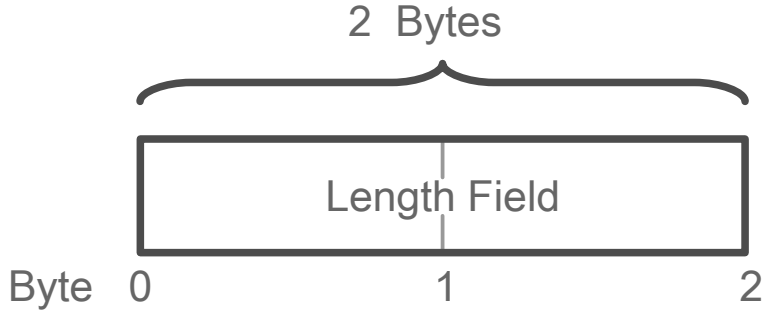
ANGRY BIRDS & HALF-WORDS

MOBILE & THE MAINFRAME

Geoff Pirie – IBM Hursley, UK. CICS Transaction Server



ANGRY NEW YEAR

NEW DEVICES
ON CHRISTMAS DAY
17.4 MILLION*

ANDROID + IOS TABLETS & SMARTPHONES

CHRISTMAS DAY
8 MILLION
ANGRY BIRDS DOWNLOADS

DECEMBER 25

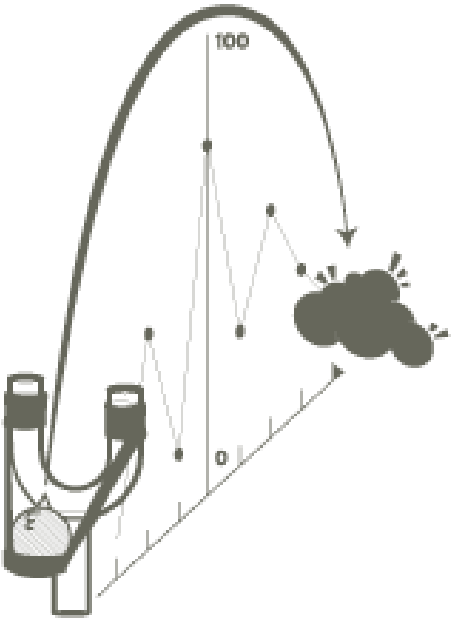
CHRISTMAS WEEK
DECEMBER 22-29

30 MILLION
ANGRY BIRDS DOWNLOADS

1 ANGRY BIRDS DOWNLOAD
FOR EVERY OTHER NEW DEVICE

*STATISTICS COURTESY OF FLURRY

Over **ONE BILLION** DOWNLOADS



#1 in 79 COUNTRIES

300 MILLION
minutes played per day

~

ONE
Wikipedia
a month!

The reason?

1) There are a lot of mobile devices

2) We spend a lot of time using those devices

3) We really hate green pigs! ;-)

THERE ARE CURRENTLY MORE THAN

1.038 BILLION SMARTPHONES IN USE

that's 1 out of every 6.7 people on the planet.

MOBILE USERS ARE

FIVE TIMES MORE LIKELY TO ABANDON THE TASK

IF THE SITE ISN'T OPTIMIZED FOR MOBILE.

79%

WILL SEARCH

FOR ANOTHER SITE TO COMPLETE THE TASK.

MEDIA TABLET SALES

in 2012
118.9
MILLION

by 2016
369.2
MILLION
tablets we will be sold

IN THE LAST 16 YEARS

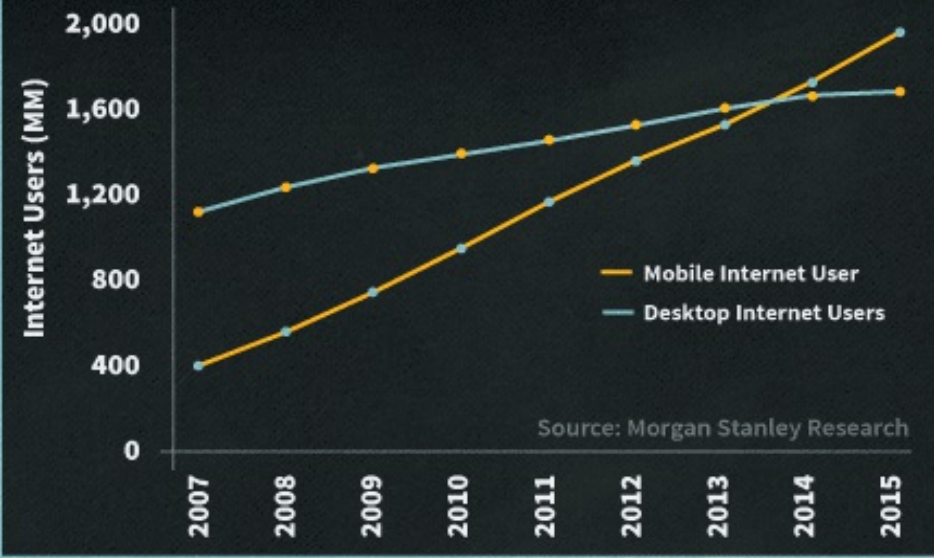
97 98 99 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14

1 BILLION
SMARTPHONES SOLD

THE NEXT ONE BILLION WILL BE SOLD IN JUST THE NEXT 2 YEARS

Google estimates by 2013
MORE PEOPLE WILL USE MOBILE PHONES THAN DESKTOP PCS TO GO ONLINE.

GLOBAL MOBILE VS. DESKTOP INTERNET USER PROJECTION, 2007 - 2015



Shopping / Commerce

Global Stats

Gartner predicts that in 2016 there will be
448 MILLION
M-Payment users,
in a market worth
$617 BILLION

by 2016
MOBILE COMMERCE
is expected to grow to
5 TIMES
its current size

by 2015
Global mobile transactions
will grow to more than
$1 TRILLION

Retailers

52%
of surveyed retailers
DO NOT YET HAVE A
MOBILE OPTIMIZED WEBSITE

amazon.com
to reach
$4 BILLION
IN MOBILE SALES
by end of 2012

PayPal™
estimates
$7 BILLION
IN MOBILE SALES
in 2012

In 2011
ebay™
people purchased
$5 BILLION
of goods using their
MOBILE PHONES.

in 2012, this rose to
$10 BILLION

Going Places:

MOBILE TICKETS (M-TICKETING) FOR TRAVEL AND ENTERTAINMENT

in 2015 **1 in 8**

MOBILE SUBSCRIBERS WILL USE M-TICKETING

for airline, rail and bus travel, festivals, cinemas and sports events.

By 2015 over

750 MILLION

users will either have a ticket **delivered to their mobile phone** or buy a ticket with their phone

compared to

230 MILLION

today.

Ticket delivery will be by SMS, bar codes, mobile web, smartphone apps or NFC.

Healthcare:

The mobile health technology market including devices, applications, and services

IS EXPECTED TO EXCEED

$8 BILLION

by 2018

70%

of available healthcare apps are **consumer focused.**

30%

are designed for **medical professionals**

Insurance:

Only

22%

of insurers have a **mobile quoting app**

Financial Services:

In 2012

47 MILLION

Americans used

MOBILE BANKING

by next year, more than

61 MILLION

Americans will use mobile banking

MOBILE BANKING

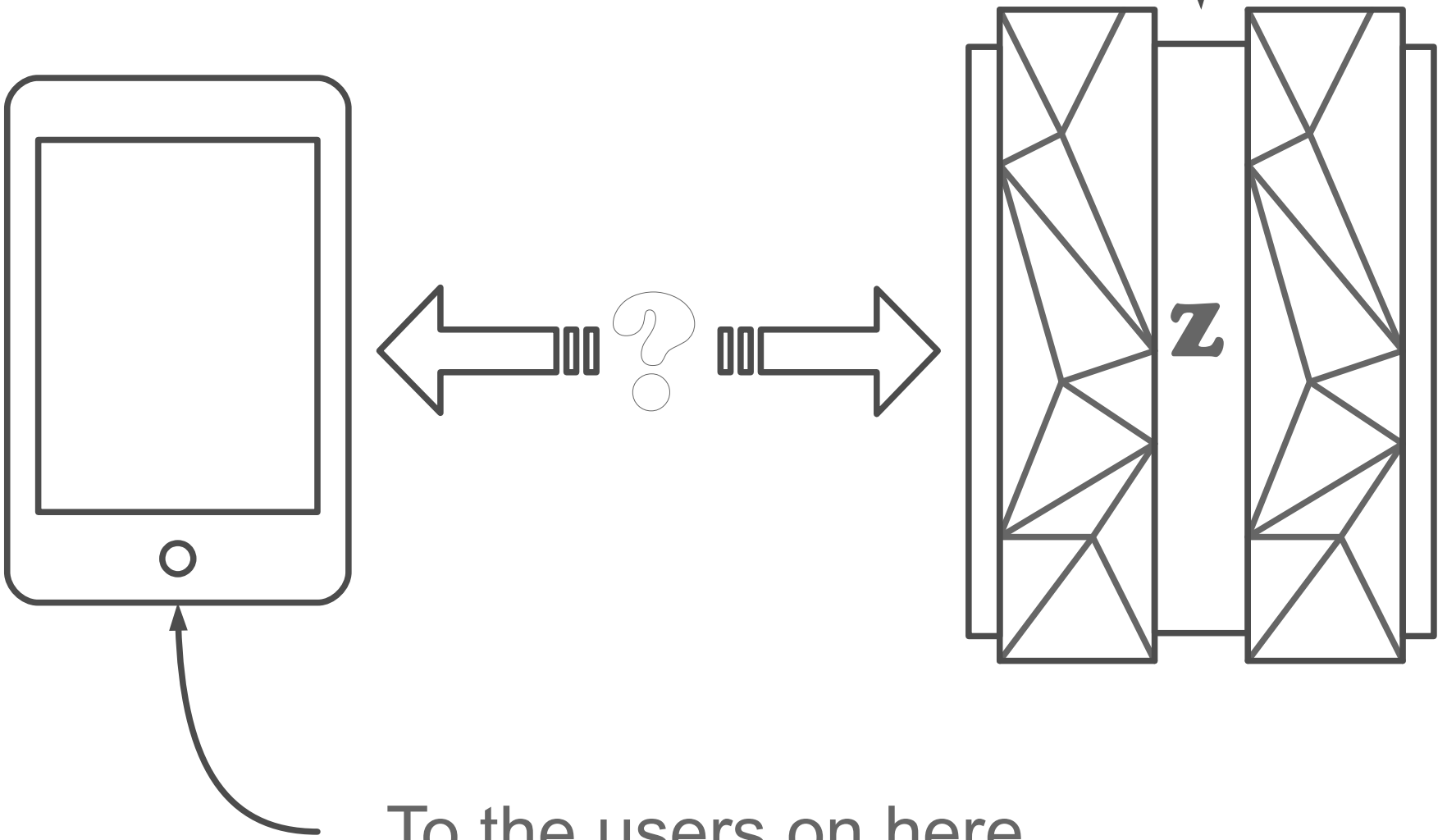
users in the U.S. in the next will

DOUBLE *in the next* ***5 YEARS***

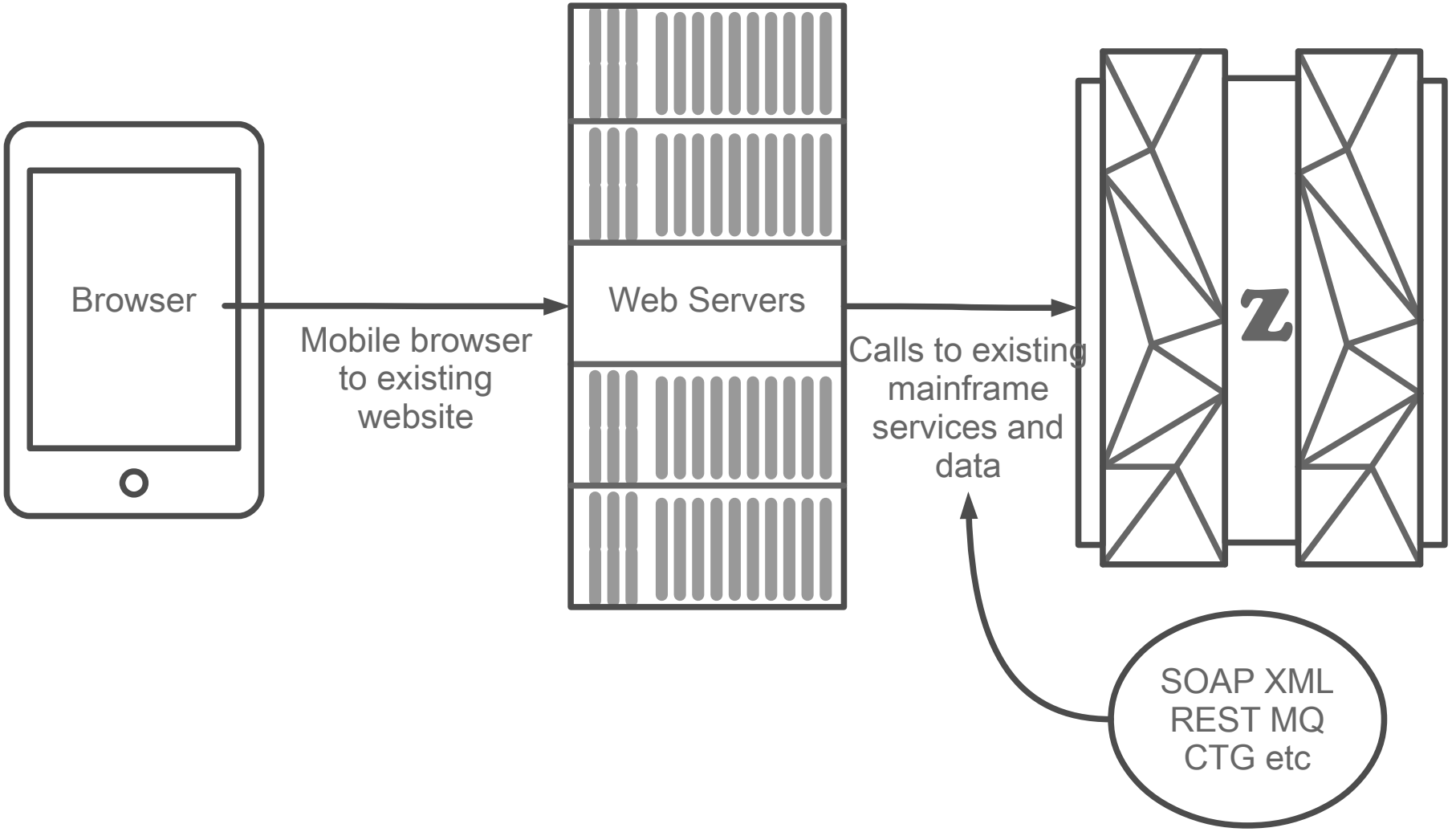
and reach **108 MILLION**

by 2017.

So we need to
connect the services in here



Easy!
Mobile is just like the web right?



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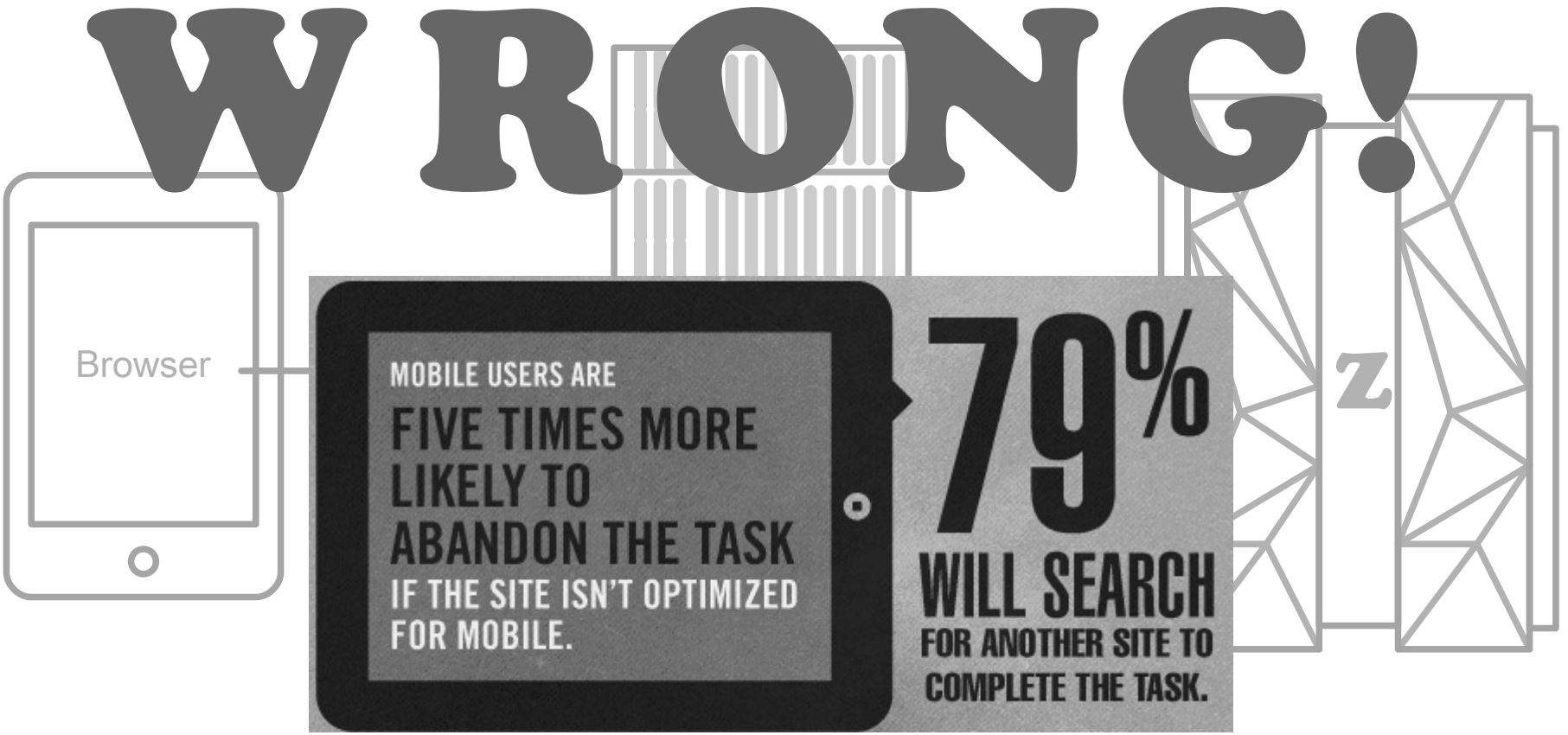
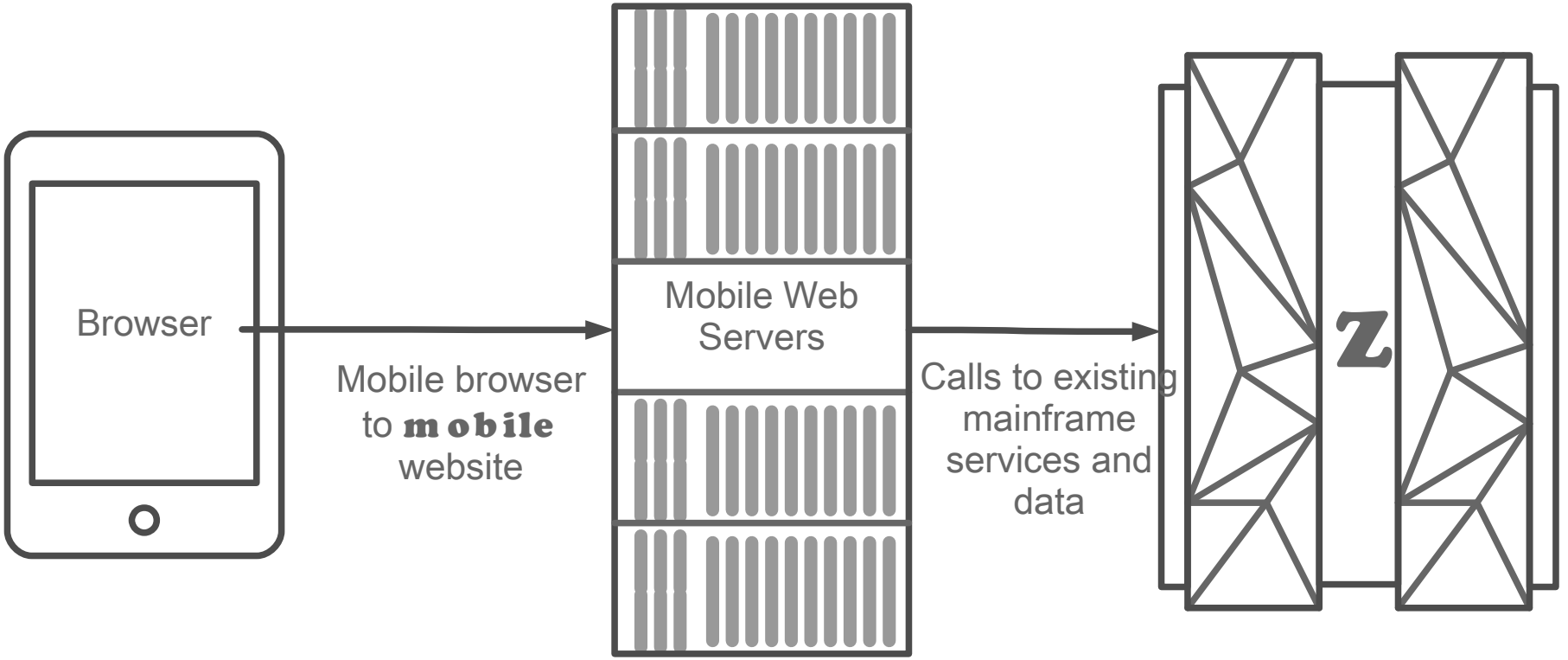


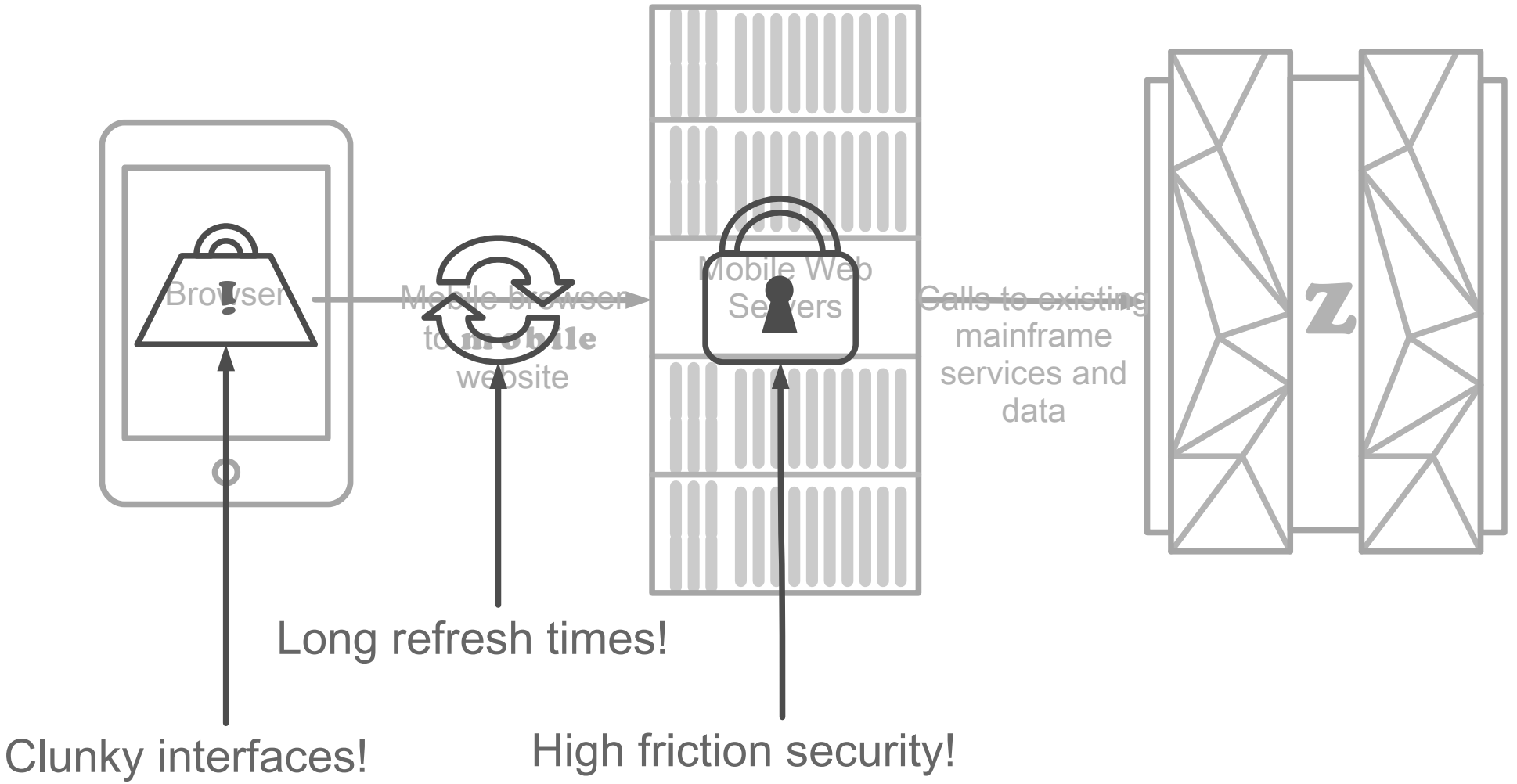
Ok... Re-style for a mobile website



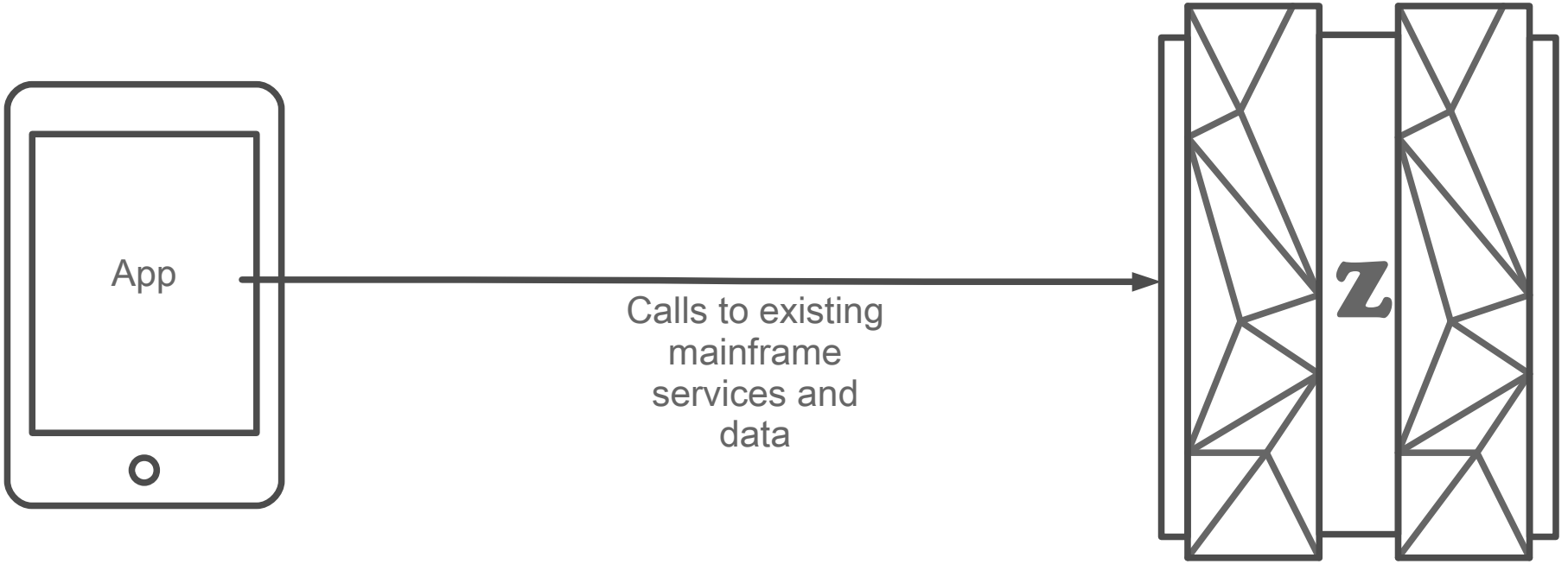
Ok... Re-style for a mobile website

Better...

But not quite as good as an App!

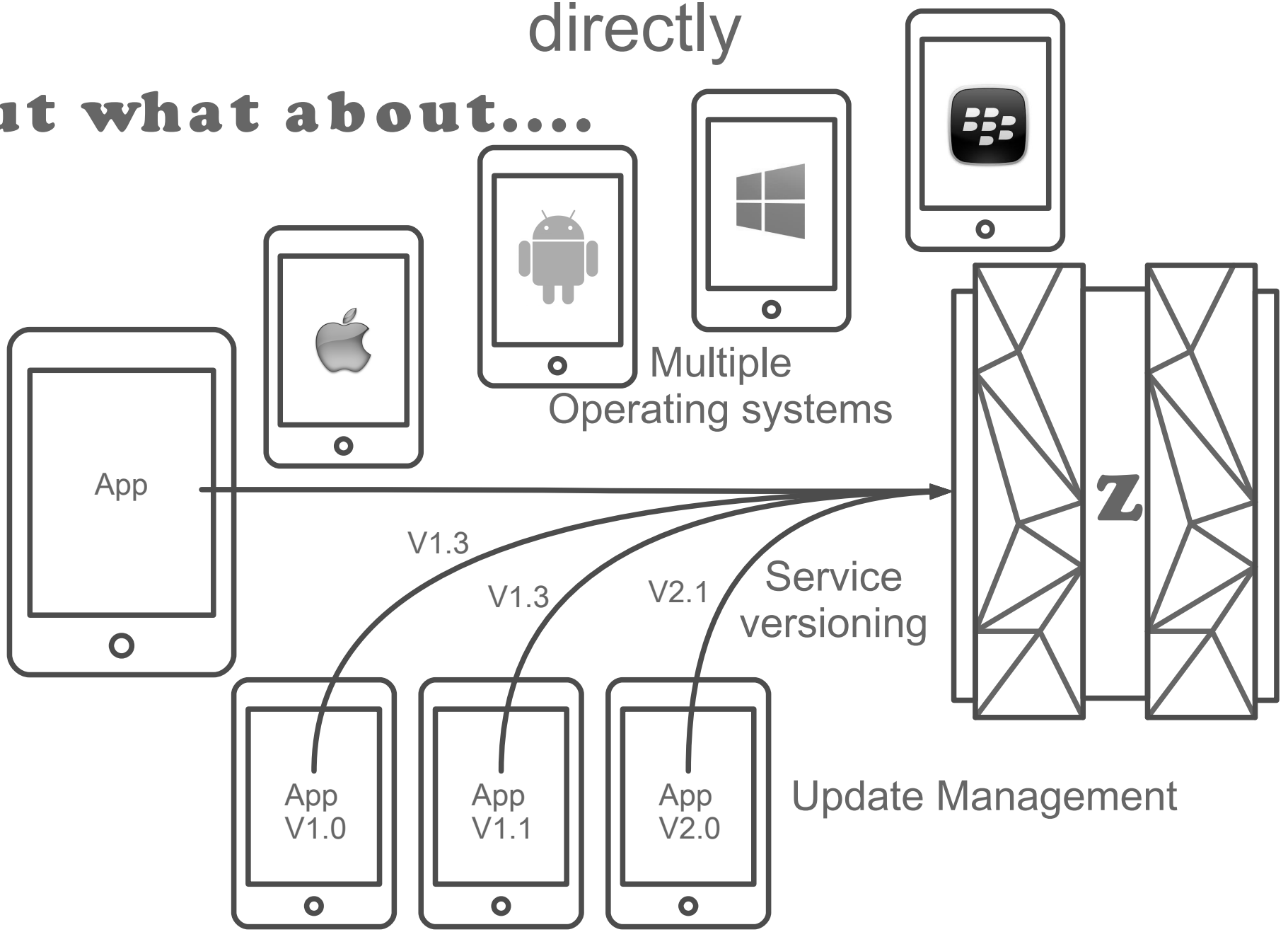


So... Lets write an app that calls the services directly

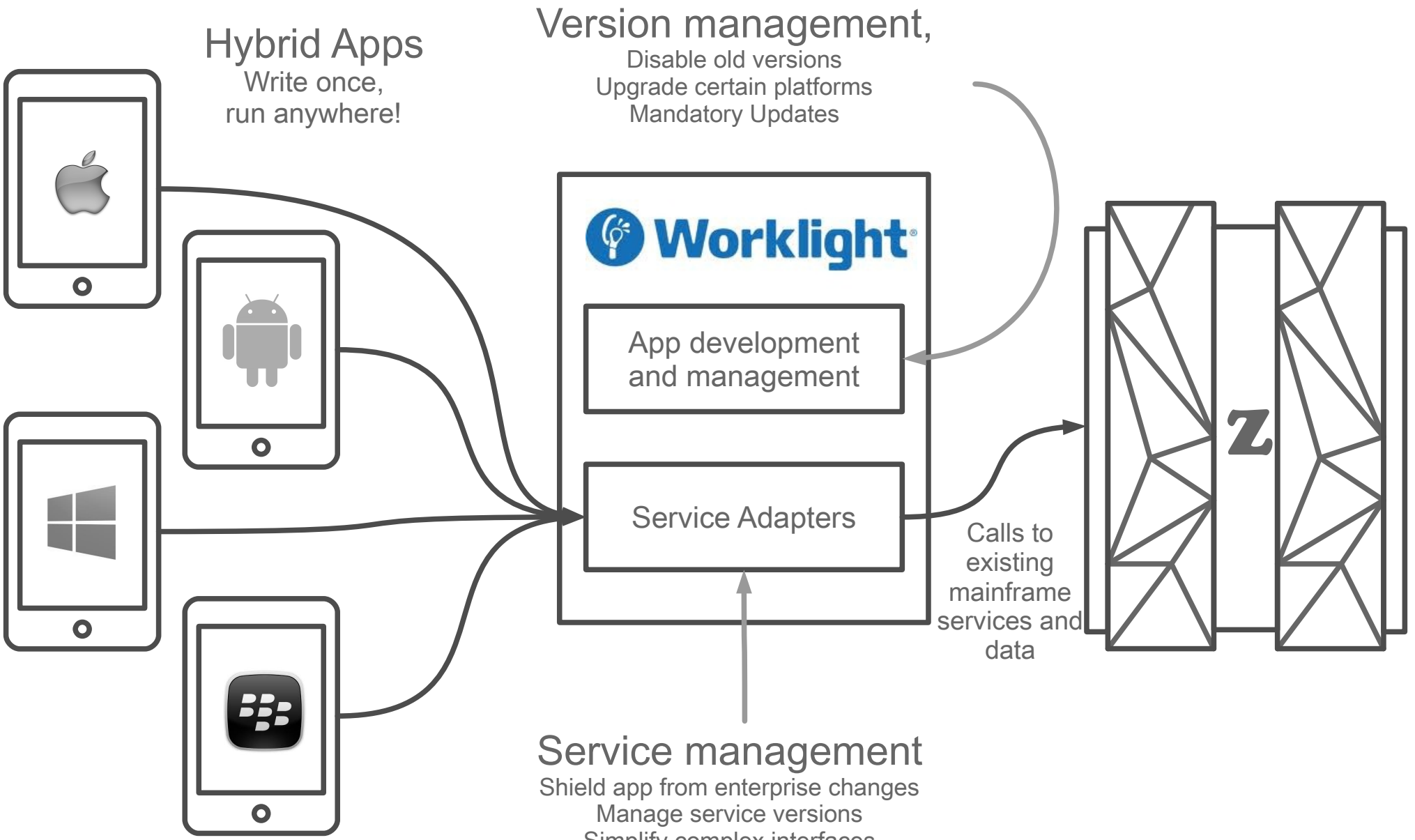


So... Lets write an app that calls the services directly

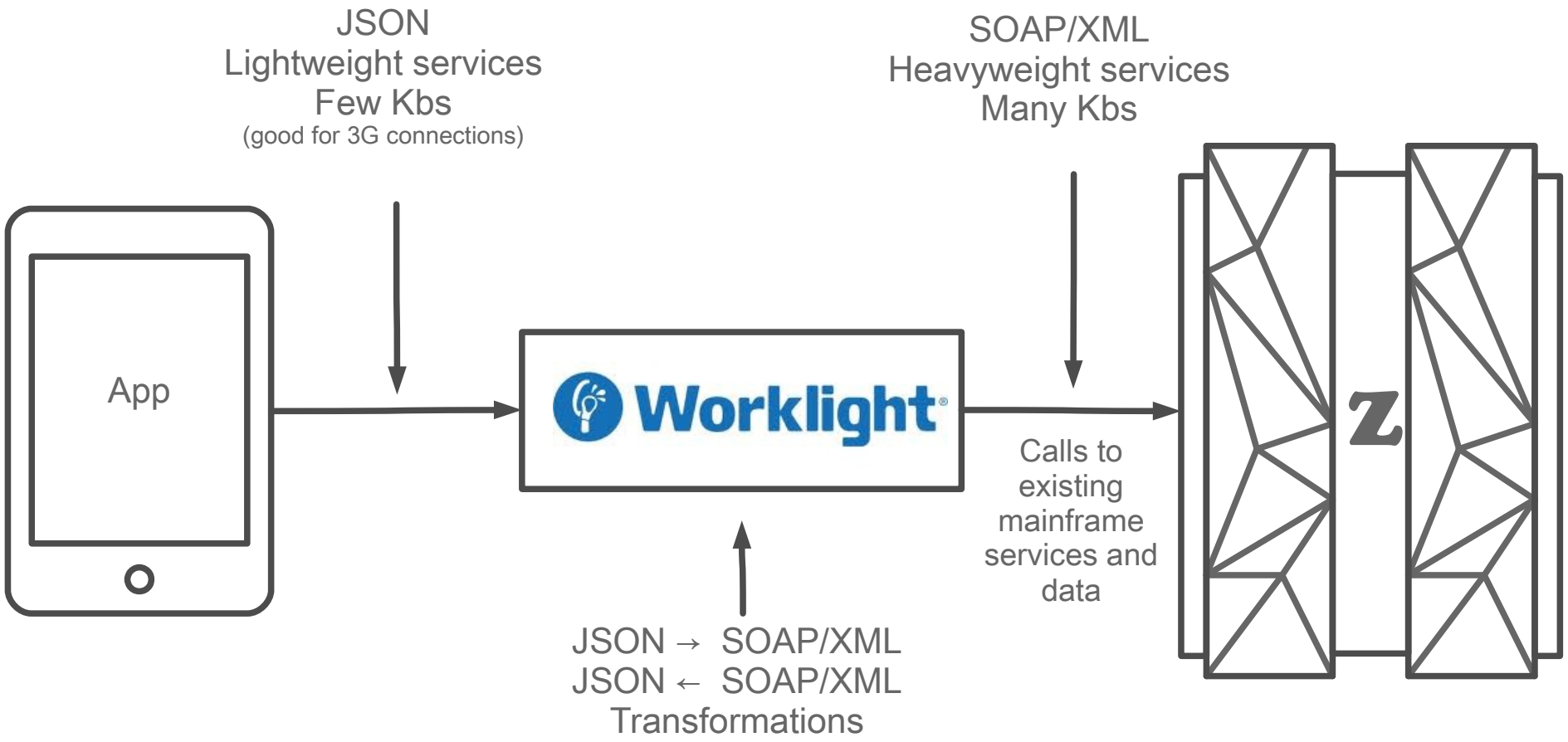
But what about....



We need a mobile app platform...

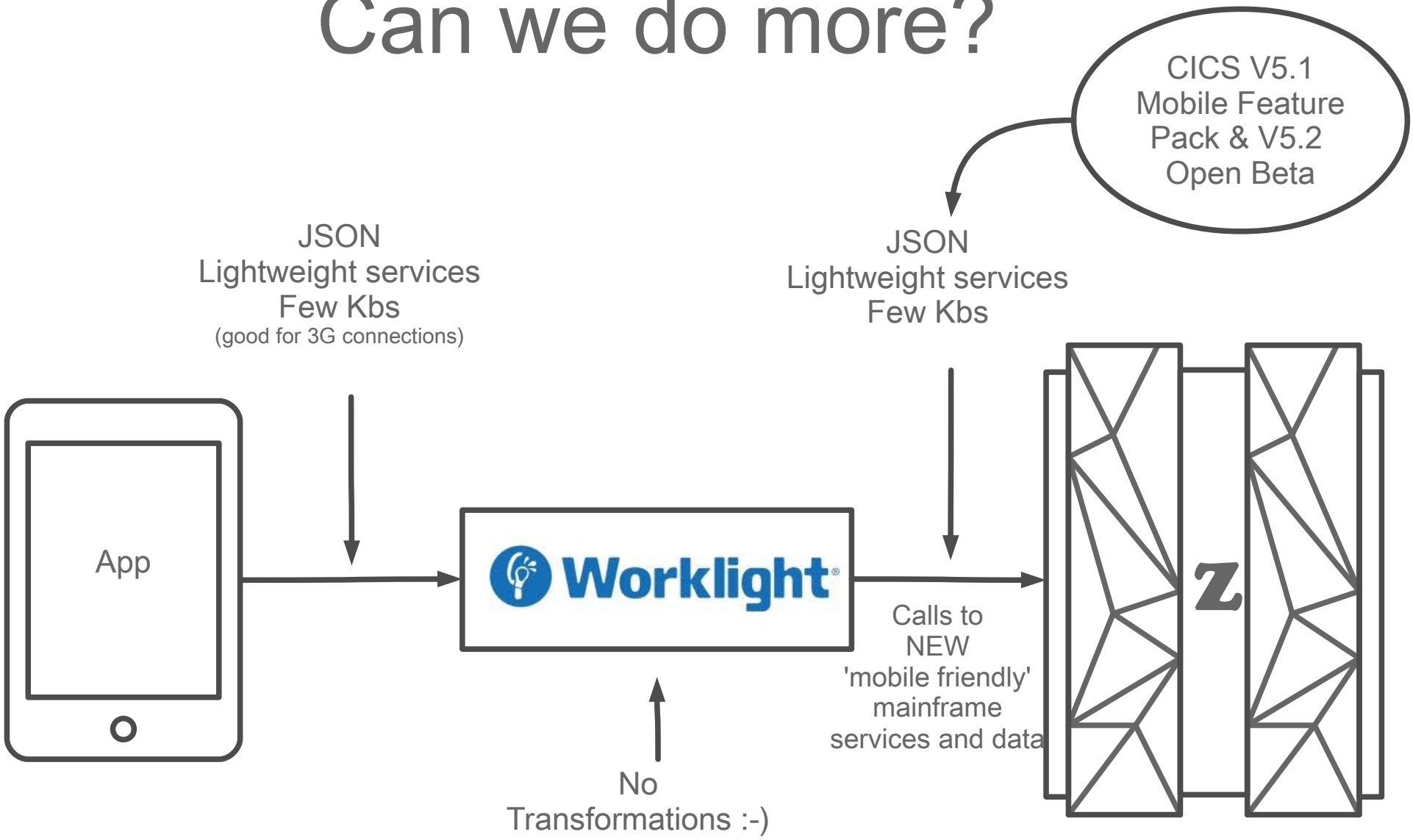


Can we do more?



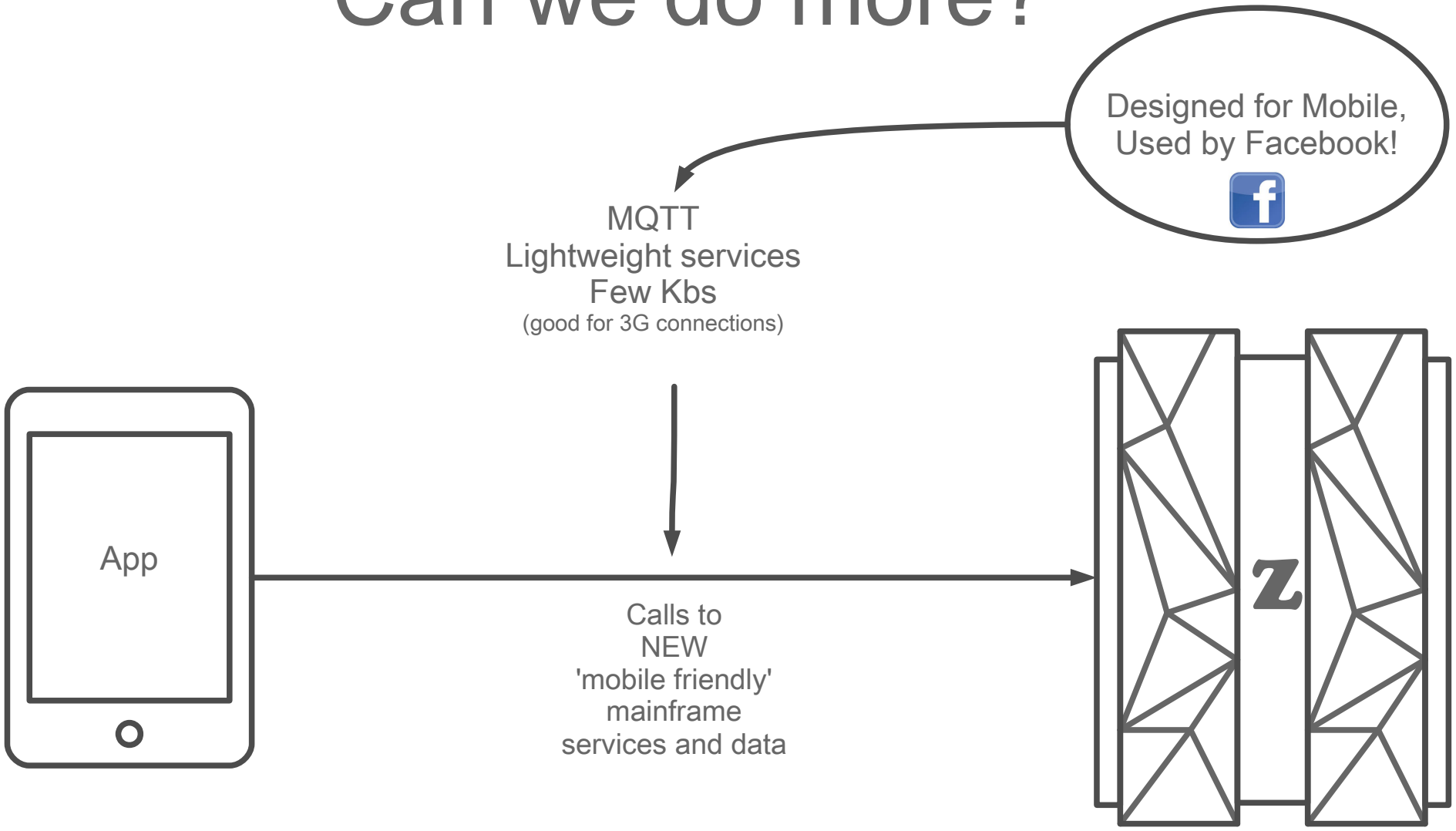
Takes time and CPU :-(

Can we do more?



A better way...

Can we do more?



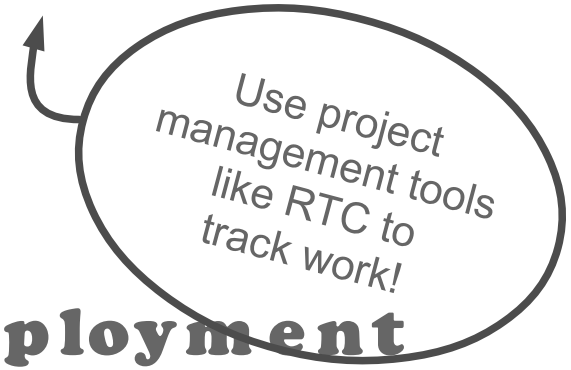
Or something different...

So, you can make 'mobile friendly' services, but...

...the app team want them yesterday!

Improve your processes!

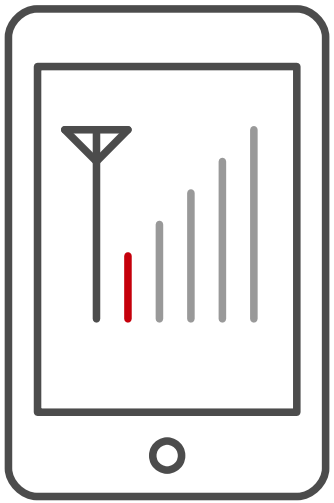
- Incremental delivery with **agile principles**

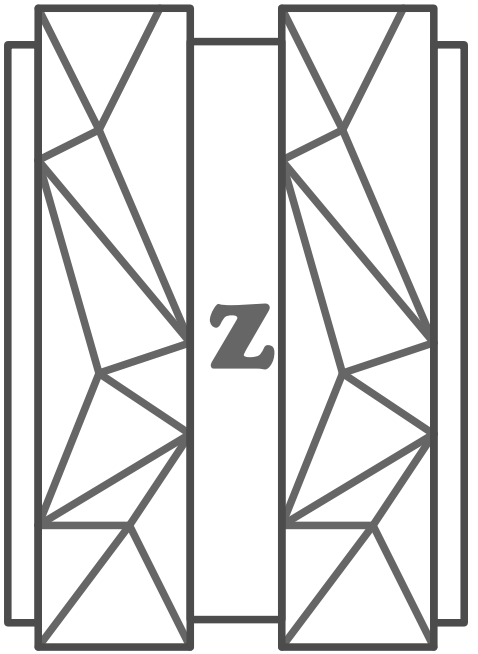


- Faster delivery with **cloud style deployment**

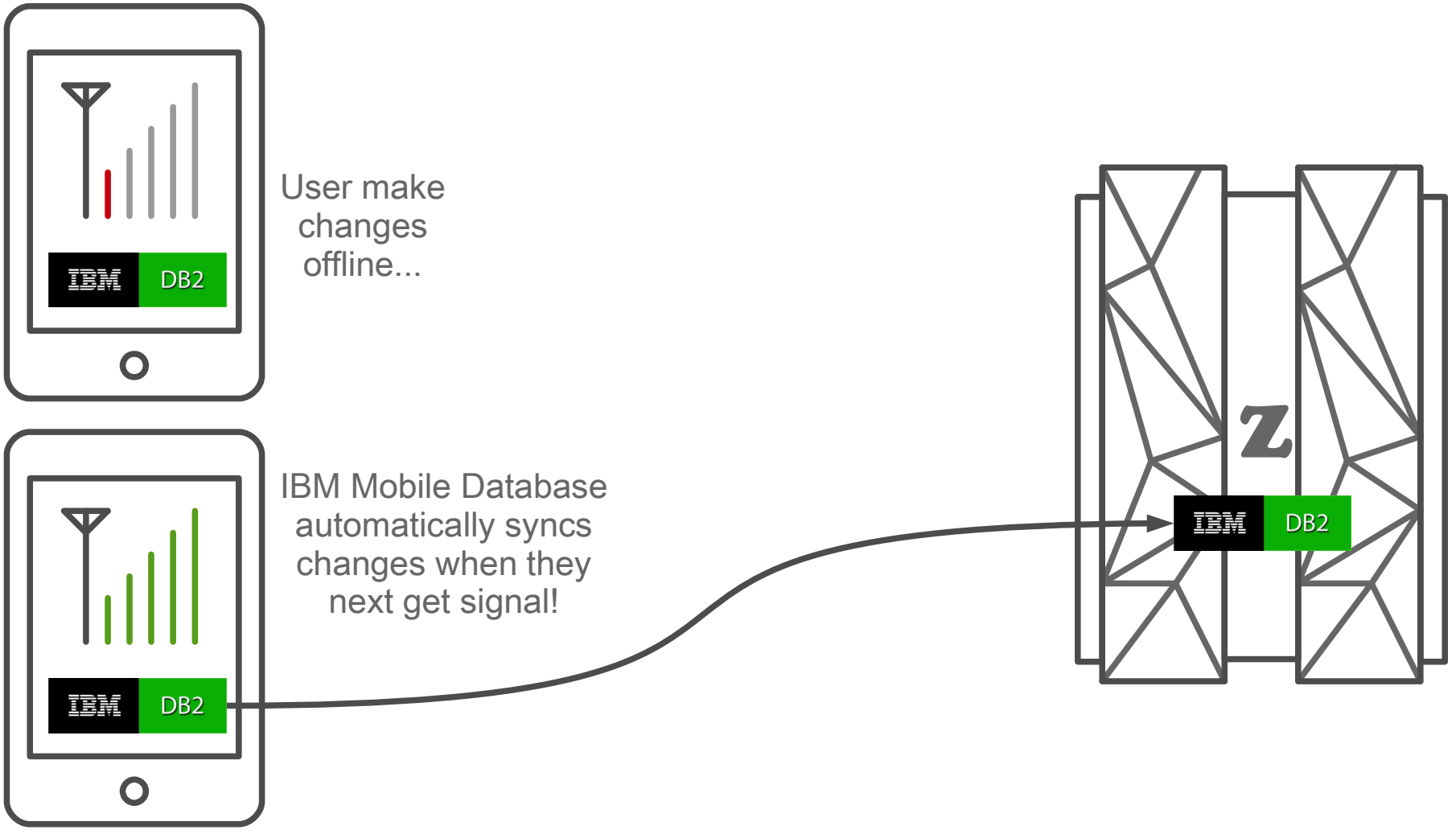
- Reduce risk with **change management**

What if the user has no signal?

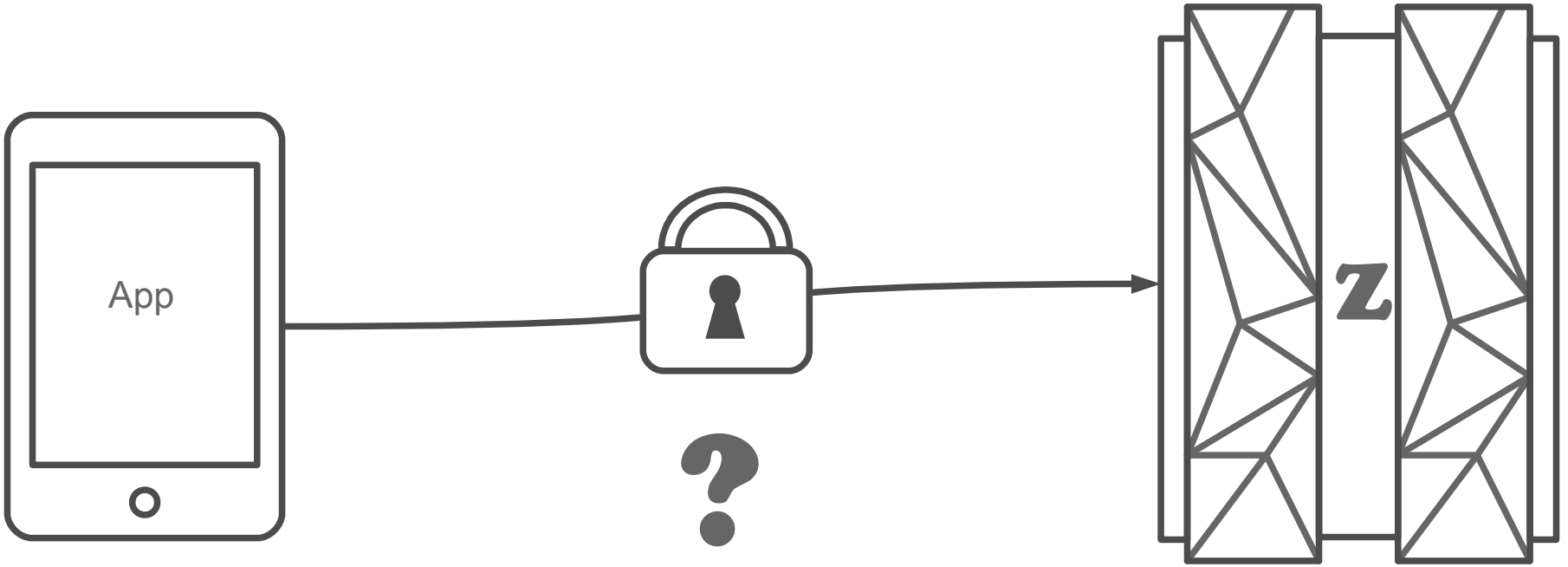




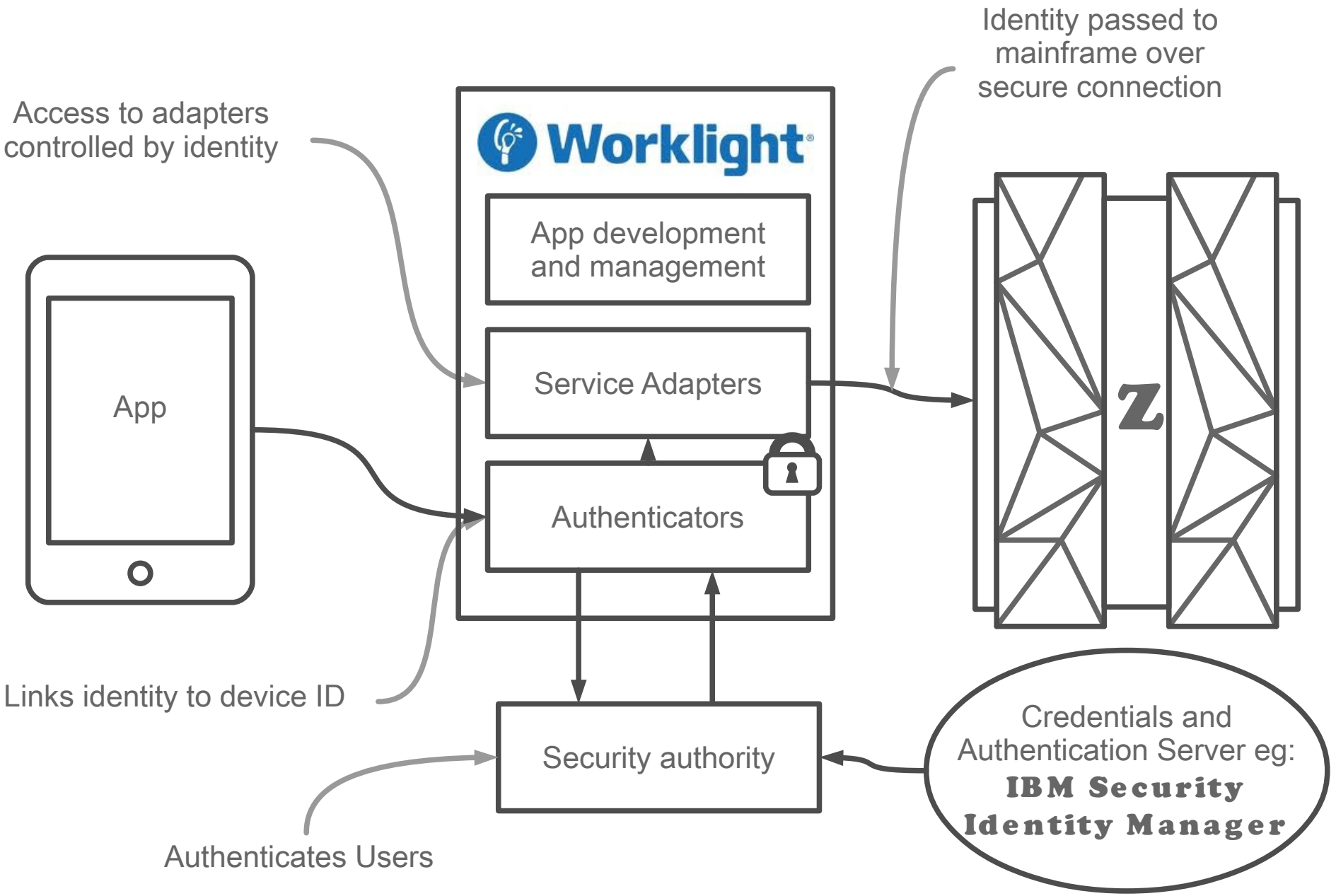
Use IBM Mobile Database to sync offline changes to DB2!



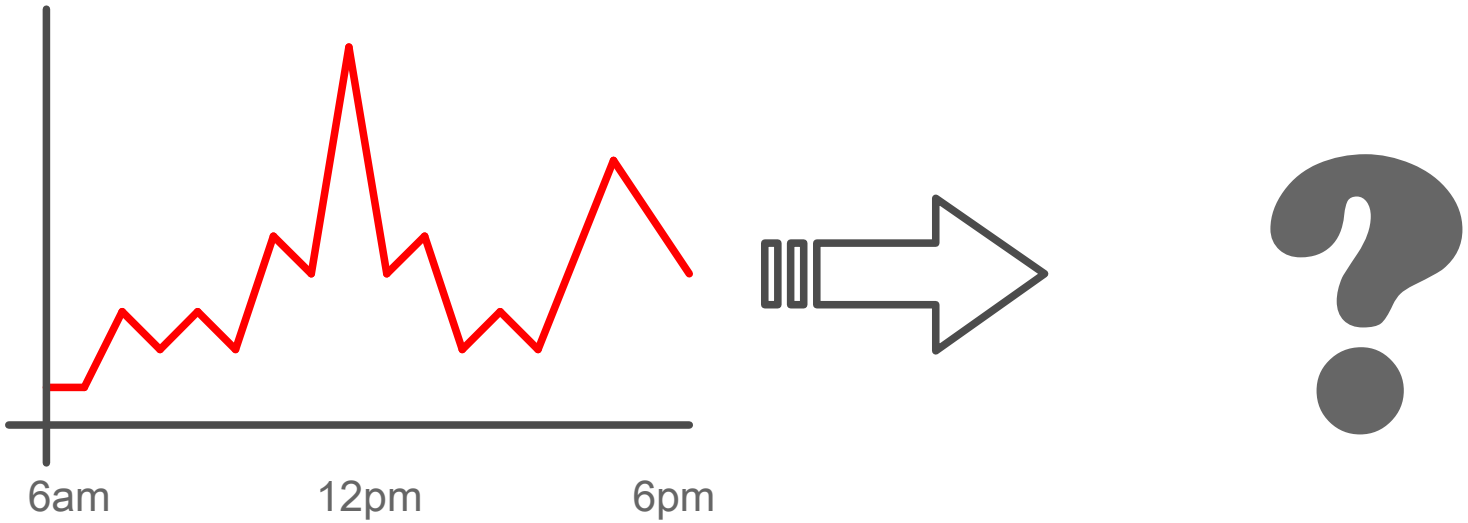
What about security?



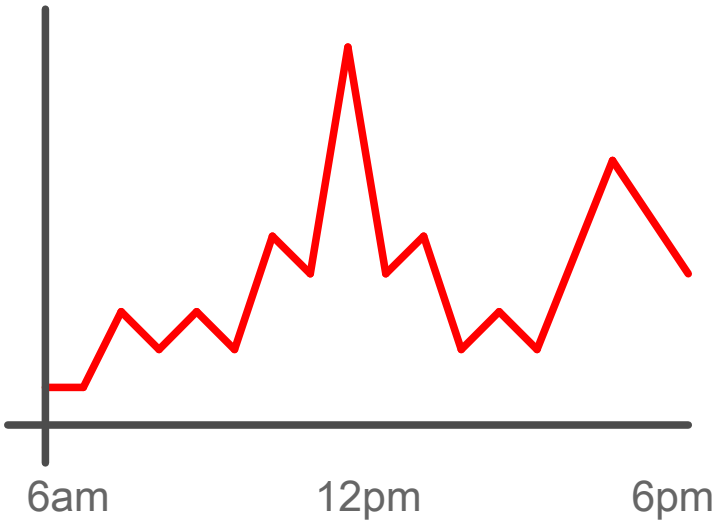
Your app platform should manage it!

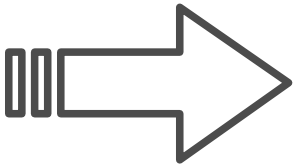


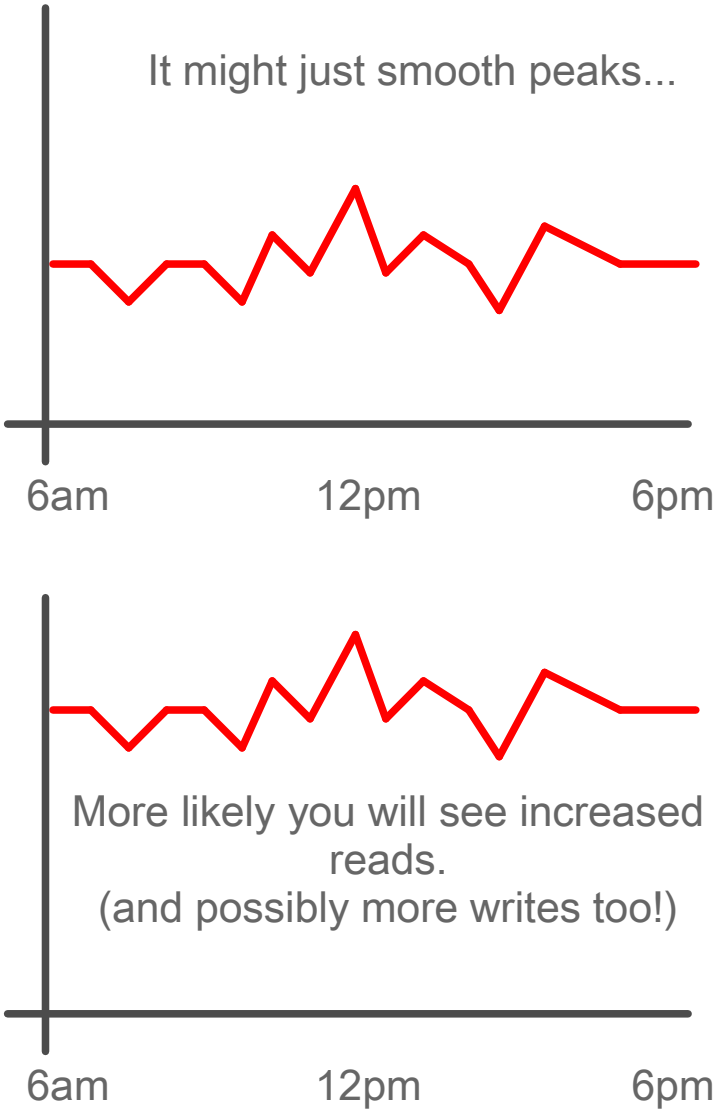
But how will this affect my workload?



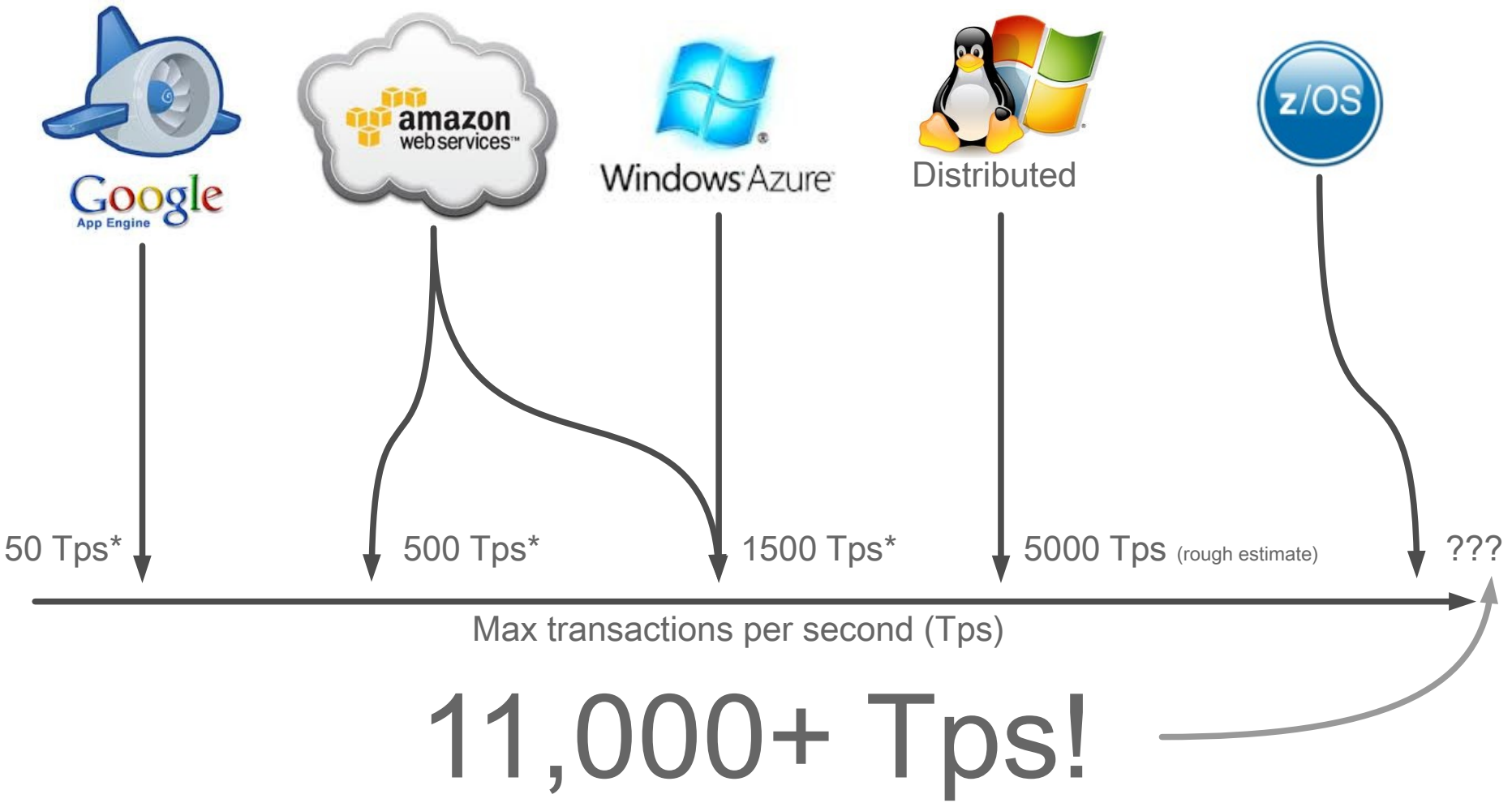
It depends on your business...







Don't worry, the mainframe can scale!



* Data from “An Evaluation of Alternative Architectures for Transaction Processing in the Cloud”, 2010, D Kossmann, T Kraska, S Loesing

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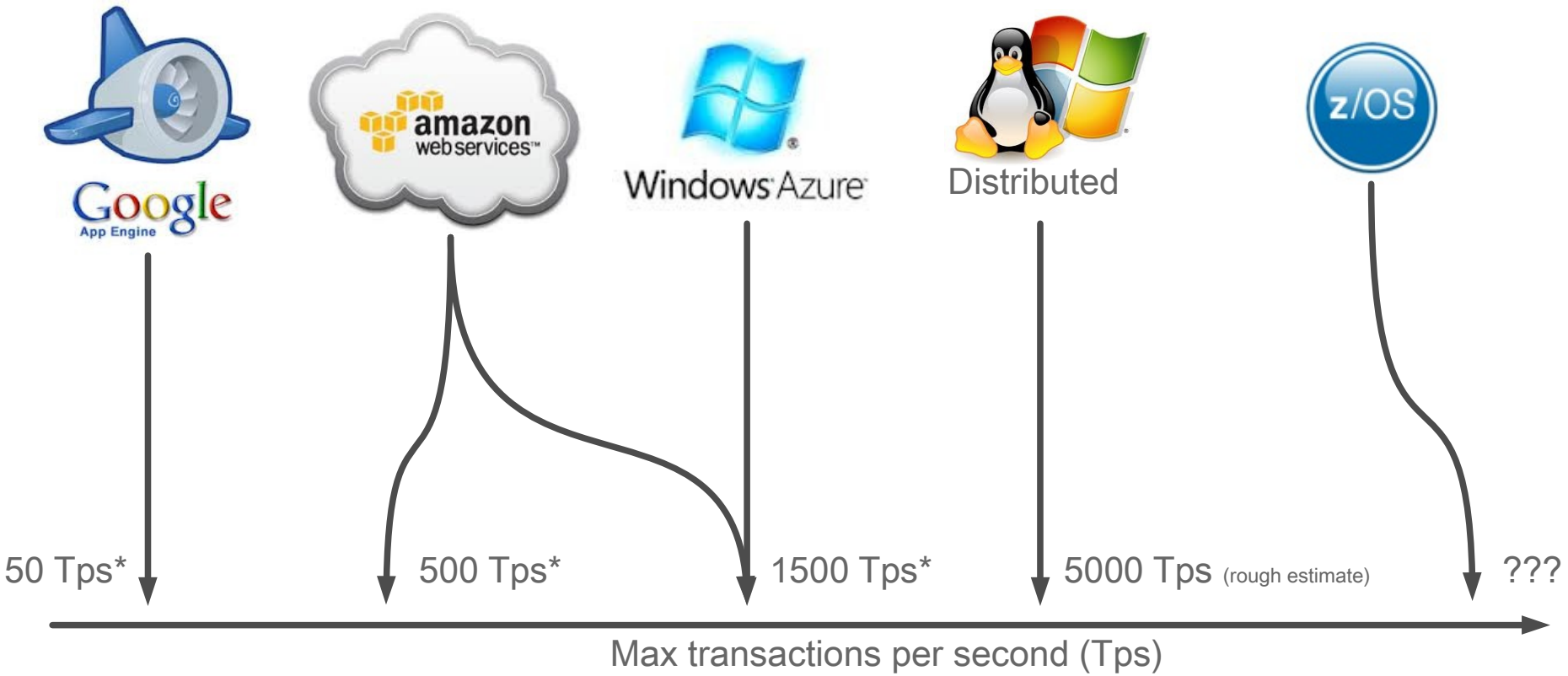
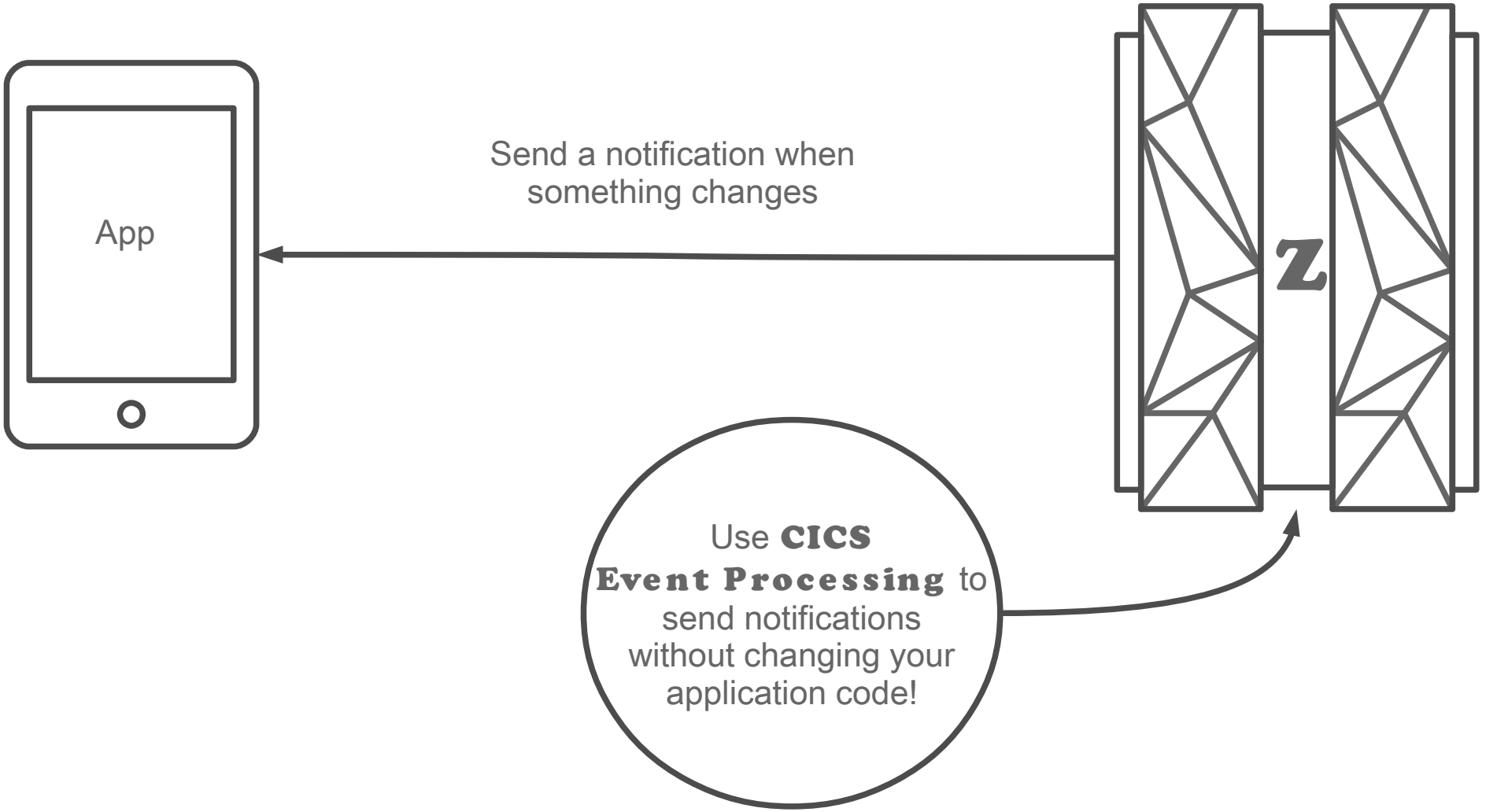


* Data from “An Evaluation of Alternative Architectures for Transaction Processing in the Cloud”, 2010, D Kossmann, T Kraska, S Loesing

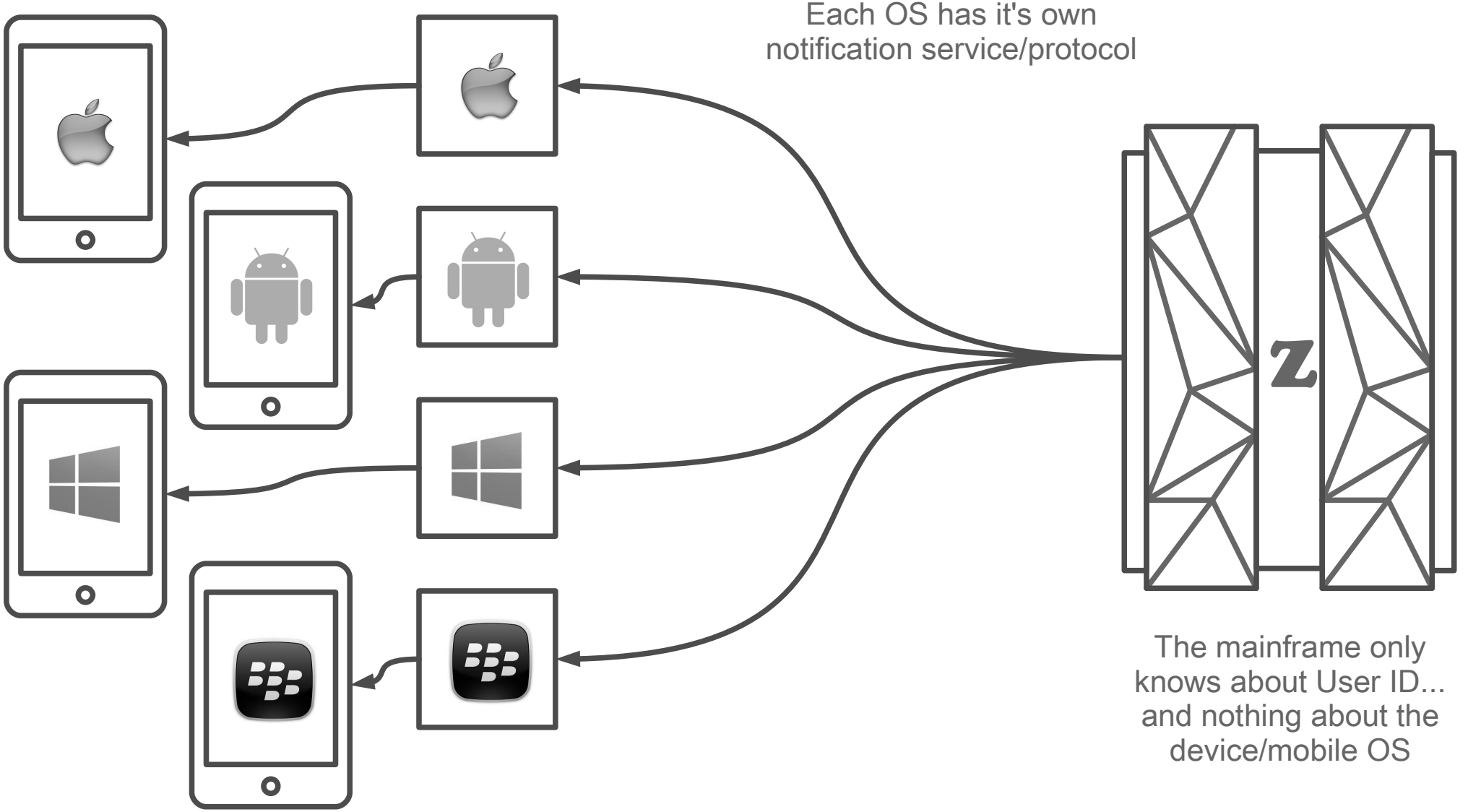
How can we reduce mobile workload?

- Most requests from mobiles are 'reads'
- Mainly from people checking if things have changed
- We would get less 'reads' if we told people when things change...

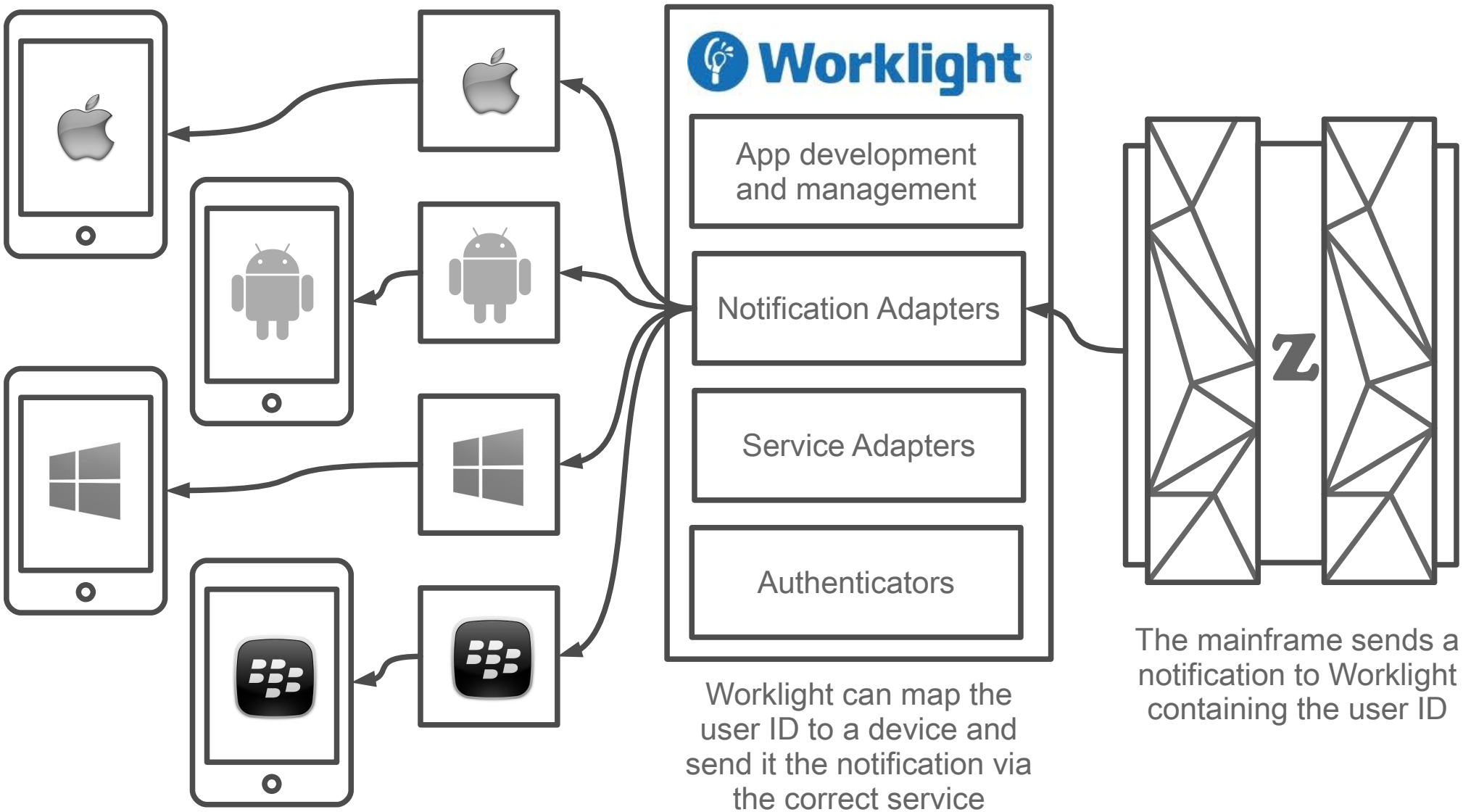
We need notifications!



It's not quite so simple...



Once again it's a job for the app platform!

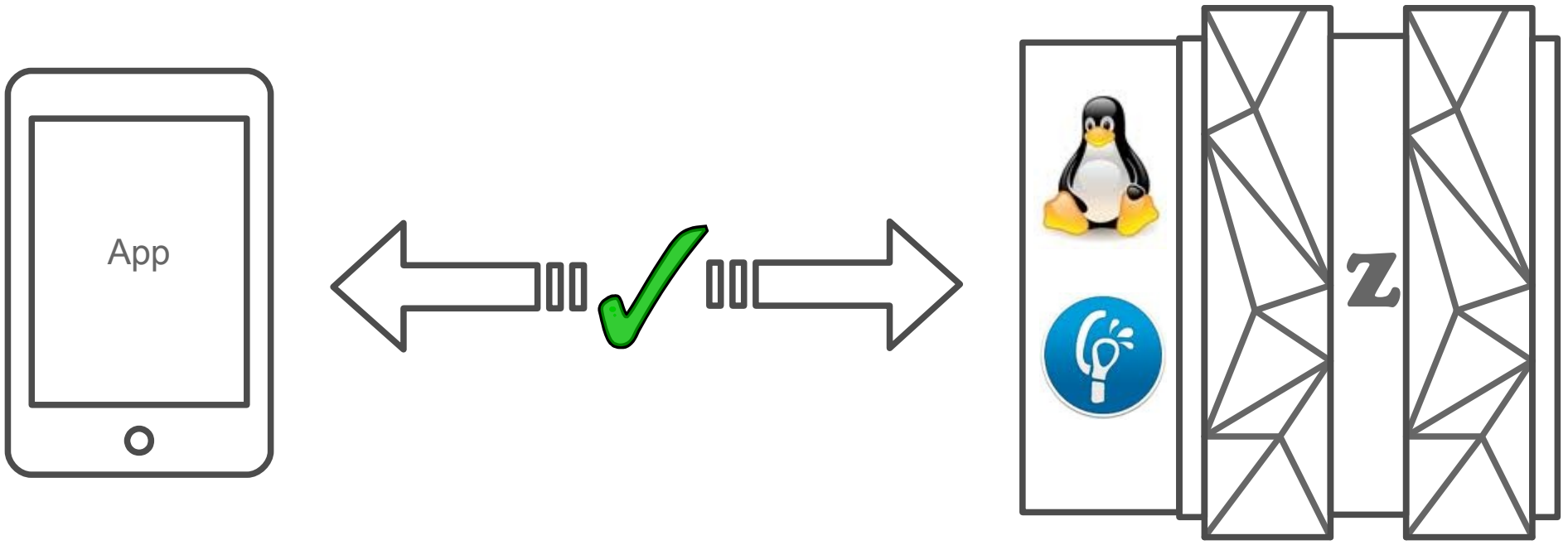


Worklight can map the user ID to a device and send it the notification via the correct service

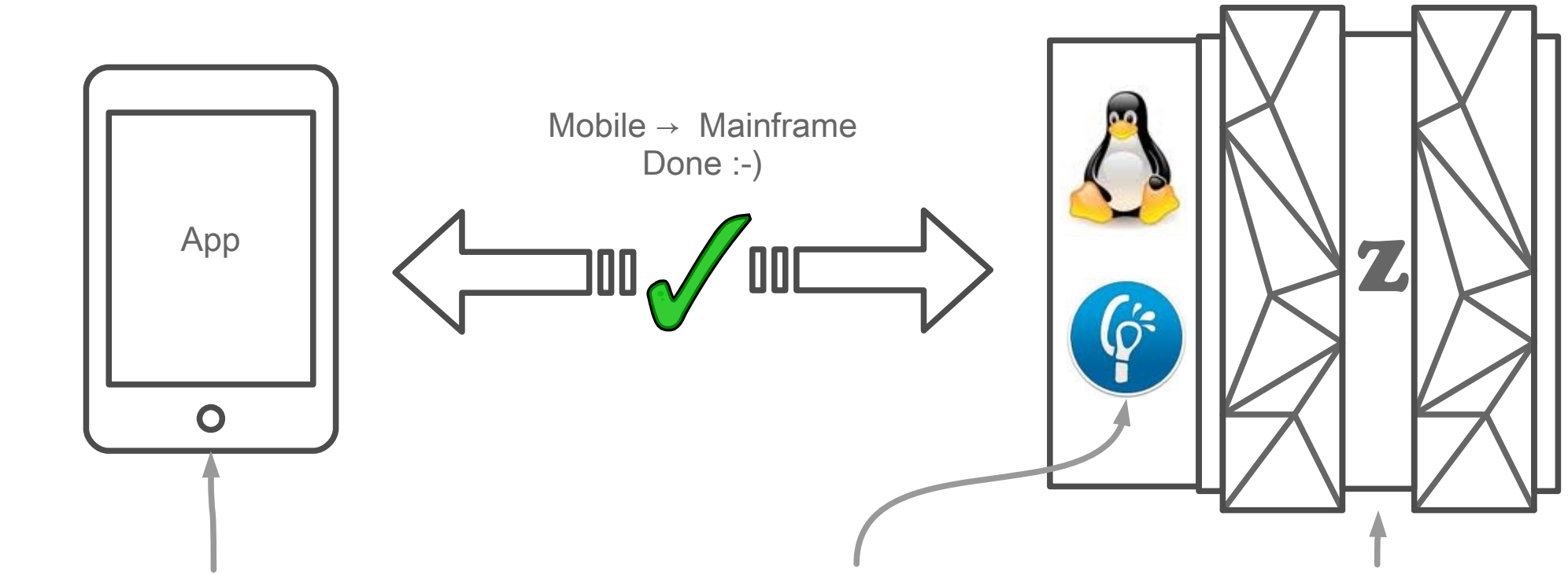
The mainframe sends a notification to Worklight containing the user ID

Do I have to buy new servers to run Worklight?

No!
Worklight will run on zLinux!

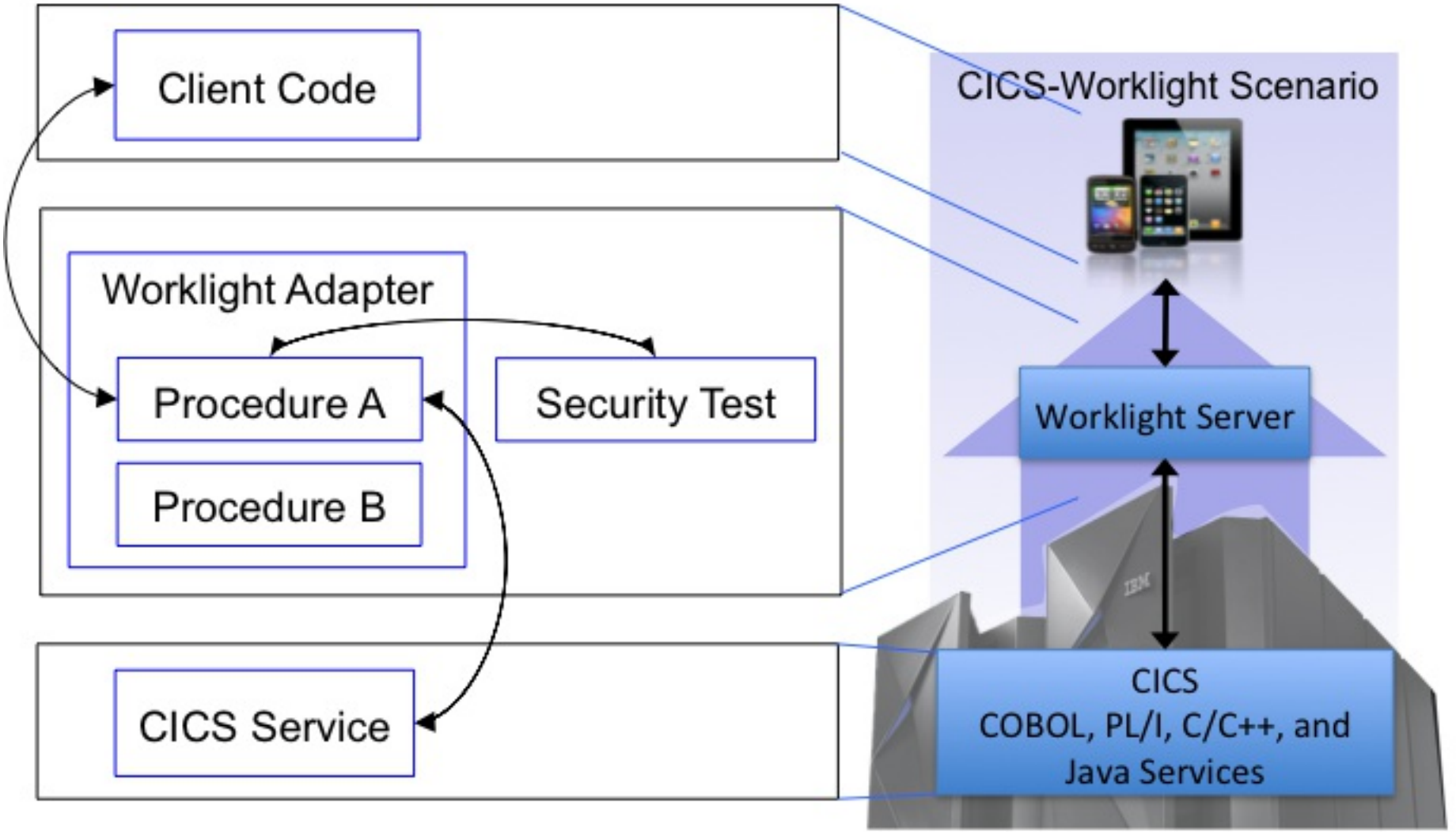


And we're done!

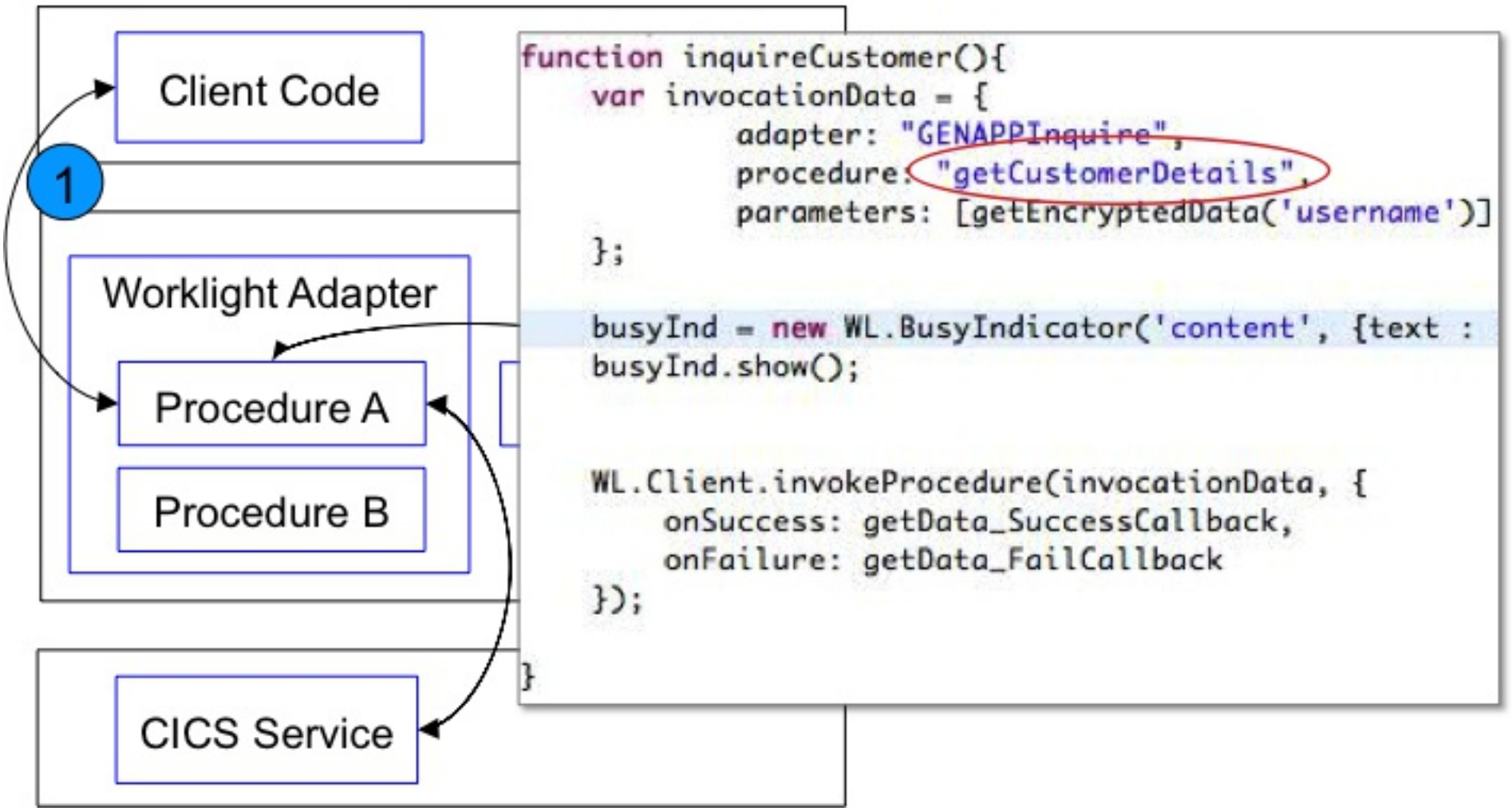


Example of connecting a mobile to CICS services

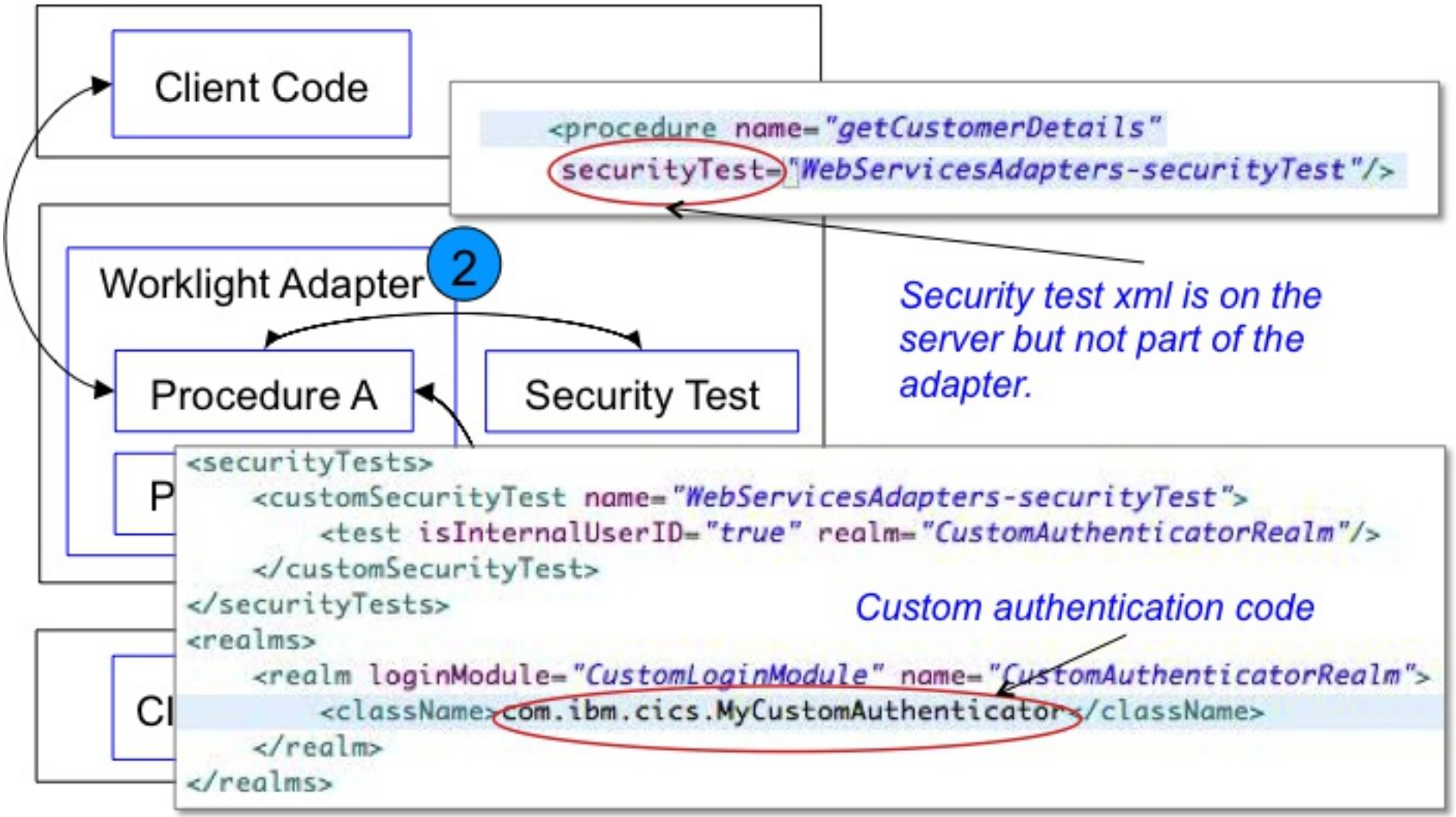
Worklight Components – basic flow



Worklight Components – Client call



Worklight Components – security check



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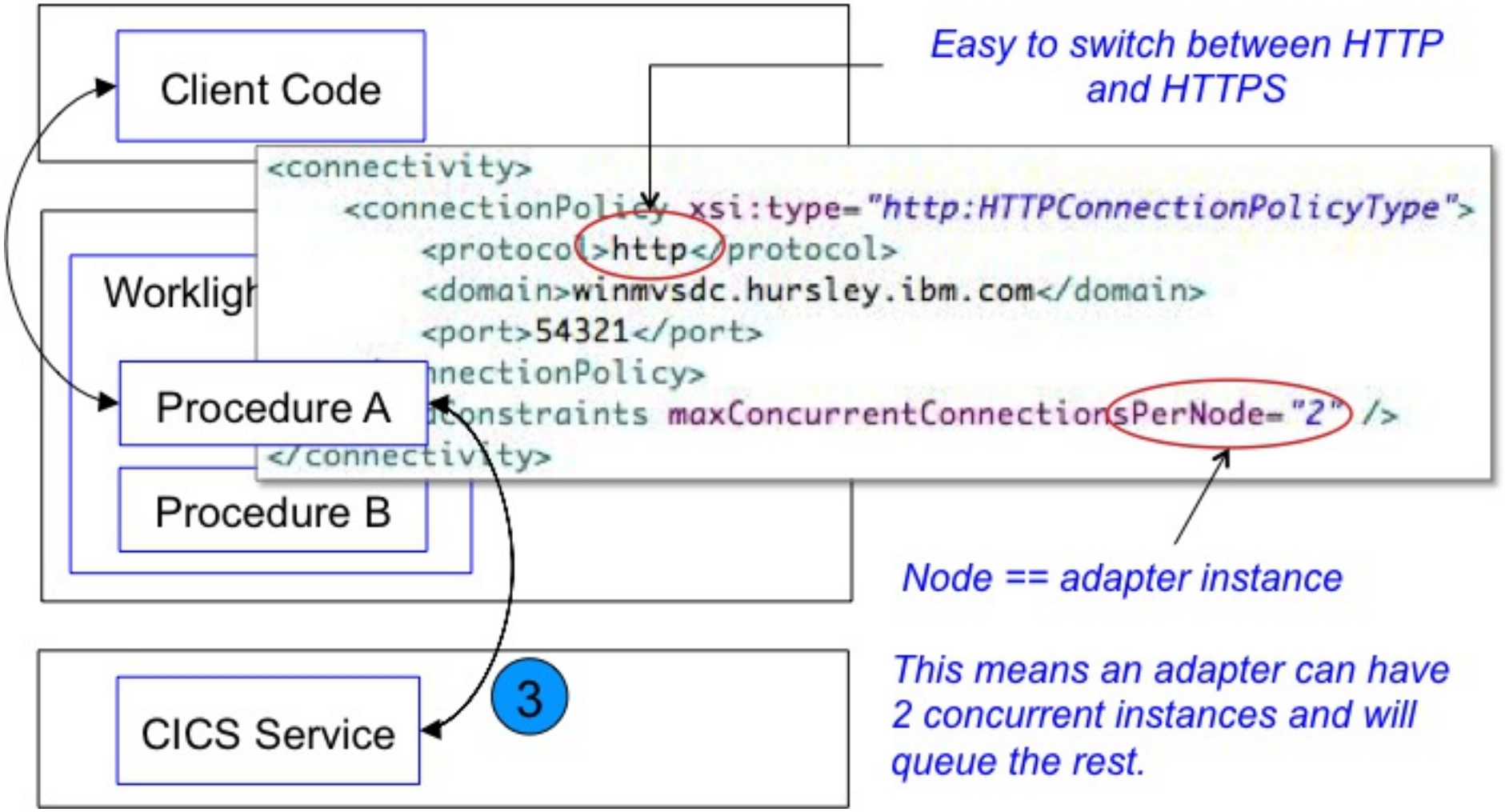

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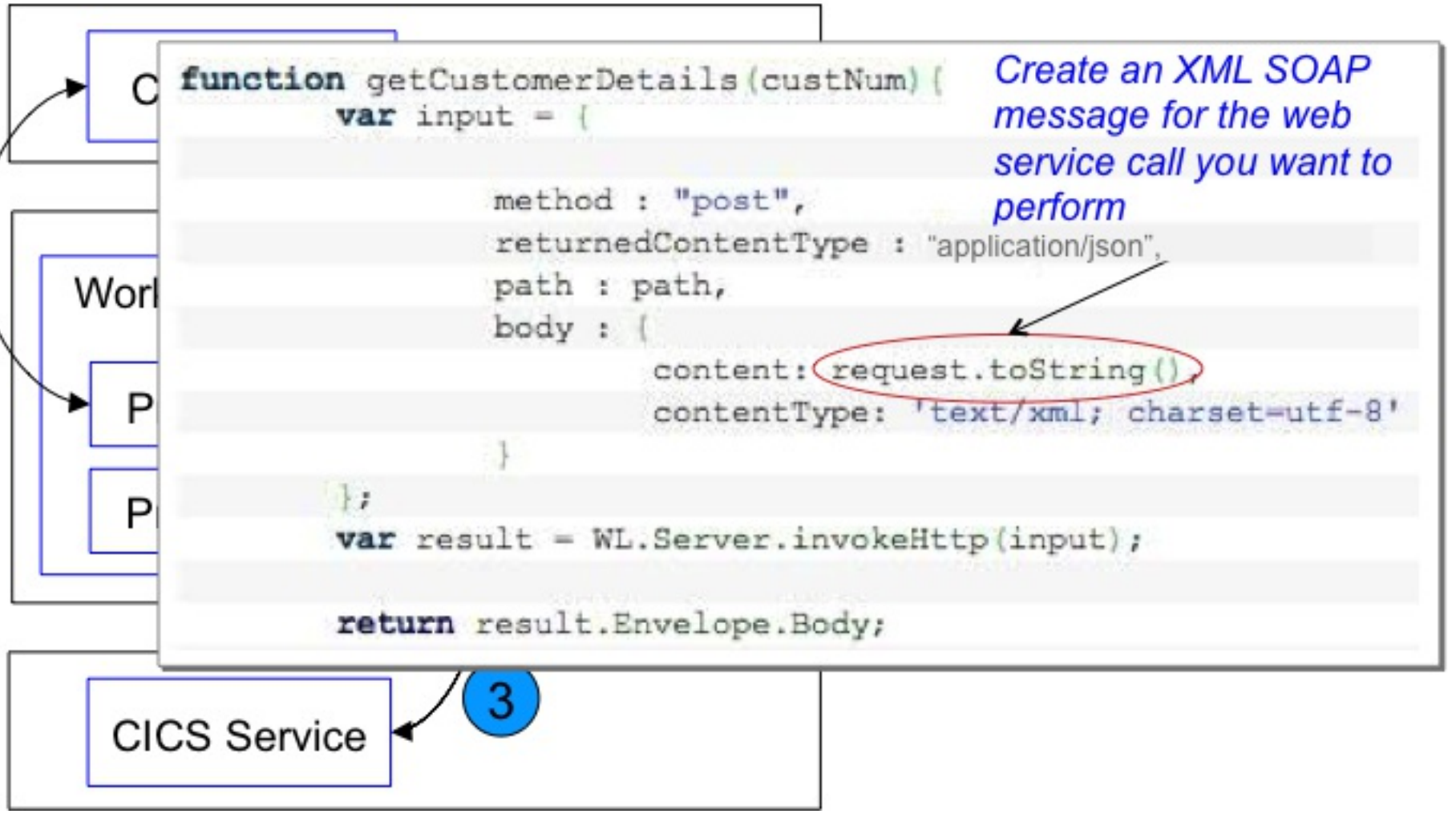

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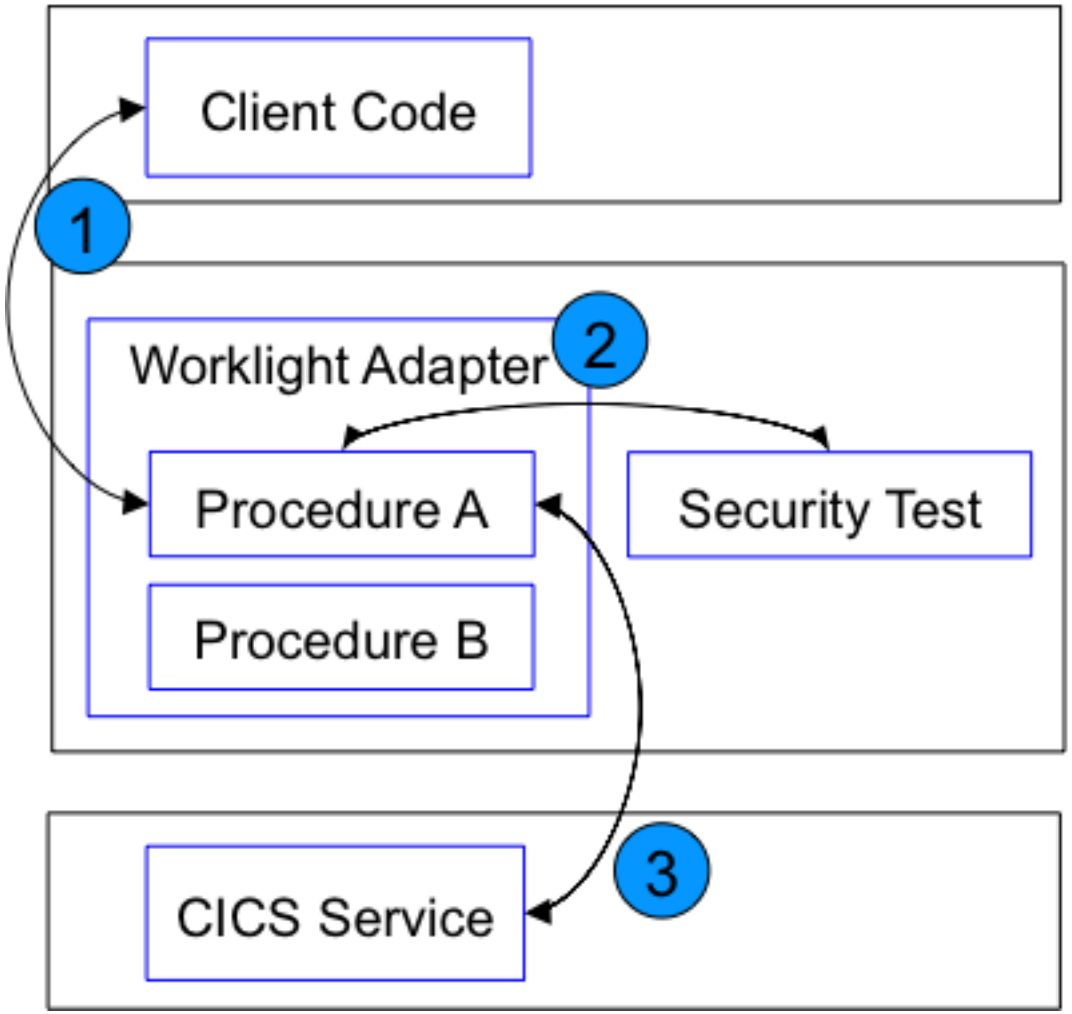

Worklight server provides separation, security, and a variety of mobile services, helping control the impact mobile has on CICS Transaction Server

Thank you for listening
Any questions