



# Driving Value across the Mobile Business

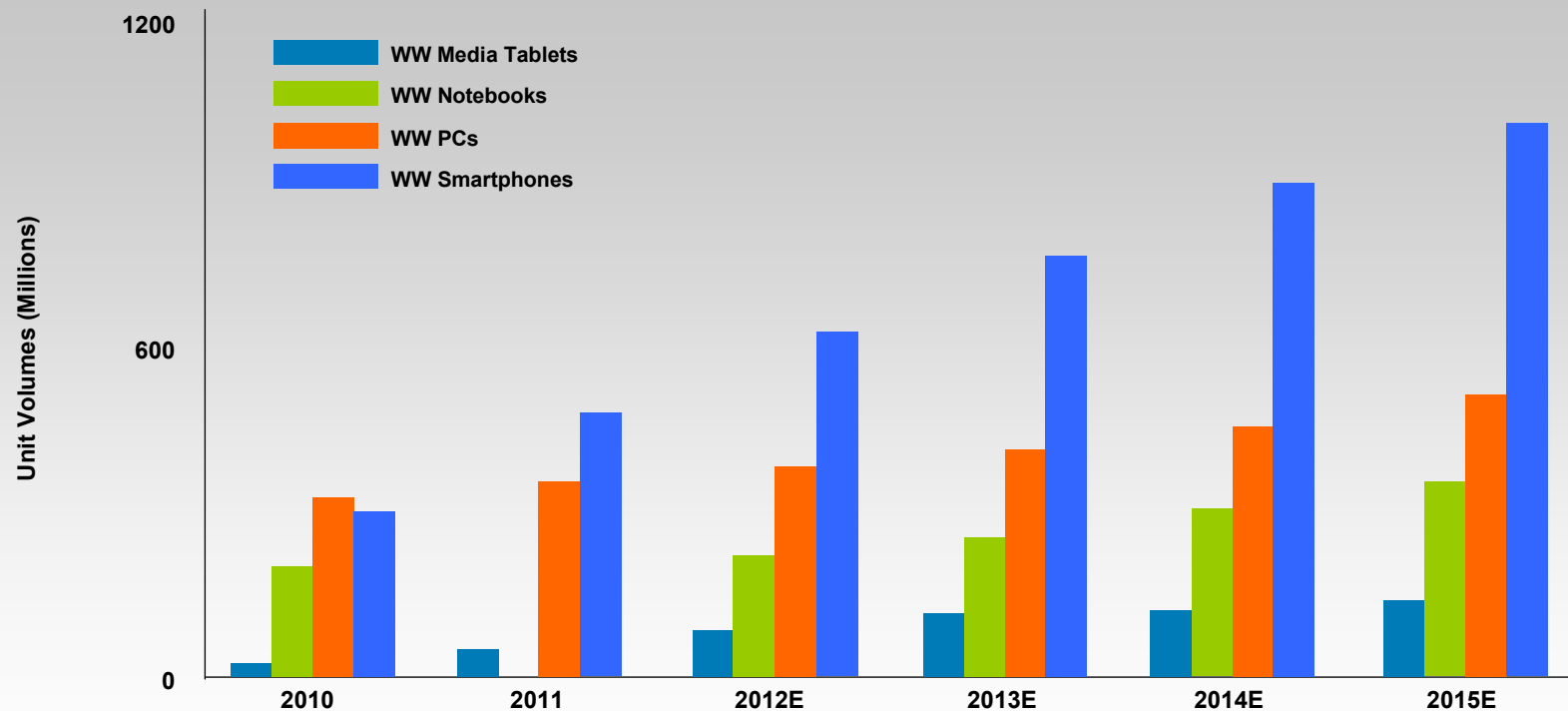




# Mobile is now bigger than PC

## *What's your mobile strategy?*

### *Growth in Internet Connected Devices*



Source: Wells Fargo Securities, January 23, 2012  
 "Fostering the People: The Shift to Engagement Apps"

## 10 Billion mobile connected devices by 2020





## Mobile is both an enterprise mandate and challenge

**45%** increased productivity with mobile apps<sup>1</sup>

Mobile and Cloud are **top priorities** for CIOs<sup>2</sup>

### Top Mobile Adoption Concerns:<sup>3</sup>

1. Security/privacy (53%)
2. Cost of developing for multiple mobile platforms (52%)
3. Integrating cloud services to mobile devices (51%)

<sup>1</sup> Aberdeen Survey: [ipadcto.com/2011/01/05/survey-mobile-apps-increase-enterprise-performance-and-productivity-advantages-top-three-mobile-app-strategies-gain-momentum/](http://ipadcto.com/2011/01/05/survey-mobile-apps-increase-enterprise-performance-and-productivity-advantages-top-three-mobile-app-strategies-gain-momentum/)

<sup>2</sup> 2011 IBM Global CIO Study

<sup>3</sup> 2011 IBM Tech Trends Report <https://www.ibm.com/developerworks/mydeveloperworks/blogs/techtrends/entry/home?lang=en>



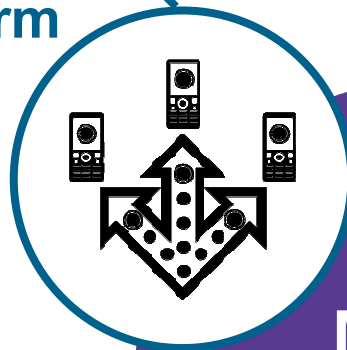


# Client initiatives require a mobile foundation

## Extend & Transform

*Extend* existing business capabilities to mobile devices

*Transform* the business by creating new opportunities



## Build & Connect

*Build* mobile applications

*Connect* to, and *run* backend systems in support of mobile



# Mobile Foundation



## Manage & Secure

*Manage* mobile devices and applications

*Secure* my mobile business

**New!**  
**IBM**  
**Mobile**  
**Foundation**  
**V5.0**





# Introducing the IBM Mobile Foundation



The graphic features a purple background with a white cloud in the center containing the text "IBM Mobile Foundation V5.0". To the left of the cloud is a row of server racks. In the foreground, there is a collection of various mobile devices including smartphones, tablets, and a feature phone. A blue oval with a starburst pattern and the word "New!" is positioned in the top right corner of the graphic area. At the bottom of the graphic, the text "Build, connect, manage and secure your mobile enterprise" is displayed.

**New!**

IBM Mobile Foundation V5.0

Build, connect, manage and secure your mobile enterprise

## Includes:

- IBM Software Services for Mobile Foundation
- IBM Worklight V5.0
- IBM WebSphere Cast Iron
- IBM Endpoint Manager for Mobile Devices

## Plus New Services Offering:

- IBM Software Services for Mobile Foundation





# IBM Mobile Foundation V5.0

## *Available configurations*

### Enterprise Edition



- Business-to-enterprise (B2E)
- Package includes:
  - IBM Worklight
  - IBM Cast Iron Hypervisor Edition
  - IBM Endpoint Manager for Mobile Devices
- Used by enterprises to manage internal apps

### Consumer Edition



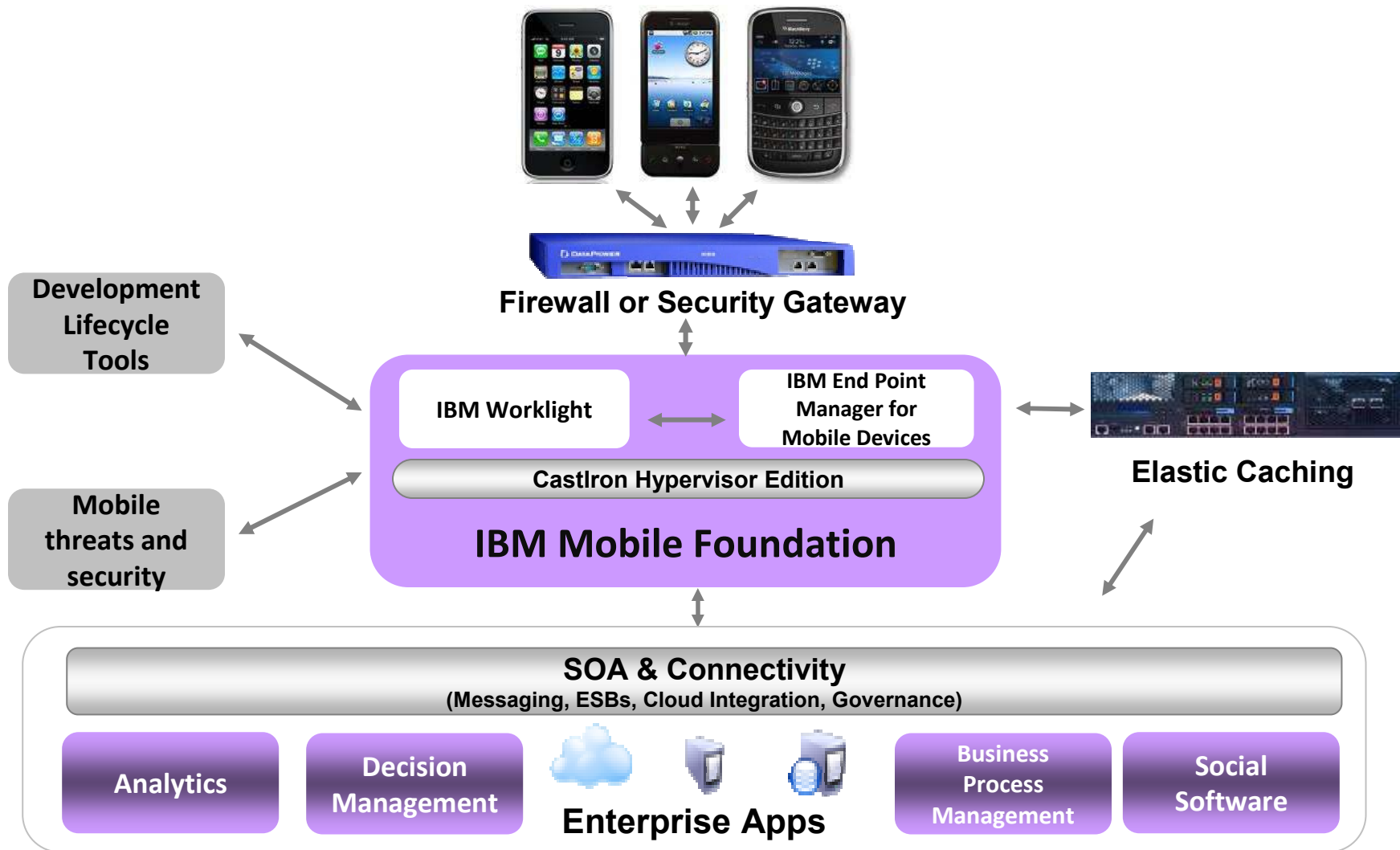
- Business-to-consumer (B2C)
- Package includes:
  - IBM Worklight
  - IBM Cast Iron Hypervisor Edition
- Used for commercial and customer-facing apps





# IBM Mobile Foundation

Architecture overview

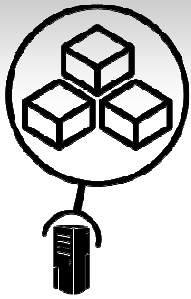




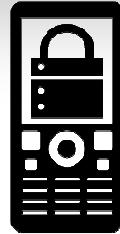
# Beyond the foundation

## IBM Mobile Portfolio at a glance

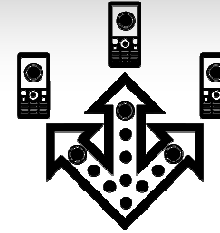
### Client Initiatives



**Build** mobile applications  
**Connect** to, and **run** backend systems in support of mobile



**Manage** mobile devices and applications  
**Secure** my mobile business



**Extend** existing business capabilities to mobile devices  
**Transform** the business by creating new opportunities

### IBM Sample Offerings

- Worklight **New!**
- Cast Iron
- IBM Rational Application Developer
- WebSphere Application Server Web 2.0 and Mobile Feature Pack **New and Enhanced!**
- WebSphere MQ and Message Broker
- IBM Websphere Portal Mobile Experiences
- IBM Lotus Domino XPages
- Green Hat (an IBM company)

- IBM Endpoint Manager for Mobile devices **New!**
- IBM Rational AppScan
- IBM Security Access Manager
- IBM GBS - Security & Privacy practice
- Identity Manager

- Unified Communications Services
- Mobile Application Platform Management
- IBM GTS Mobile Enterprise Services (MAPM)
- IBM GBS – Strategy & Transformation and Mobile Solutions Practice **New and Enhanced!**
- Social Collaboration Software
- IBM Lotus Notes Traveler
- IBM WebSphere Commerce V7.0 Feature Pack 4 **New and Enhanced!**

