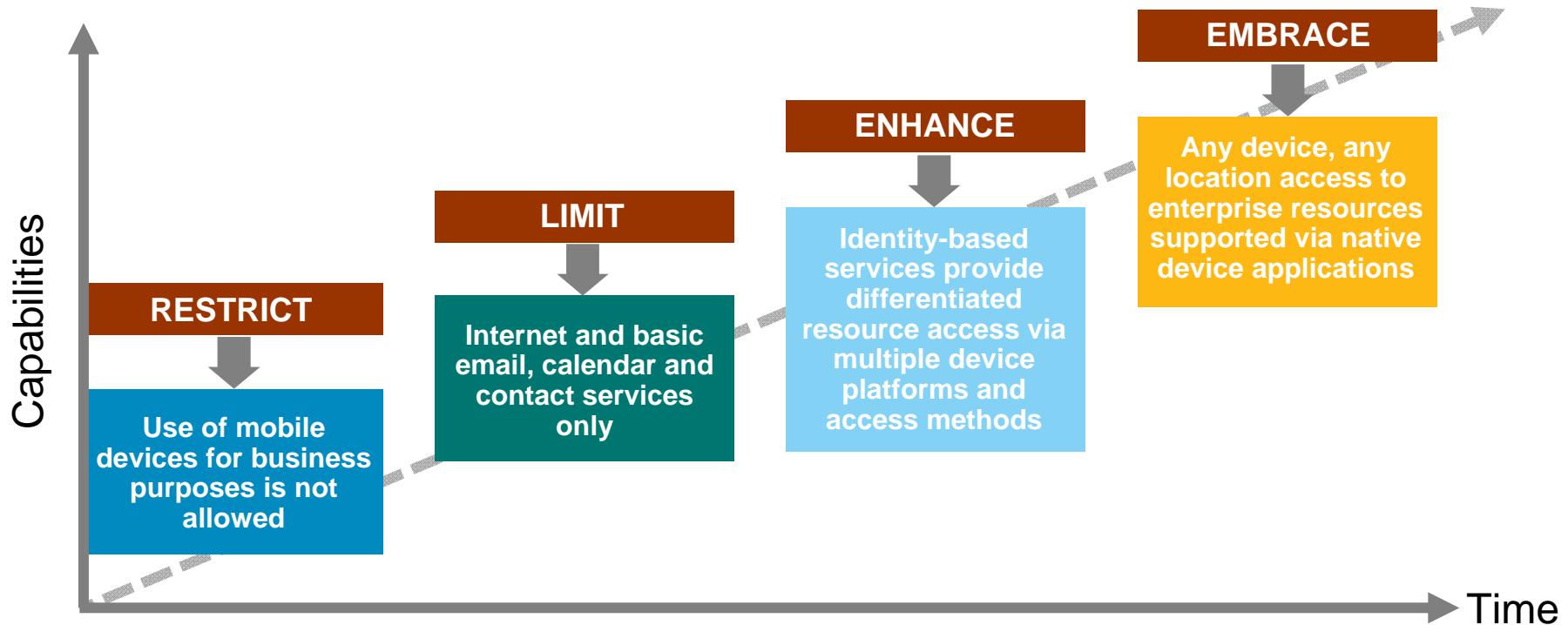
Extend capabilities to mobile
Transform my business

IBM Mobile Foundation

IBM Social Business, Commerce & Analytics

IBM Mobile Services
BYOD, Application Innovation, Managed Mobility, Platform Management, Network Infrastructure, and Security

Consider various levels of maturity in adopting Mobility and implementing a mobile strategy



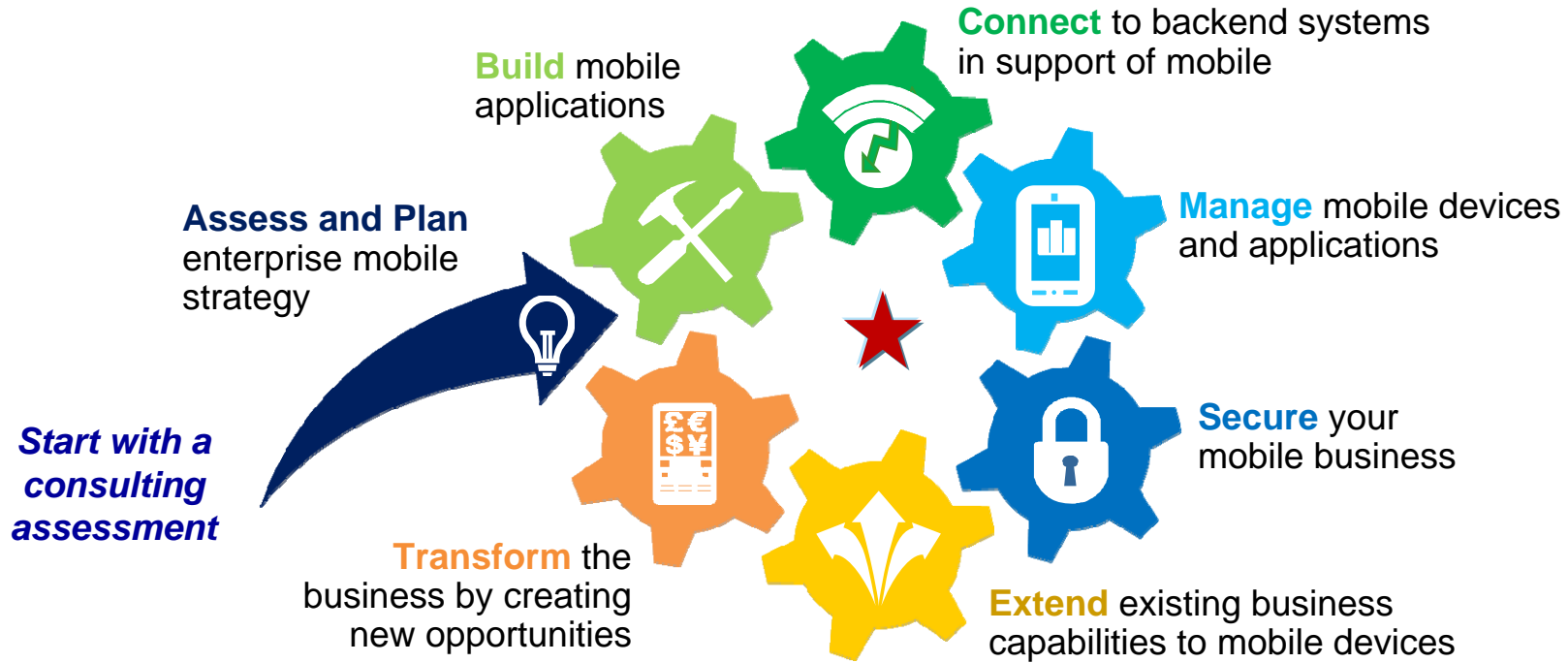
- IT designated devices
- IT provisioned and managed
- No personal devices allowed
- Limited Mobility for Execs

- Internet access available from any device
- Simple guest access solution
- Enterprise email, calendar and contacts services supported on selected personal devices

- Widespread corporate adoption of Mobile and BYOD
- Key enterprise applications supported on selected personal devices
- Enhanced security requirements and policy enforcement
- Use of virtual desktop along with Mobile application development PoCs

- Multiple differentiated BYOD devices per user
- Users can onboard and provision their own device
- Broad set of applications and services customized for multiple devices and platforms
- Enterprise-wide mobile application development

IBM Global Services enable our clients throughout the mobile lifecycle to address productivity, security, efficiency and cost



Assess and Plan

- Networking Consulting Services
- Mobile Infrastructure Strategy and Planning
- Security Consulting Services

Build and Connect Offerings

- Wireless Campus Infrastructure & Mobile Connectivity
- Mobile Application Platform Management
- Smart Business Desktop Cloud
- Unified Communications Services

Manage and Secure Offerings

- Managed Mobility
- Hosted Mobile Device Security Services
- Wireless Network Security
- Hosted Mobile Malware Prevention
- Remote Network Management

Extend and Transform Offerings

- Unified Communications Services
- Mobile Application Platform Management
- Smart Business Desktop Cloud

IBM Mobile consulting services assess current state and develop the roadmap for an end-to-end mobility strategy

Assess



- Mobile infrastructure, security, networking assessment
- Document current environment and future needs
- Outline Gaps

“Where am I now?”

Plan



- Evaluate ever-changing mobile platform and technology trends
- Design a mobile infrastructure, security, and/or network strategy (including BYOD)
- Build a strategic roadmap

“Where do I need to go?”

IBM Solutions

- **Mobile Infrastructure Strategy and Planning**
- **Security Consulting Services**
- **Networking Consulting Services**

IBM has the expertise and experience to help business build solutions that will establish the mobile enterprise

Build



- Develop mobile applications (native, hybrid, web)
- Deploy mobile application stores
- Build vs. buy mobile applications

“How can I cost effectively build mobile applications for multiple platforms?”

Connect



- Enable connections of mobile devices and applications
- Virtualize desktops/PCs to streamline application delivery
- Unify communications for voice, video and data

“How to I optimize access to data?”

IBM Solutions

- | | |
|---|--|
| • Enterprise Wireless Networking Services | • Unified Communications Services |
| • Smart Business Desktop Cloud | • Mobile Application Platform Management |

We have a rich set of management and security services to help reduce costs while protecting enterprise resources

Manage



- Procurement, configuration and provisioning
- Application, device and network monitoring; policy enforcement
- Inventory and end-of-life disposal
- Remote lock and wipe
- Expense management

“How do I support BYOD (Bring Your Own Device)?”

Secure



- On-device encryption and virus protection
- Device and user authentication
- Data and application access security
- Mobile platform shielding against inappropriate applications

“How do I secure mobile endpoints?”

IBM Solutions

- Managed Mobility
- Hosted Mobile Device Security Services
- Wireless Network Security
- Hosted Mobile Malware Prevention
- Remote Network Management

IBM can also help extend the value of mobility investments

Extend



- Extend business capabilities and applications to mobile devices
- Enable voice, video and data for mobile collaboration
- Boost productivity with social collaboration

“What existing enterprise applications can I make available for use on mobile devices?”

Transform



- Establish an agile workplace environment
- Create new ways of interacting with customers, employees, partners
- Generate new business opportunities

“How can I use mobile technology to improve interactions with my customers?”

IBM Solutions

- GBS Mobile Strategy & Transformation
- Security Services Consulting

- Unified Communications Services
- Smart Business Desktop Cloud
- Mobile Application Platform Management

It is also recommended that a Mobility Strategy assessment be conducted to align business priorities, user profiles, security requirements and infrastructure to the right mobile enterprise strategy

- **Mobile Enterprise Strategy**

- **Security:** What security policies should be in place to ensure the safety of my corporate assets?
- **Governance:** What are the policies, guidelines and programs for mobile users and bring-your-own devices?
- **Mobile Applications:** What mobile applications do I have today and what is the best way to roll out additional applications in the future?
- **Mobile Services:** What mobile services such as instant messaging (IM), telephony, and conferencing can be added to the user devices for collaboration today and what is the best way to roll out additional applications in the future?
- **IT Infrastructure & Support:** What tools do I need in place to allow me to effectively manage my mobile devices? What is the best way to support my users?
- **Network:** What type of network access will my users require?
- **Devices:** Which device types and form factors should be supported and do I have a need for special types of devices?

- **The strategy is then used for planning:**

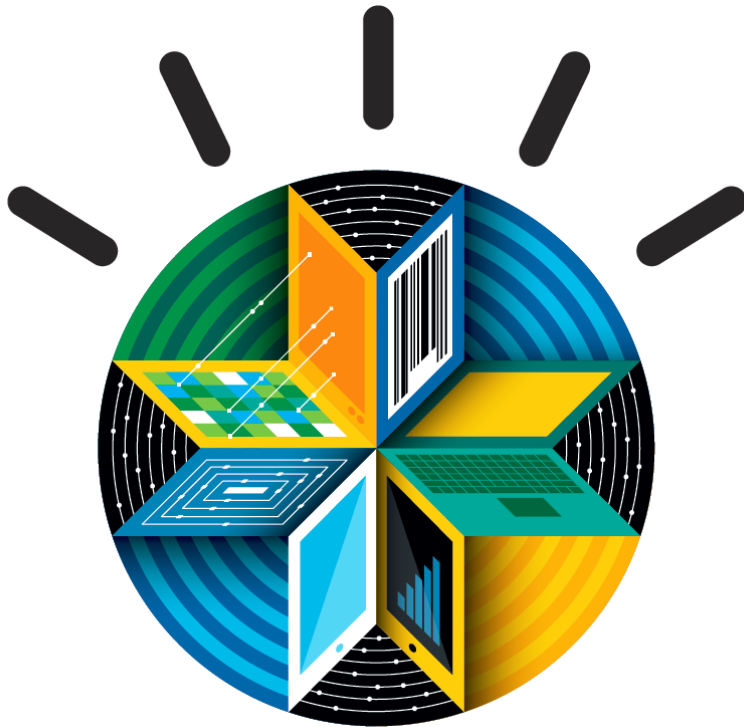
- **Adoption Progression:** prioritized approach to the supporting Mobile and BYOD infrastructure systems to be implemented
- **User end device rollout:** user groups and device types
- **Service Management Process Creation:** Strategy to enable support processes required to manage the device onboarding

Example Usecase: Create the capability to virtualize the entire workplace

Smart Unified Workspace provides key integration and interoperability for an innovative and productive workplace



Next Steps



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 - Access white papers and webcasts
 - Get product and services information
 - Download and begin using IBM Worklight, IBM Cast Iron and IBM Endpoint Manager
- Talk with your IBM representative or IBM Business Partner to find the right next step for you

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Backup

IBM's strategy addresses client mobile initiatives

Build & Connect



Build mobile apps
Connect & run mobile systems

Key Capabilities

- Mobile web, hybrid and native app development
- Enterprise data, service, and application integration
- Enterprise wireless networking

Manage & Secure

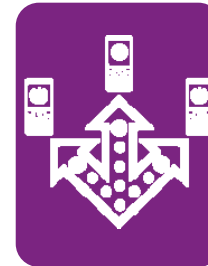


Manage mobile devices and apps
Secure my mobile business

Key Capabilities

- Mobile lifecycle management
- Device analytics and control
- Secure network communications & management

Extend & Transform



Extend capabilities to mobile
Transform my business

Key Capabilities

- Strategy, planning and implementation
- Mobile-enabled solutions including analytics, commerce, and social business
- Mobile as a service

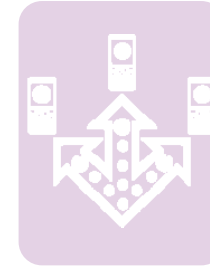
New build, connect, manage and secure capabilities



Build mobile apps
Connect & run mobile systems



Manage mobile devices and apps
Secure my mobile business



Extend capabilities to mobile
Transform your business

New and Enhanced!

IBM Mobile Foundation

- Rapid support for iOS6
- Support for native and offline apps
- Extended support for BYOD
- Enterprise and App Store linkage
- Hosted & on-premise services

New!

IBM Mobile Development Lifecycle Solution

Accelerated application delivery

New!

IBM Security Access Manager

Context based security enabled for cloud and mobile

Enhanced!

IBM Social Business, Commerce & Analytics

IBM Connections 4 Mobile leveraging location services

IBM Mobile Services

BYOD, Application Innovation, Platform Management, and Infrastructure and Security

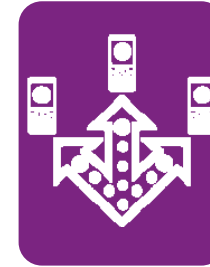
New extend and transform capabilities



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Connect & run mobile systems



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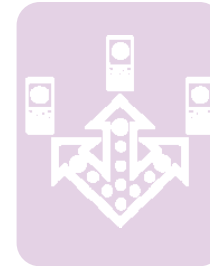
New services capabilities



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Connect & run mobile systems



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Help accelerate your mobile transformation

Develop an enterprise level mobile business vision and roadmap

- Phased approach to help you quickly identify the highest ROI opportunities for mobile adoption
- Business, market and user analysis with Business User Group Analysis deliverable
- Mobile architecture definition with Mobile Application Governance and Architecture deliverable
- Implementation roadmap with Mobile Readiness Assessment, Project Roadmap and Milestones deliverables

Assess and plan an enterprise infrastructure mobility strategy

- Provides a complete mobile infrastructure strategy and assessment of the current environment against industry best practices to identify gaps
- Helps mitigate risks by properly planning for the right mobile services and improvements
- Accelerate deployment by building support for mobile initiatives

Address today's BYOD and mobile security challenges

- Manage variety of smart phones and tablets
- Secure corporate data and enhance compliance
- Help simplify BYOD deployments
- Perform two-way synchronization of email, contact and calendar

Rapid mobile application development

- Rapidly build and maintain mobile applications for smart devices in as little as 2 weeks.
- Address development skill gaps in your organization by tapping an ecosystem of capabilities on the IBM SmartCloud
- Fast cycle delivery and fixed price menu enables you to meet the demands of rapid-release cycles

**New!**

*Mobile Strategy
Accelerator*

**Enhanced!**

*IBM Mobile
Infrastructure Strategy
and Planning*

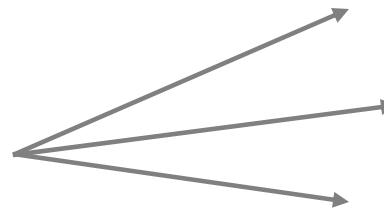
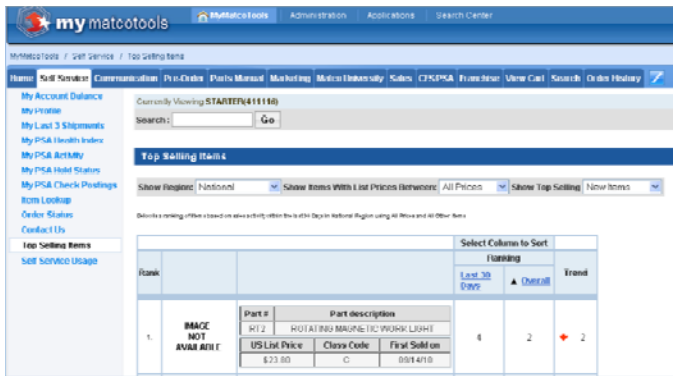
**New!**

*IBM Mobile Enterprise
Services for managed
mobility*

**New!**

*IBM Application
Development Services*

Matco Tools



Customer Needs

- Provide a multi-channel experience for dealers / distributors in the field
- Multi-channel support: Desktop version, Mobile Devices: HTC Hero (Android), Apple iPhone, Research In Motion BlackBerry and Apple iPad tablet

Key Features & Outcomes

- Solution takes key information from enterprise systems to sales reps who can influence sales.
- Representatives are able to respond instantly to customer questions and have won their trust.

Ottawa Hospital



Ottawa Hospital Brings mobile technology Bedside to Achieve Better Care

“I have never had care process improvement initiatives that were as positive as this one, the stakeholders were riveted to our meetings. They were extremely excited about the options they were being presented with.”

Glen Geiger, CMO
The Ottawa Hospital

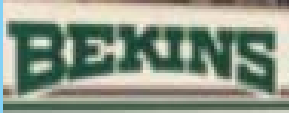
Customer Needs

The Ottawa Hospital had an aggressive goal of becoming a top 10 percent performer in quality of care and patient safety in North America.

Key Features & Outcomes

- Improvements in patient flow through electronic closed-loop consults and easy access to patient information
- Using iPads, doctors achieve seamless interactions among hospital staff, receive more patient engagement and improve the overall patient experience.
- ‘Circle of Care’ visual interface improves communication and collaboration within the care team
- Benchmarking process and execution to use historic and real-time data to make better patient care decisions

Bekins



Better customer and driver satisfaction



Customer Needs

- Get rid of paperwork in the field

Key Features & Outcomes

- Mobile accurate reporting
- Less time waiting at cargo bays and drop off areas
- Reduce inbound calls to dispatches
- Better customer and deliver satisfaction

Kurimoto



For Kurimoto, becoming a social business means lowering barriers to technical collaboration and product innovation.

“Users are saying that SKILLOOP has resolved the problem of not knowing whom to ask for advice. This has been helpful in increasing people's skills.”

Akitoshi Oda
chief of technology management, Kurimoto

Customer Needs

Increase customer satisfaction by offering innovative industrial products that unite the company's core technologies in new and creative ways

Key Features & Outcomes

- Ongoing cross-divisional exchanges supported by mobile devices
- Higher visibility of experts and expertise
- Increased customer satisfaction – new product innovations that result from deeper communication and technical understanding

City of Fort Worth



Integration of traditional radio communications with unified communications creates unprecedented levels of coordination between public safety agencies, creating timely and accurate emergency response when people's lives are at stake.

"We now work hand in hand with county and state public safety organizations during emergency situations and events like the Super Bowl to communicate faster and more efficiently with field personnel and external agencies."

Emergency Management Coordinator

Customer Needs

- Needed to be able to coordinate effort across departments to minimize response time and improve decision-making to prevent crime and save lives.
- Soft-radio, group IP communications chat, text messaging, click-to-call, and on-line meetings to give command officials better insight into every situation, helping them direct the most appropriate response.

Key Features & Outcomes

- Provided project cost savings by reducing the number of physical radios needed in the center by 80 percent
- Increased cooperation and synergy of action between levels of government
- Supports economic development by assisting in proving that the city can handle emergency management demands of major events and crisis responses

IBM Office of the CIO



Extending Corporate Access

"IBM's BYOD program "really is about supporting employees in the way they want to work. They will find the most appropriate tool to get their job done. I want to make sure I can enable them to do that, but in a way that safeguards the integrity of our business."

Jeanette Horan, IBM CIO

Customer Needs

- Support BYOD for a variety of mobile platforms securely for a highly mobile population
- Scale to hundreds of thousands of devices

Key Features & Outcomes

- 120,000 mobile devices, 80,000 personally owned, supported in months
- Integrated Lotus Traveler, IBM Connections, IBM Sametime, and IBM Endpoint Manager

AimArs Bank



European Bank to Deliver Secure Mobile Internet Banking

AimArs needed to reduce operational complexity and cost with a single, scalable infrastructure to secure access to various back-end services from multiple mobile apps. A customized authentication mechanism empowered the bank to guarantee the security of its customers while safeguarding the trust relationship with a safe app platform that encrypts local data and delivers app updates immediately.

Customer Needs

- Extend secure access to banking apps to mobile customers
- Enhance productivity of employees to perform secure banking transactions via mobile devices
- Support for iOS, Android, and Windows Mobile

Key Features & Outcomes

- Authenticates requests made via HTTPS from hybrid mobile apps running on WorkLight platform to back-end services
- A custom certificates-based authentication mechanism implemented to secure back-end banking application

Fortune 500 financial services company



\$100B Company Gets Telecom Expenses Under Control

With clients in over 100 countries and more than 200,000 employees, controlling telecom expenses can be quite a challenge for this global financial services firm.

Customer Needs

- 300 million in annual telecom spend
- Inability to view various telecom spend categories across business units, carriers and service types, including voice, data, conferencing, and international
- Reconciling contracts with services
- Optimizing telecom infrastructure
- Identifying disconnected services

Key Features & Outcomes

- Cumulative savings of \$125 million over 5 years
- One unified view of the entire telecom spend spectrum
- TEM program viewed as a profit center

Fortune 500 medical supply company



75-year Leader in Healthcare Takes Telecom Expense Paperless

With 45,000 employees spread out over 65 locations in the US alone and a presence in over 100 countries, managing paper-based invoices from mobile and land-line providers was nearly impossible.

Customer Needs

- Mobile and wireline telecom spend over \$15 million and increasing
- Limited visibility into thousands of mobile devices
- Majority of invoices in paper format allowing for limited visibility and inefficient processes
- Exploding international costs

Key Features & Outcomes

- \$15 million in wireless and wireline spend under management
- Overall savings to date of close to \$4 million
- 5X ROI within 1 year
- Well-defined process for managing the entire telecom lifecycle

VCC



For VCC, becoming a social business means new opportunities, increased sales and improved productivity

“We can capture and tap all our information wherever we happen to be, improving the way we work and the speed and effectiveness in which we service customers, communicate and close new business.”

Wayne Alley,
Vice president, VCC

Customer Needs

Expand business opportunities by enabling collaboration among remote project managers, giving them access to crucial data, analytics and expertise while in the field – via their smartphones.

Key Features & Outcomes

- New business opportunities and increased sales:
The ability to connect with other project managers in real time contributes to an over 40 percent year-over-year increase in new business.
- Enhanced productivity
Collaborative access to expertise across the enterprise enables project managers to work five times faster while in the field
- Greater efficiency: Smartphone access saves approximately 400 employee-hours per month.

US Cellular



US Cellular uses mobile marketing to boost marketing campaign volume and performance

“We know that IBM Unica has the vision and expertise to help us—no matter which direction we choose or what challenges we face,” said Tompson. “That gives us a lot of confidence.”

John Tompson,
Senior Manager, Campaign Analytics,
U.S. Cellular

Customer Needs

As US Cellular expands and grows, it needs to be more responsive to local customer needs and to track and measure the large number of varied messages that were being communicated to customers.

Key Features & Outcomes

- Strong campaign design and template functionality allowing company to quickly and cost-effectively design, execute and measure customer interactions.
- Multi-wave and multi-channel support including ability to send marketing campaigns and follow-ups to customer’s mobile devices via SMS
- Prior to IBM Unica, U.S. Cellular analysts executed, analyzed and tracked two campaigns per month. Now, the company executes an average of seven campaigns per month—an increase of 250 percent.