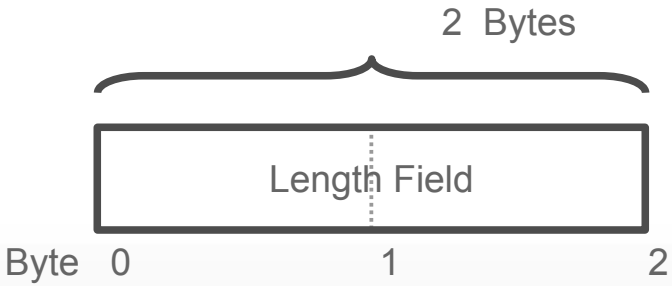
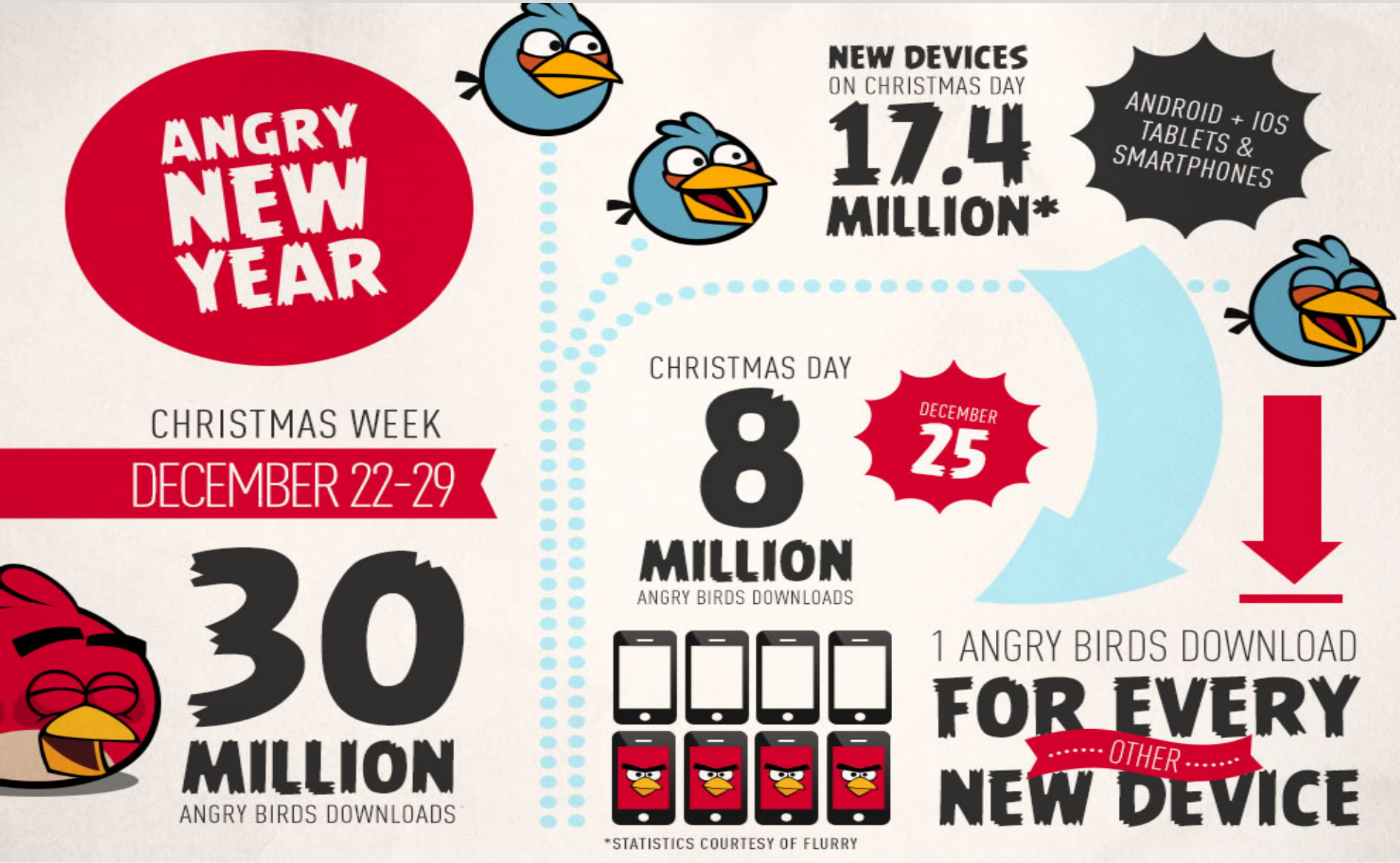
Angry Birds & Half-Words:
Mobile & the Mainframe

Speaker Name and Title



There's something in the air!



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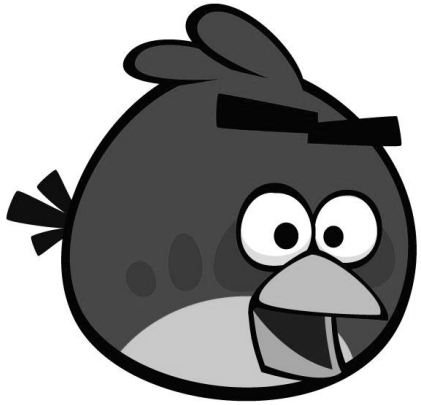
Over **ONE BILLION**
DOWNLOADS



#1 in 79
COUNTRIES

300 MILLION
minutes played per day

~

ONE
Wikipedia
a month!

Corporation

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! ;-)

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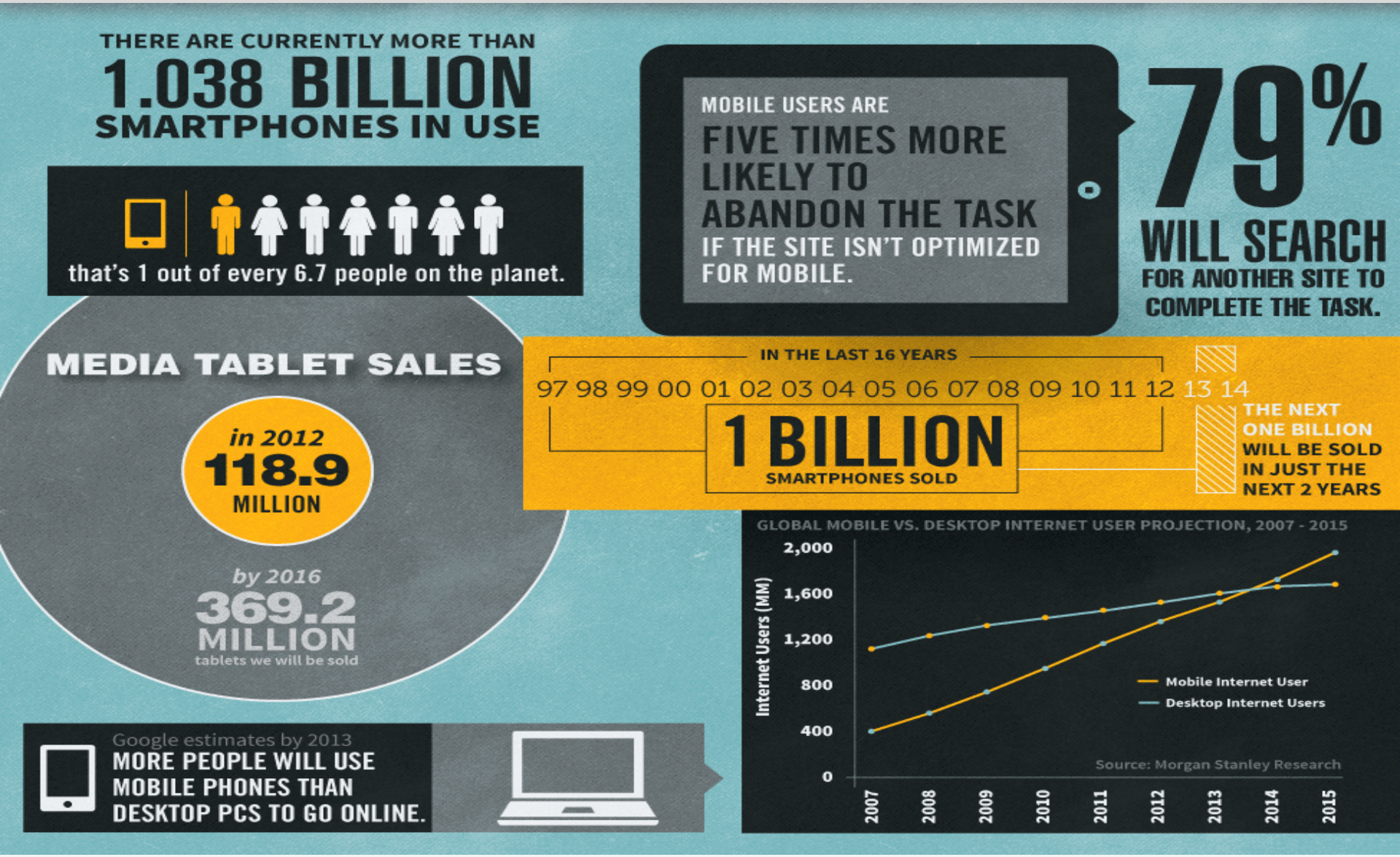
Mobile Devices are Everywhere



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Online Shopping Services

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Online Travel Services

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.*

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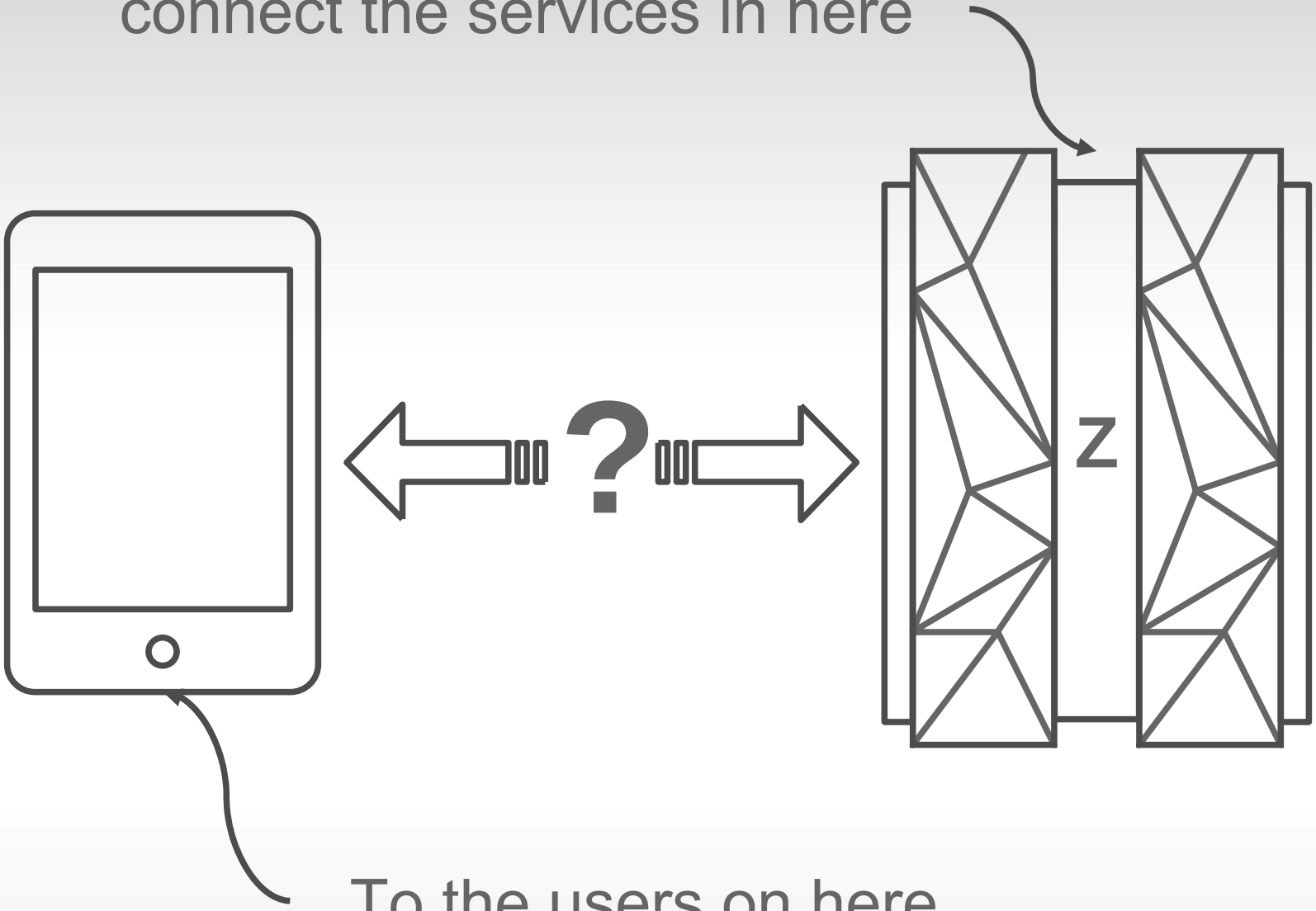
So we need to connect the services in here



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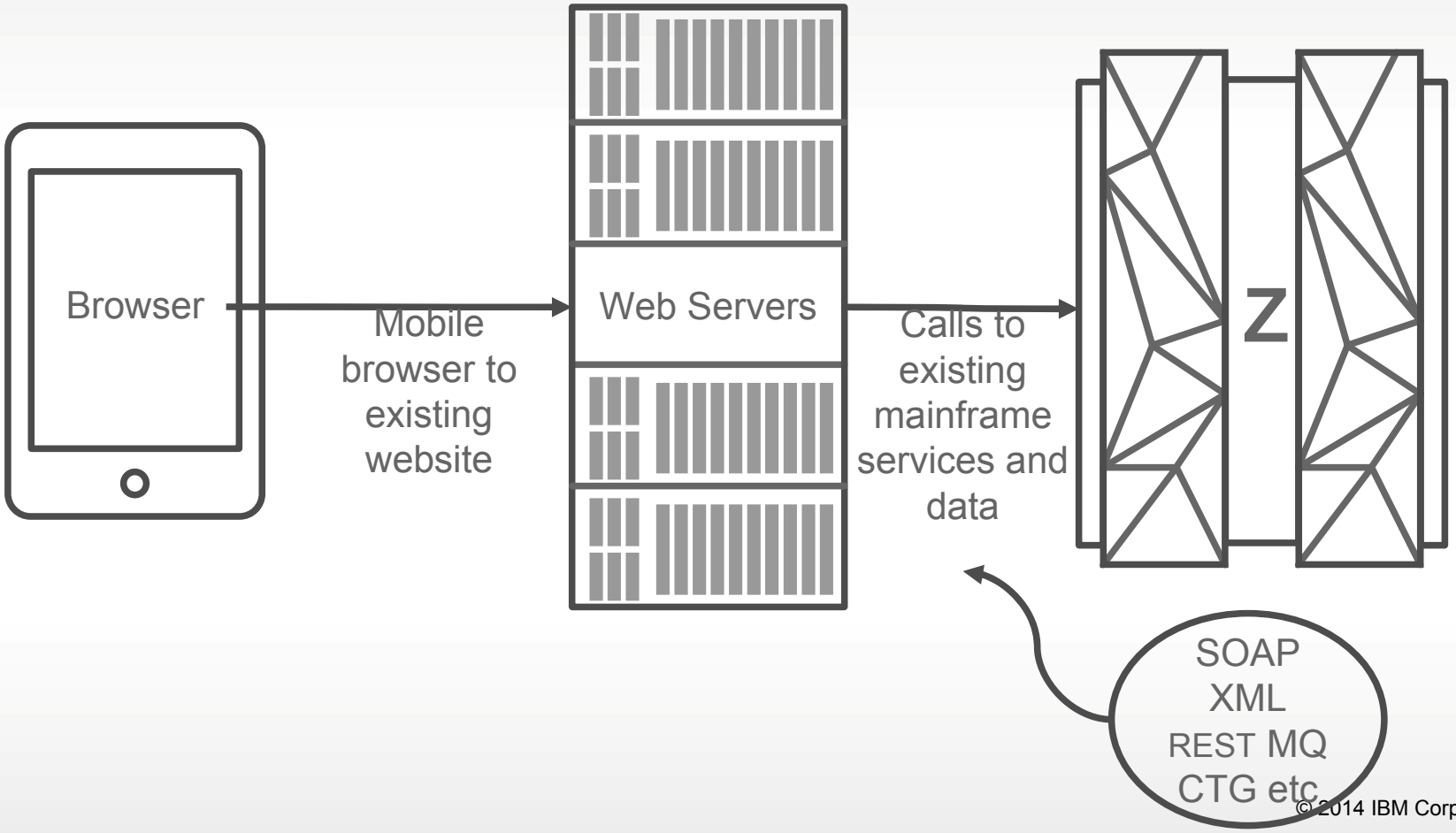
Easy!
Mobile is just like the web right?



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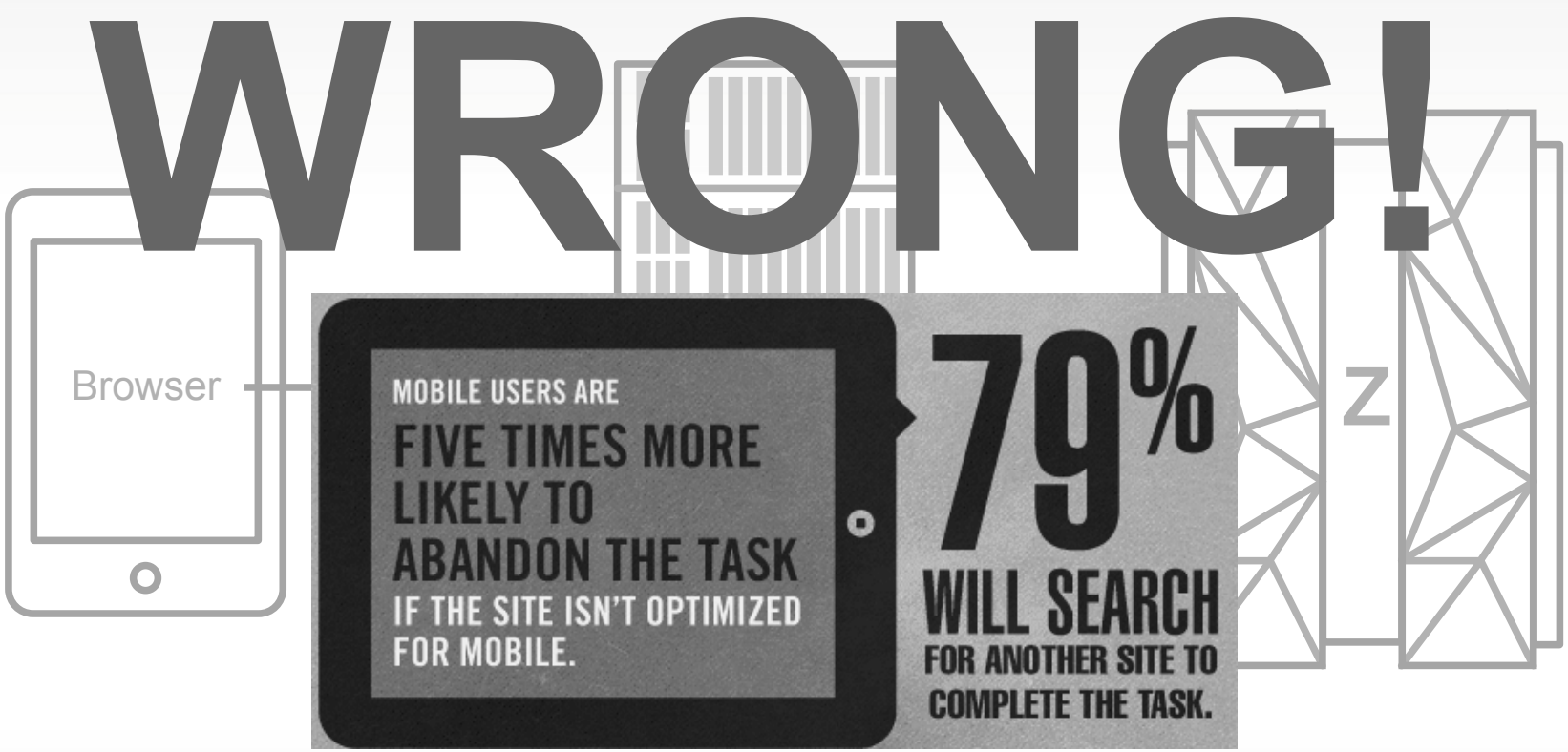

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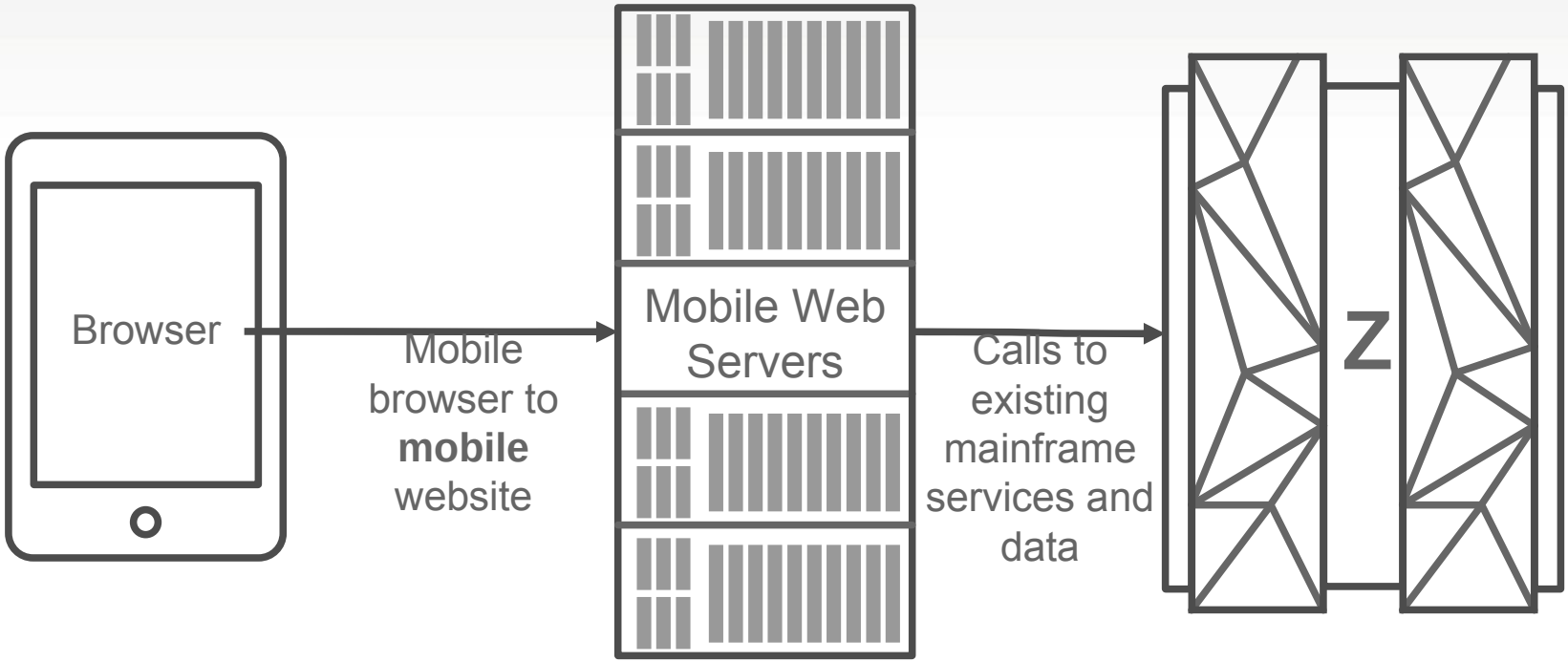
Ok... Re-style for a mobile website



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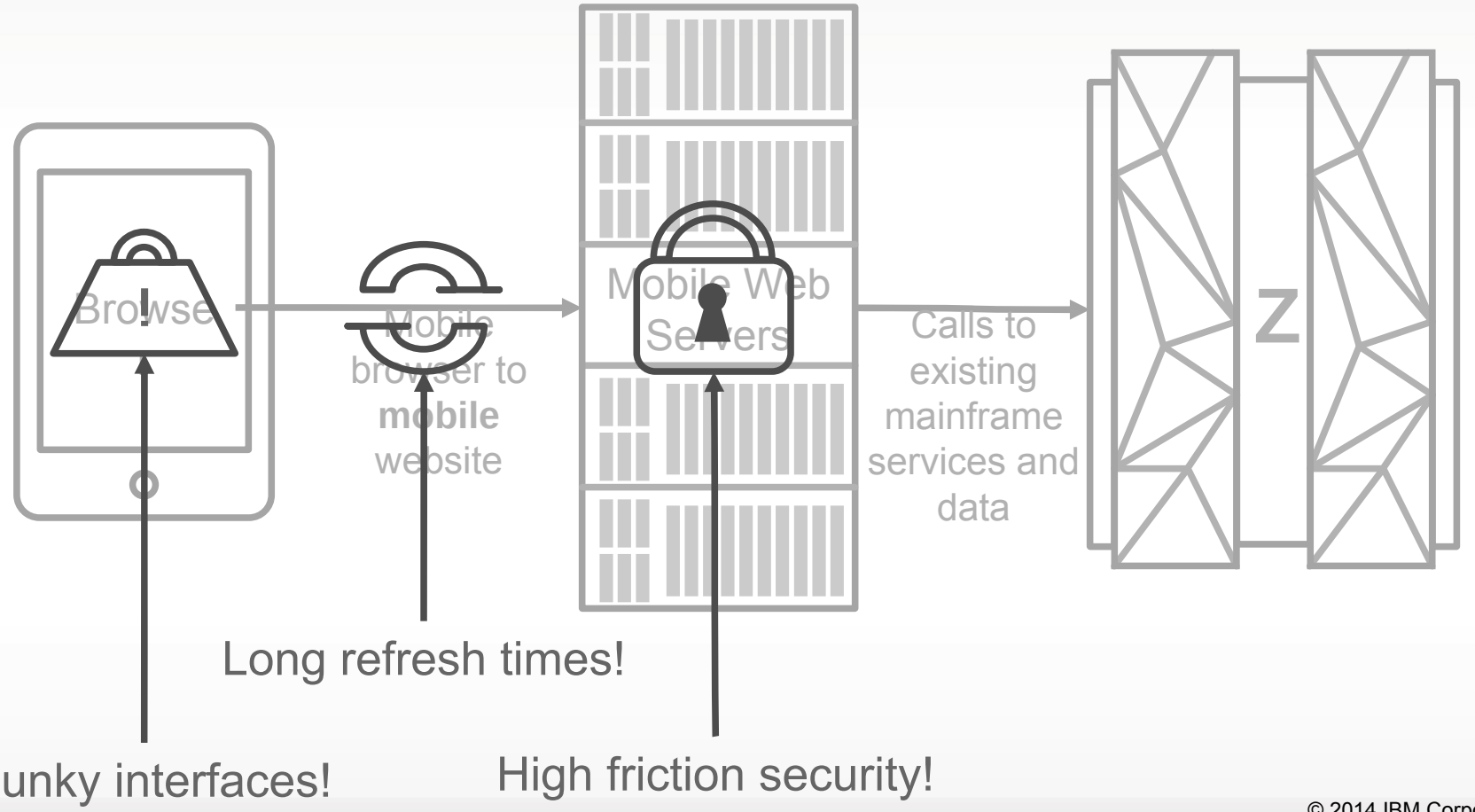
Ok... Re-style for a mobile website
Better...
But not quite as good as an App!



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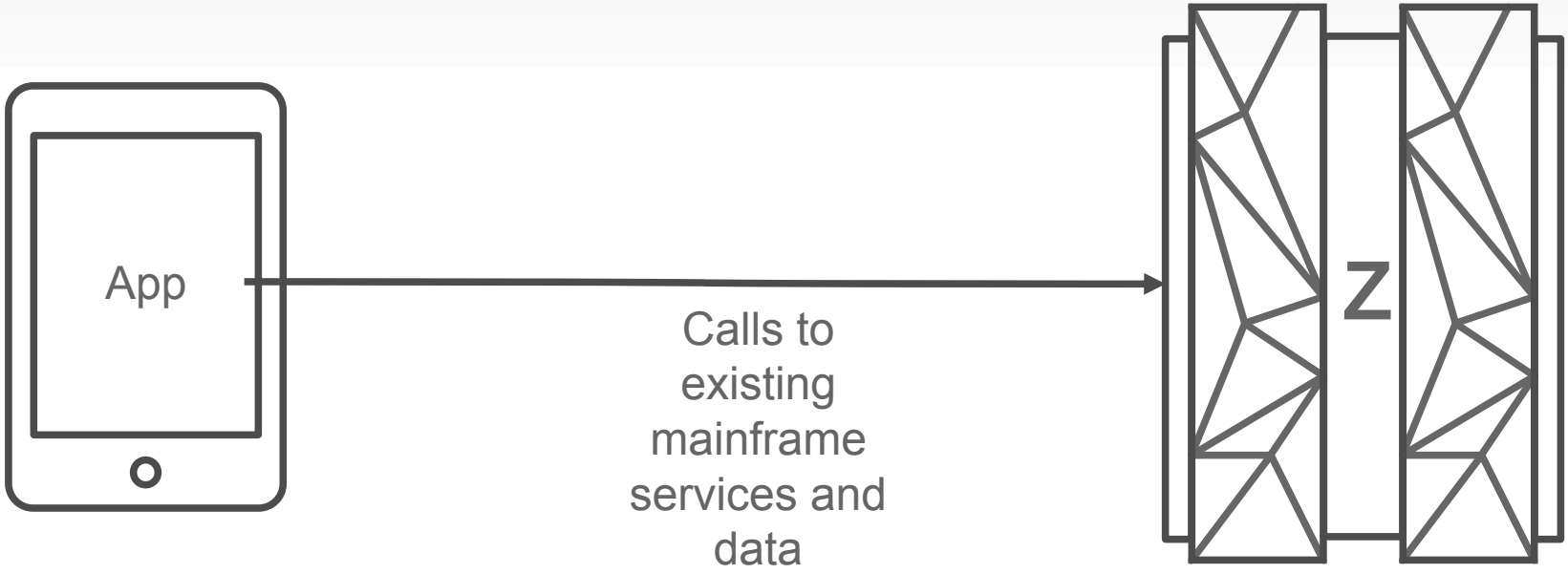
So... Lets write an app that calls the services directly



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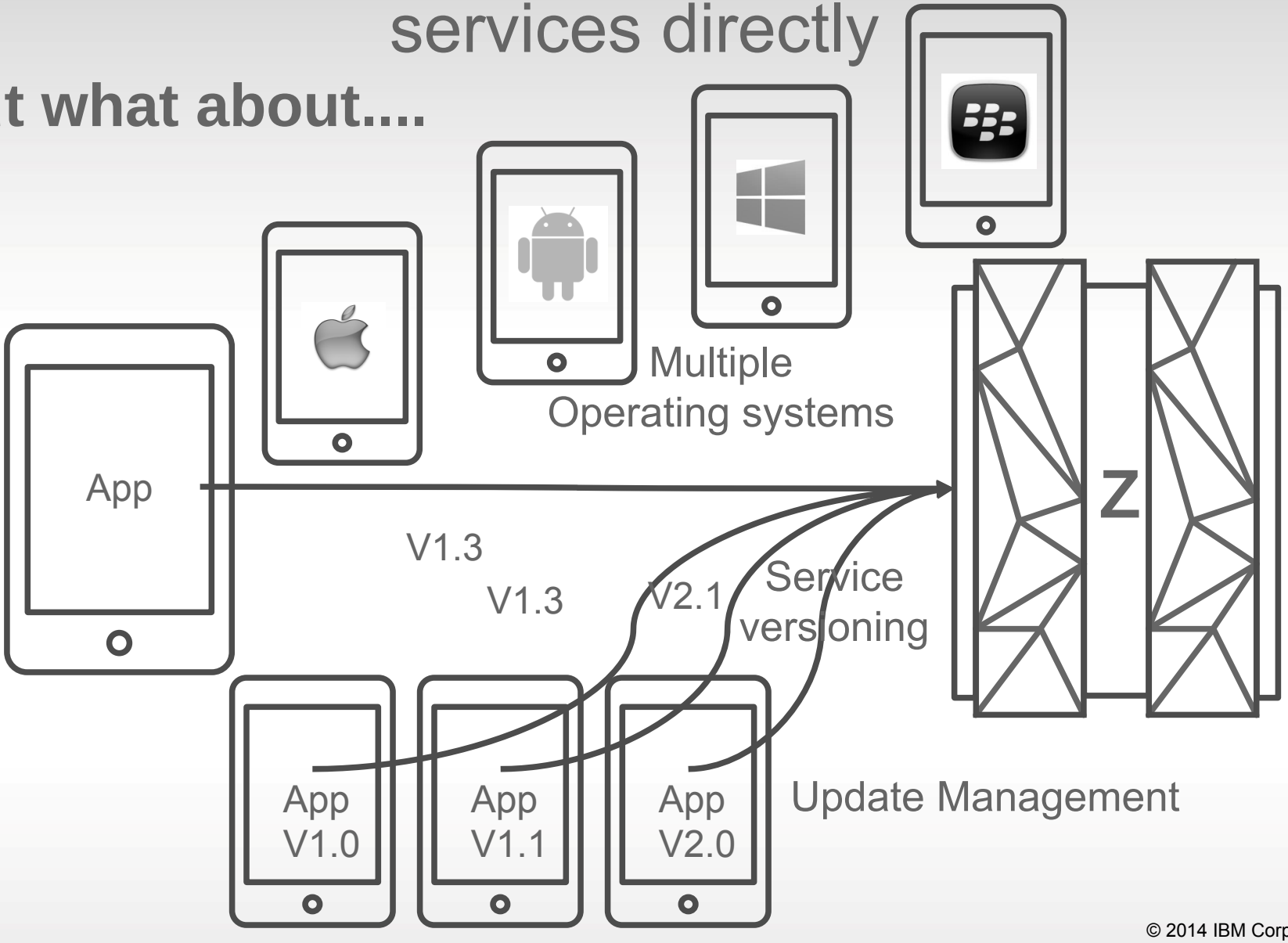
So... Lets write an app that calls the services directly

But what about....



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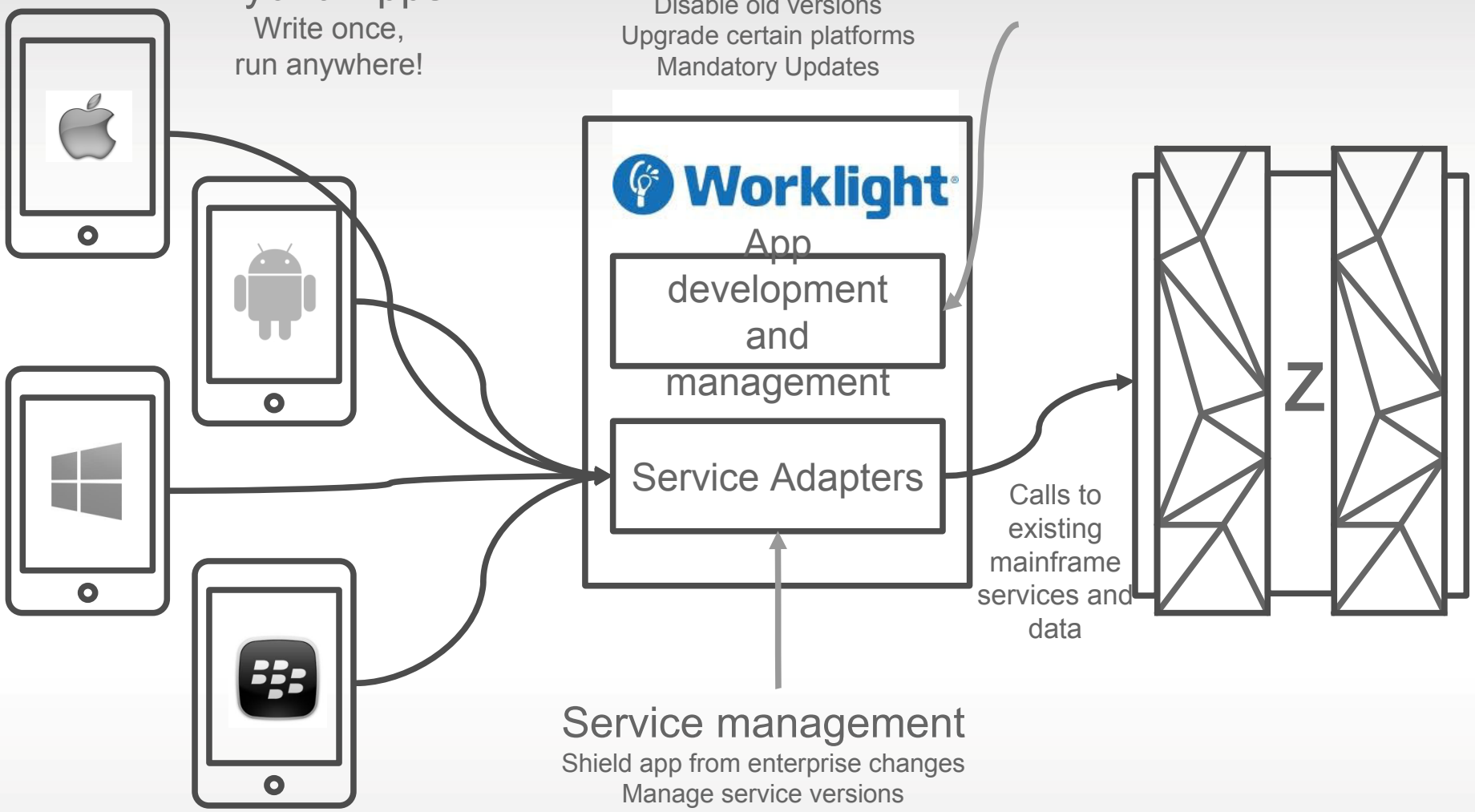
We need a mobile app platform...



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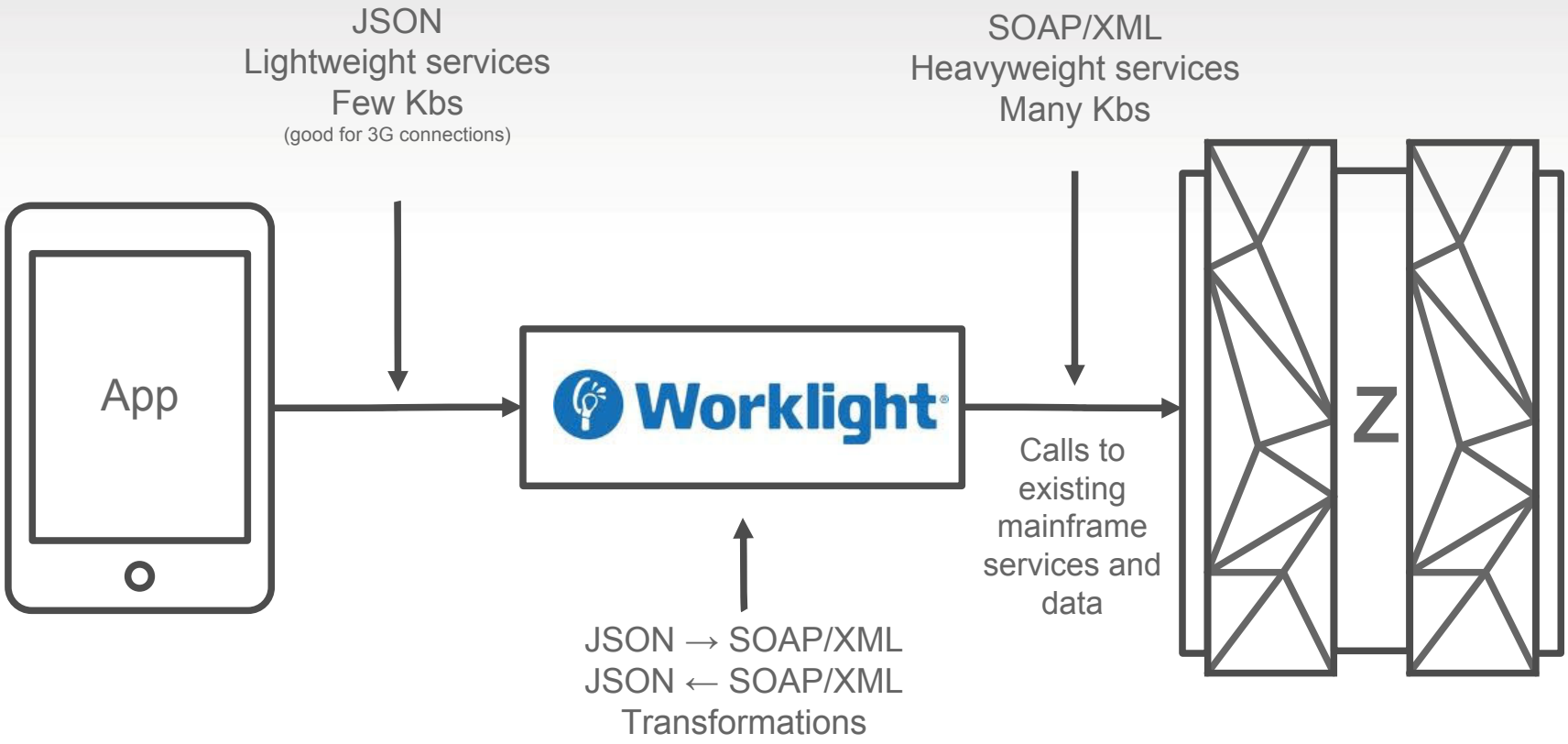
Can we do more?



Takes time and CPU :-(

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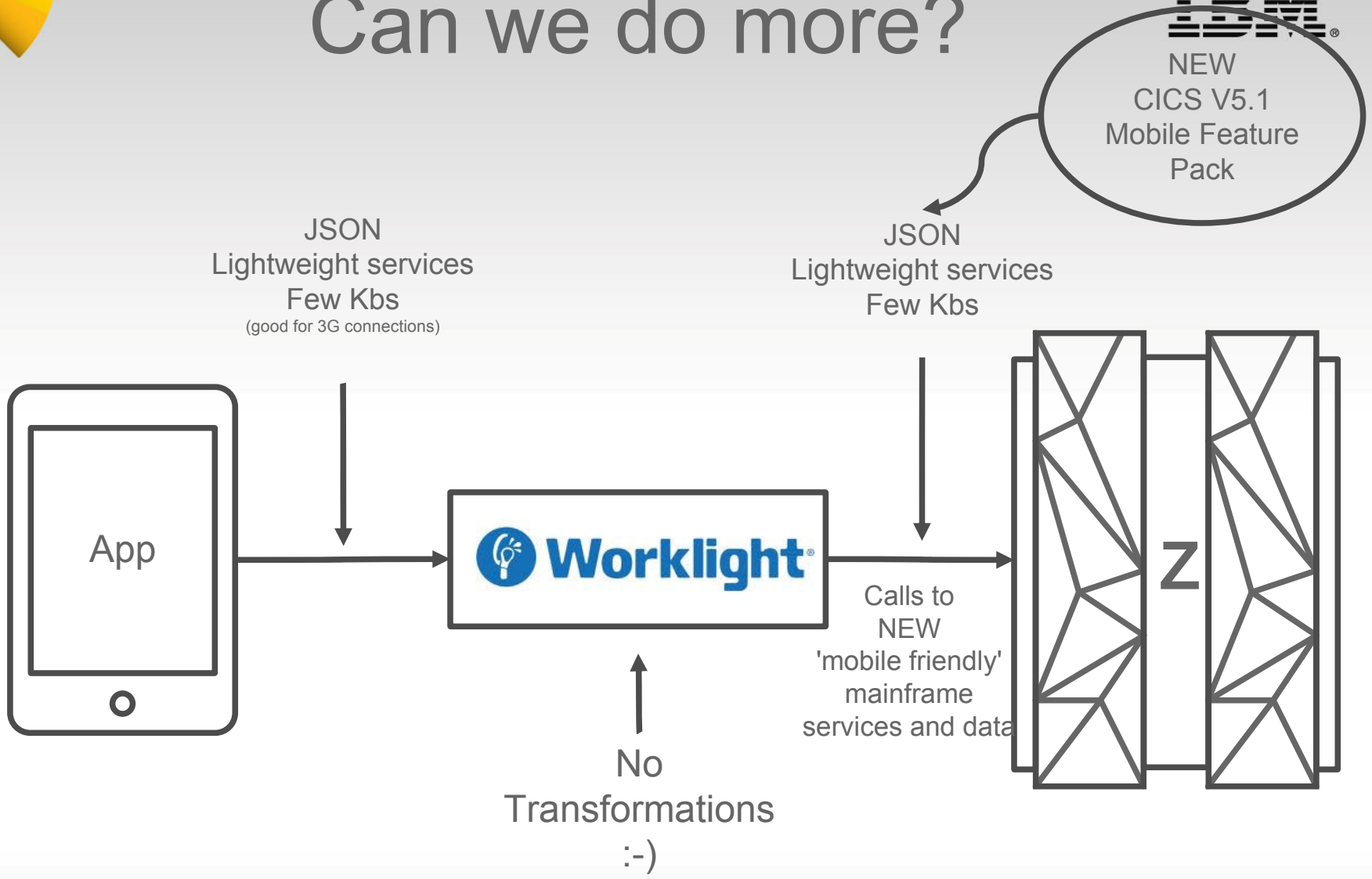
Can we do more?



A better way...

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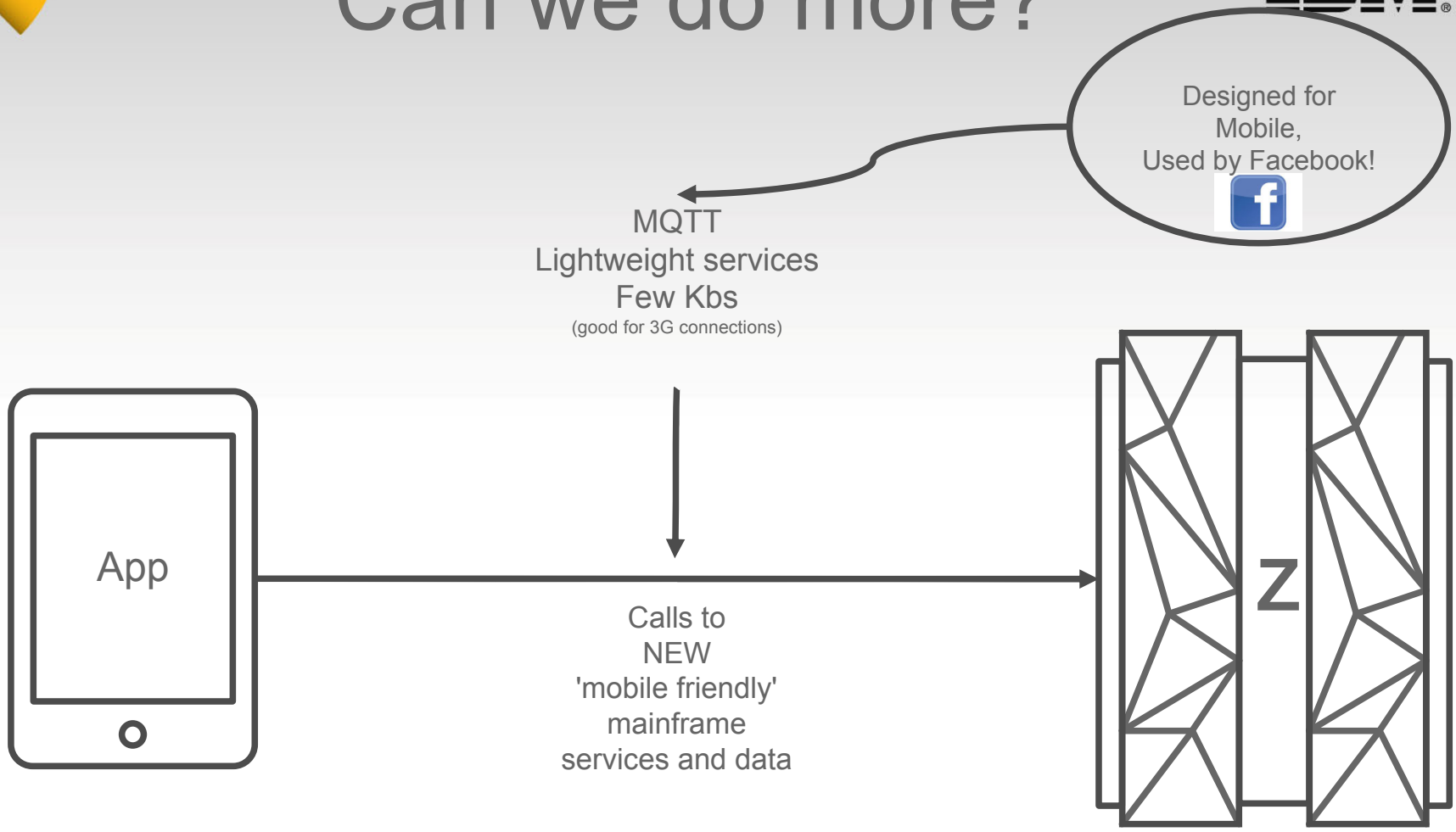
Can we do more?



Or something different...

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

...the app team wants them yesterday!

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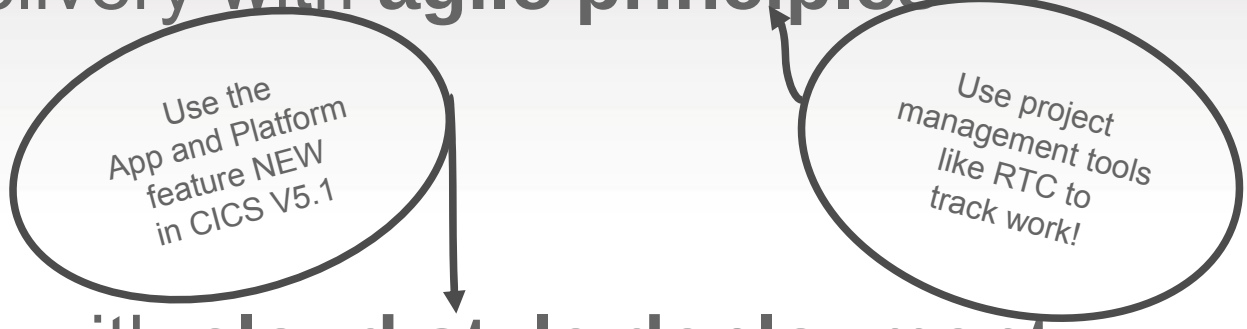
Improve your processes!

- Incremental delivery with **agile principles**



- Faster delivery with **cloud style deployment**

- Reduce risk with **change management**

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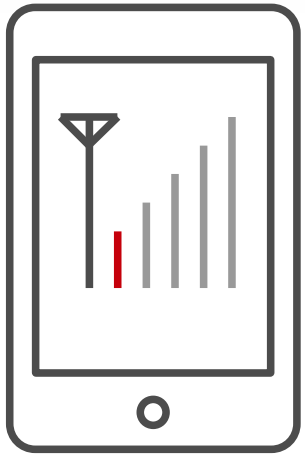
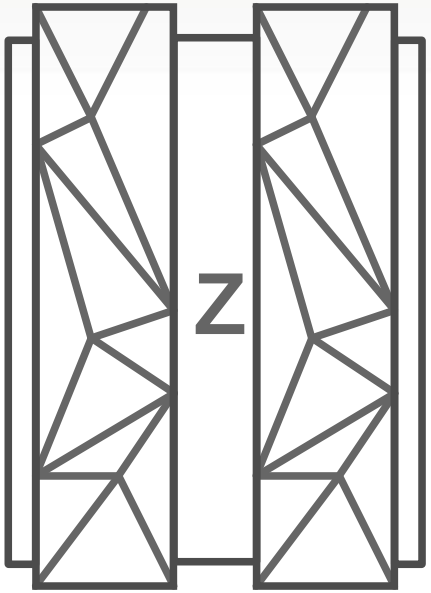
What if the user has no signal?





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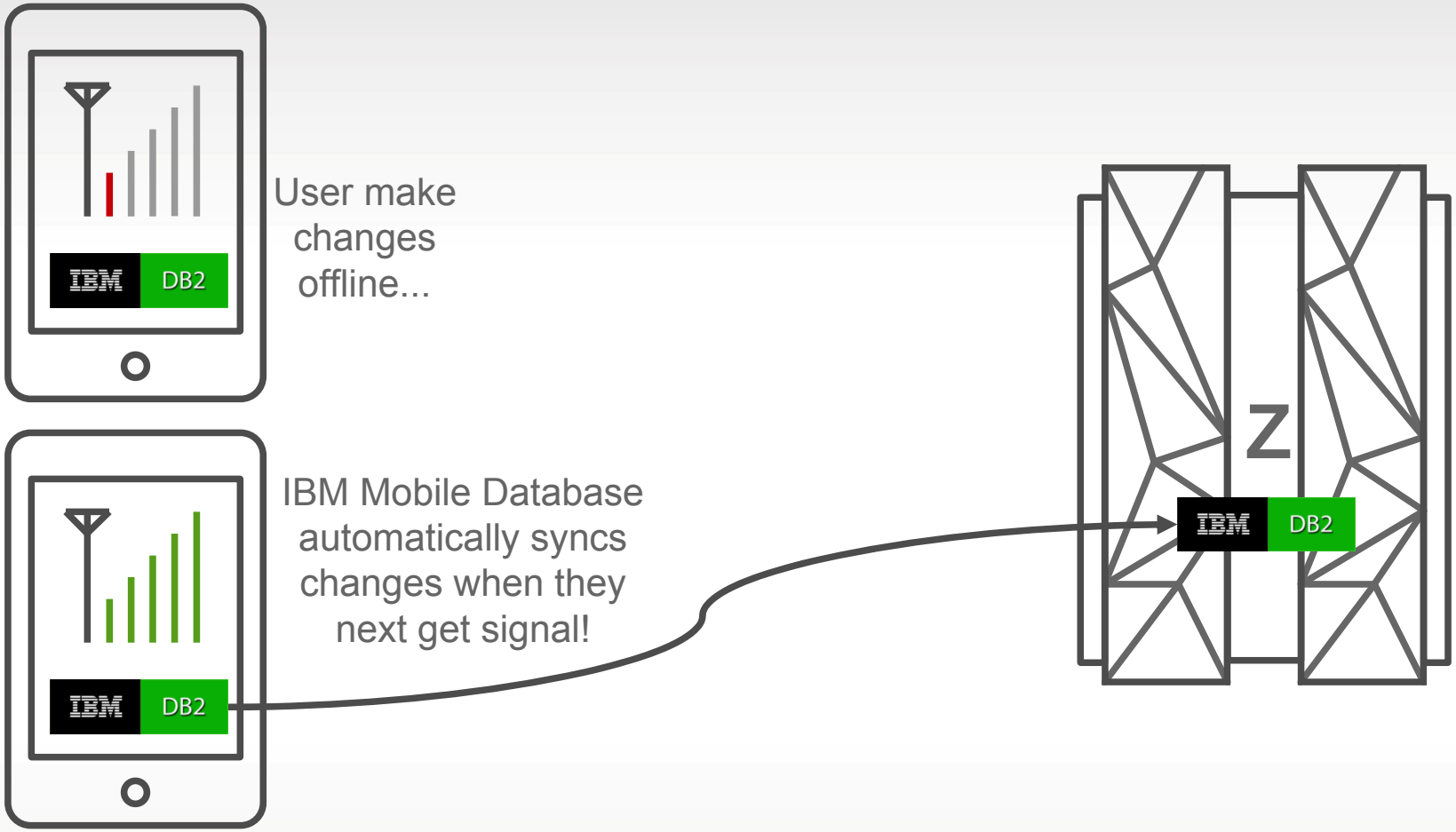
Use IBM Mobile Database to sync offline changes to DB2!



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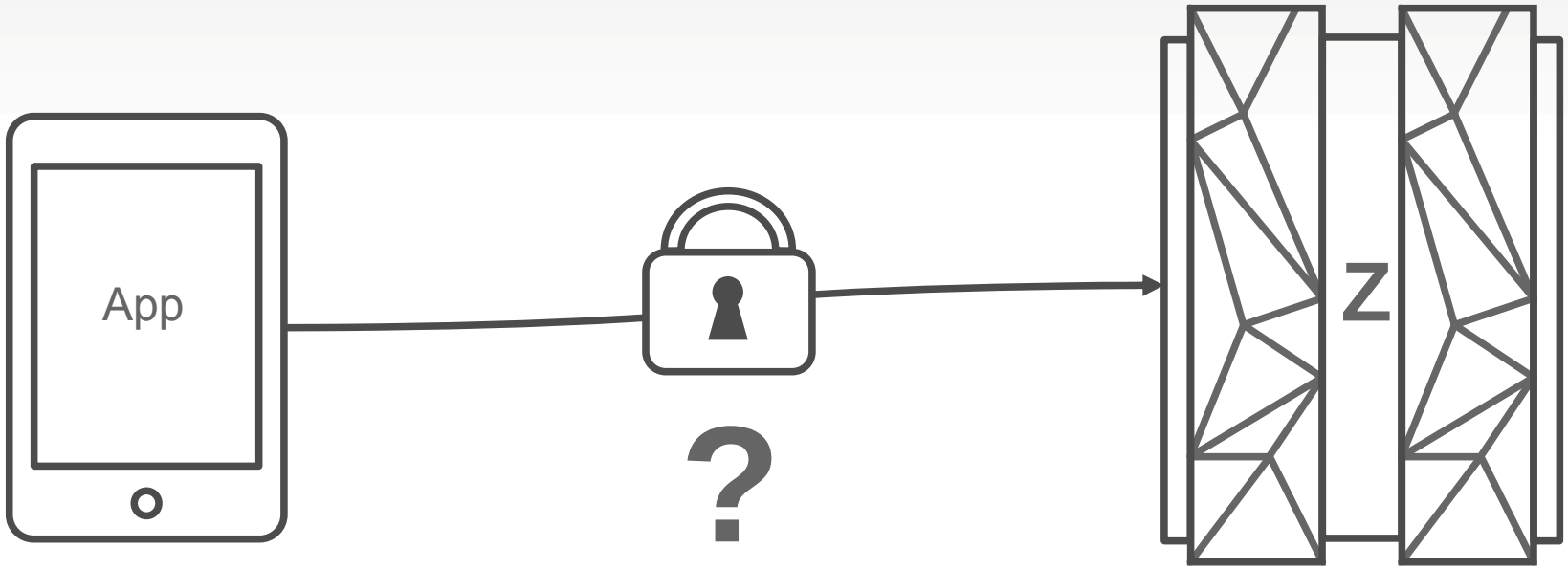
What about security?



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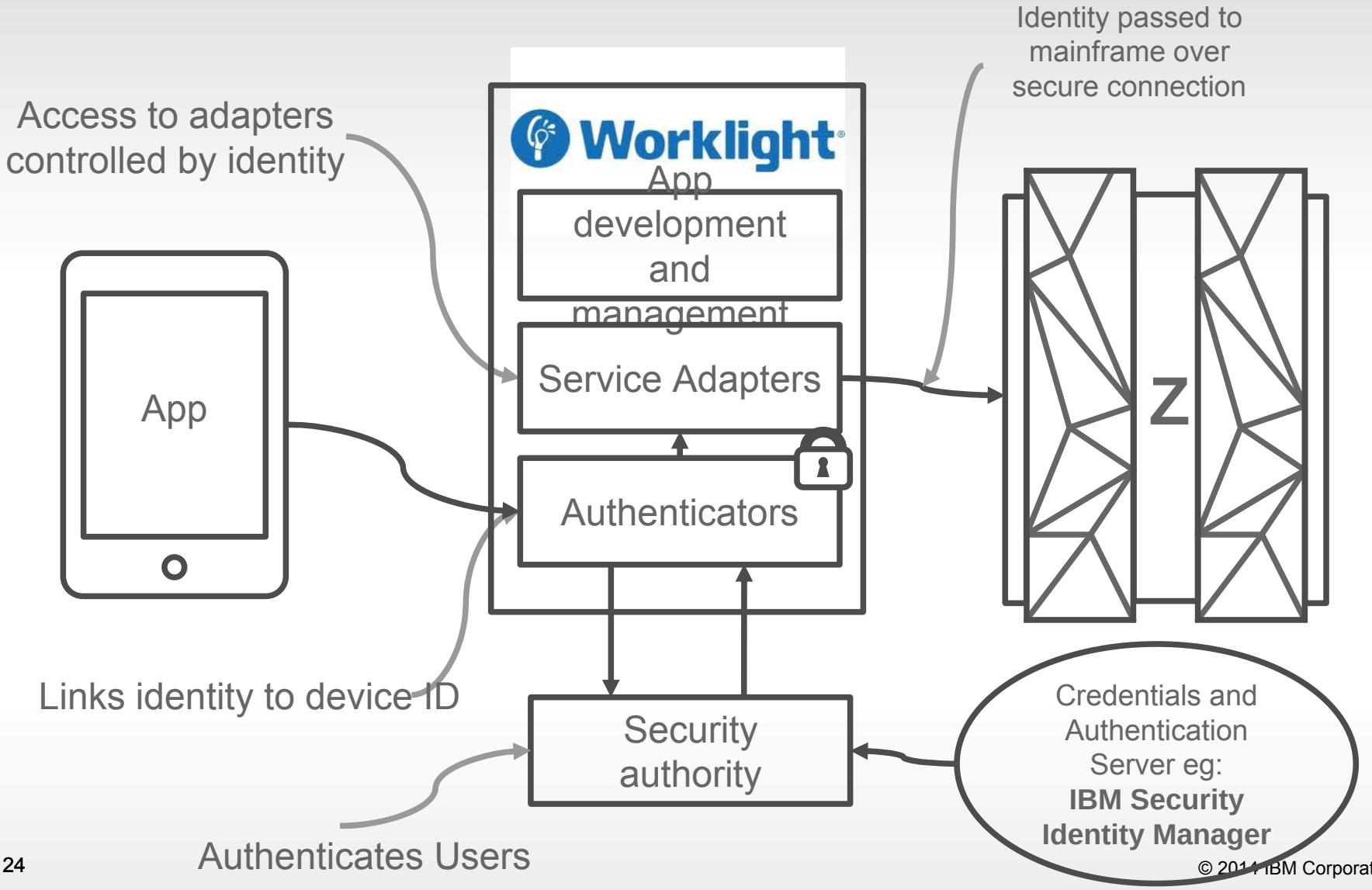
Your app platform should manage it!



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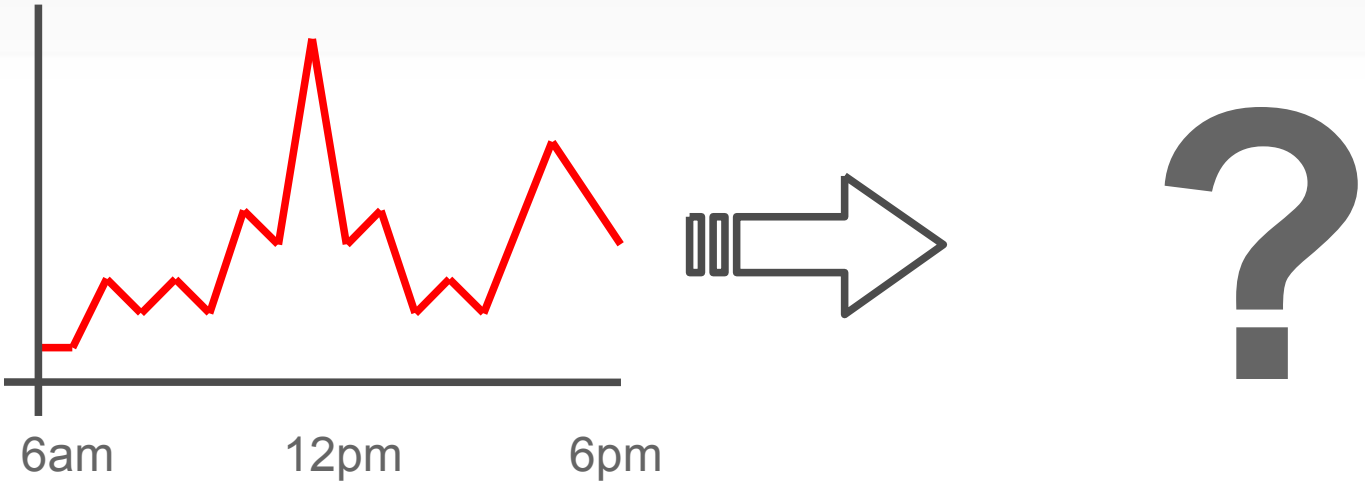
But how will this affect my workload?



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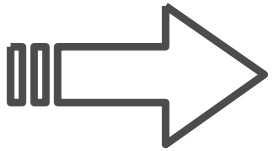
It depends on your business...



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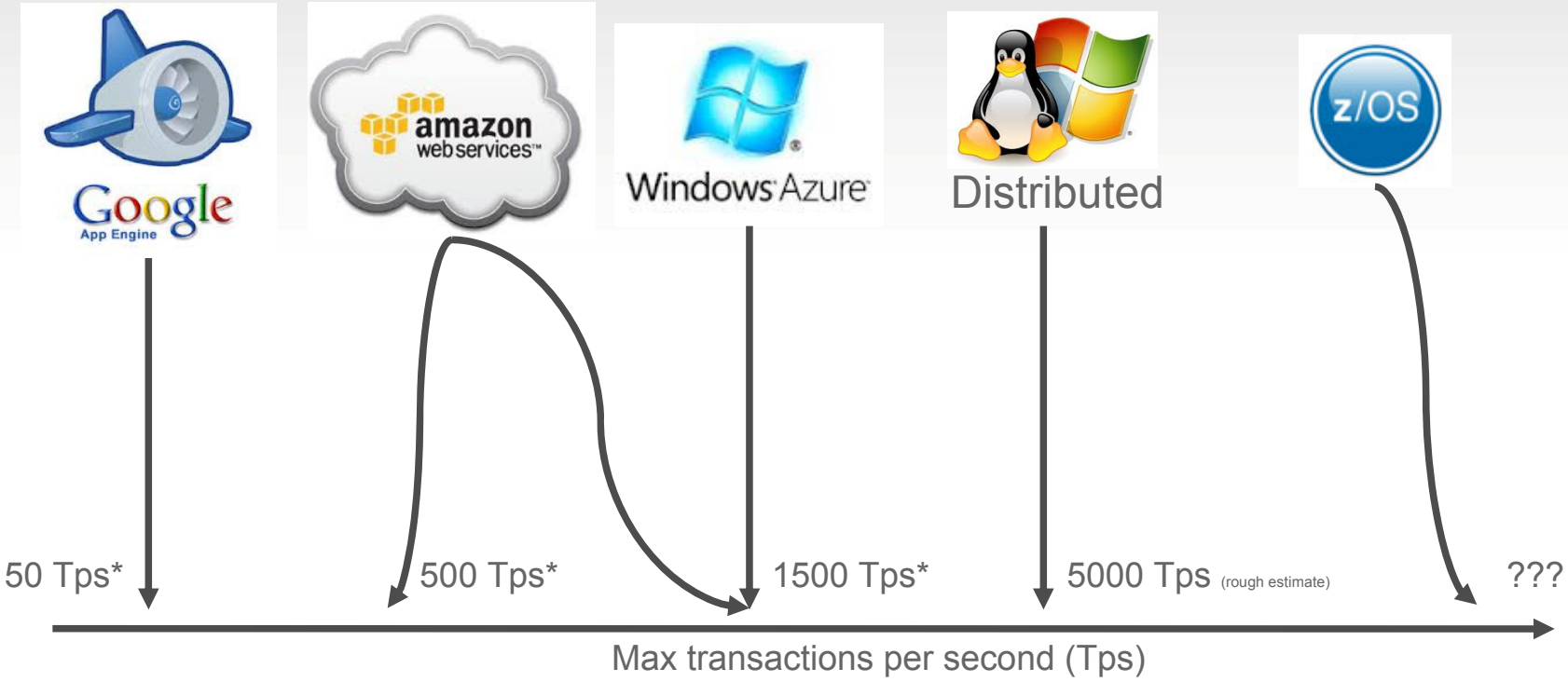
Don't worry, the mainframe can scale!



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

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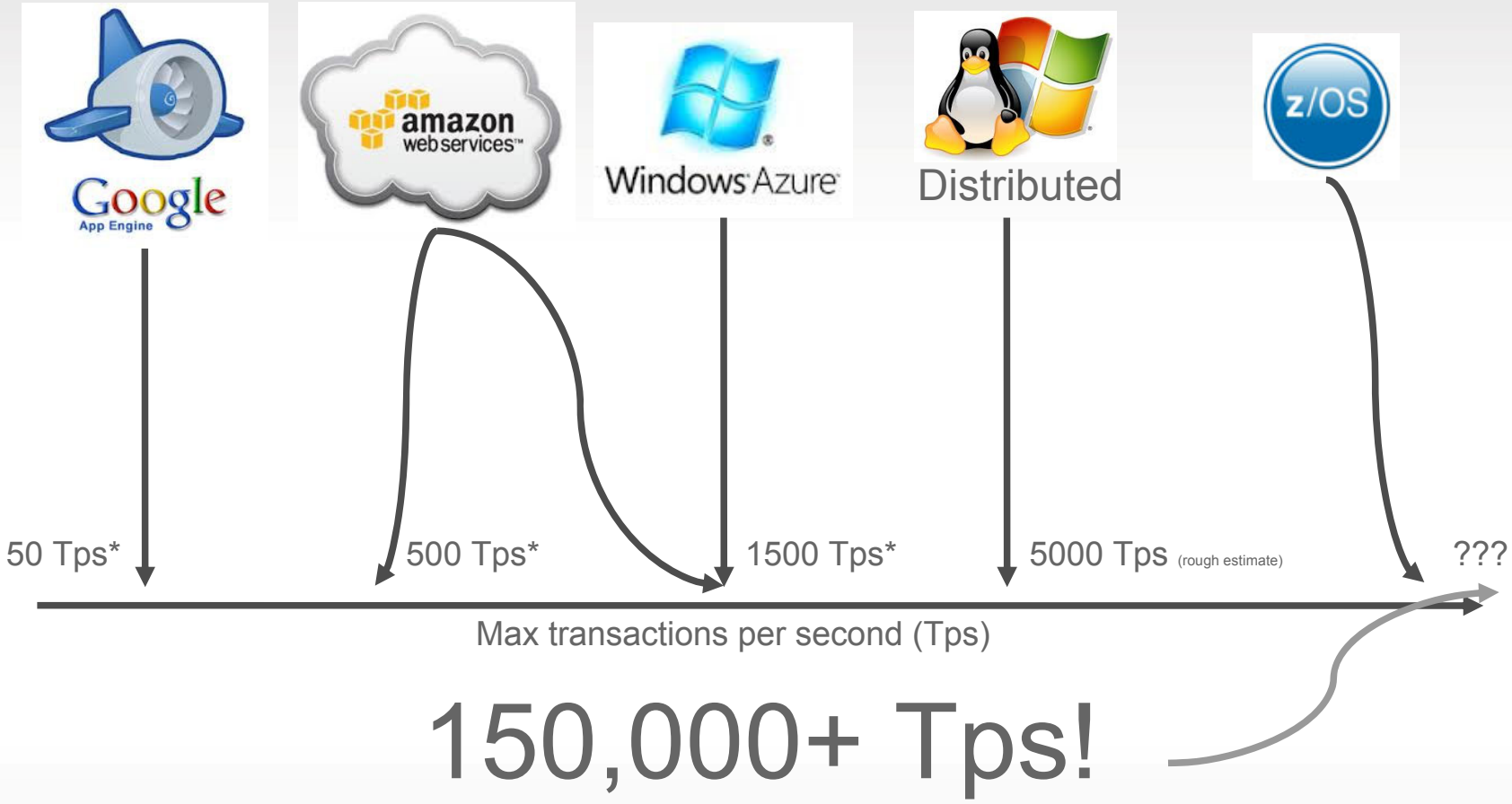

* Data from “An Evaluation of Alternative Architectures for Transaction Processing in the Cloud”, 2010, D Kossmann, T Kraska, S Loesing

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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...

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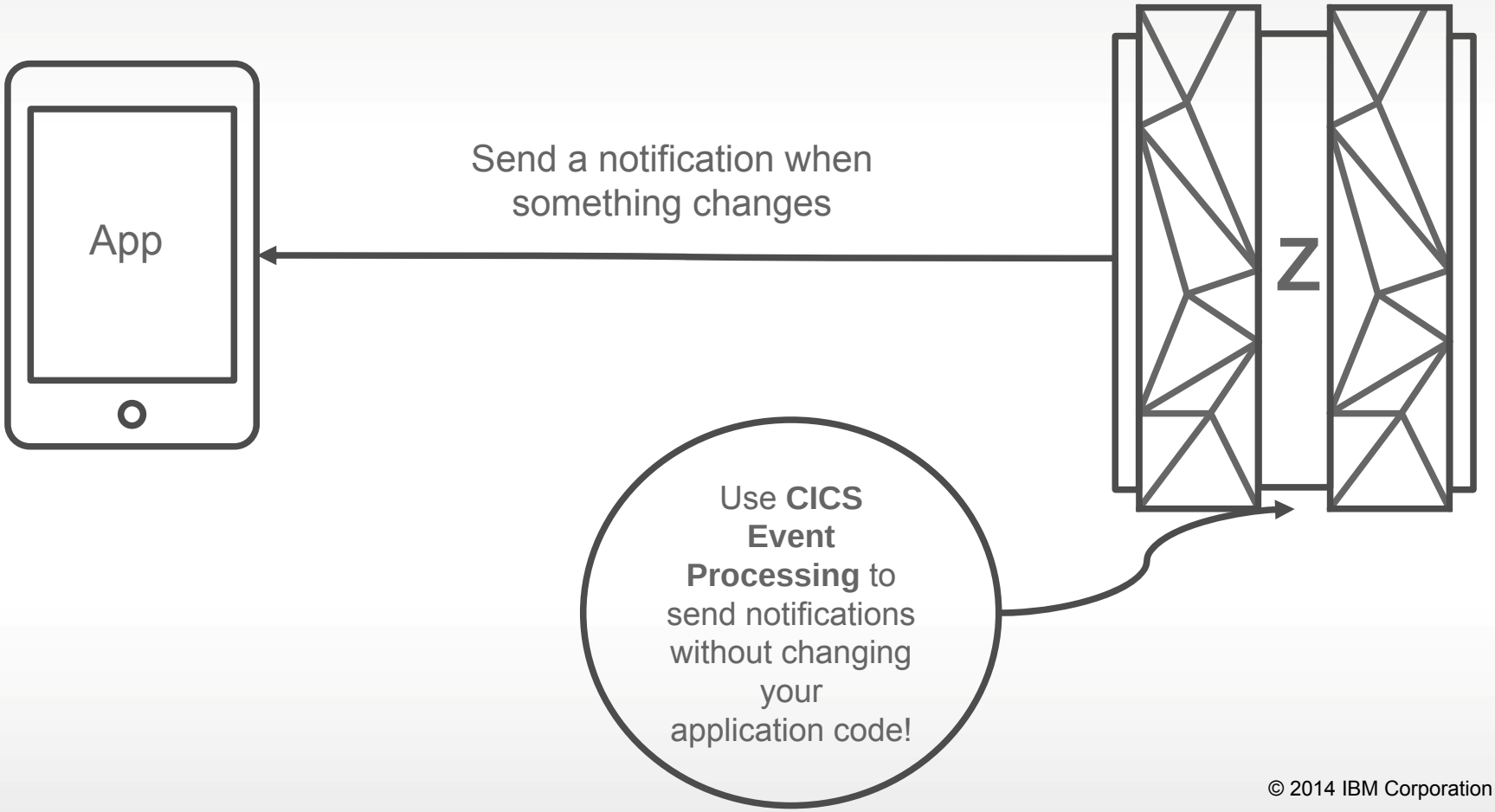
We need notifications!



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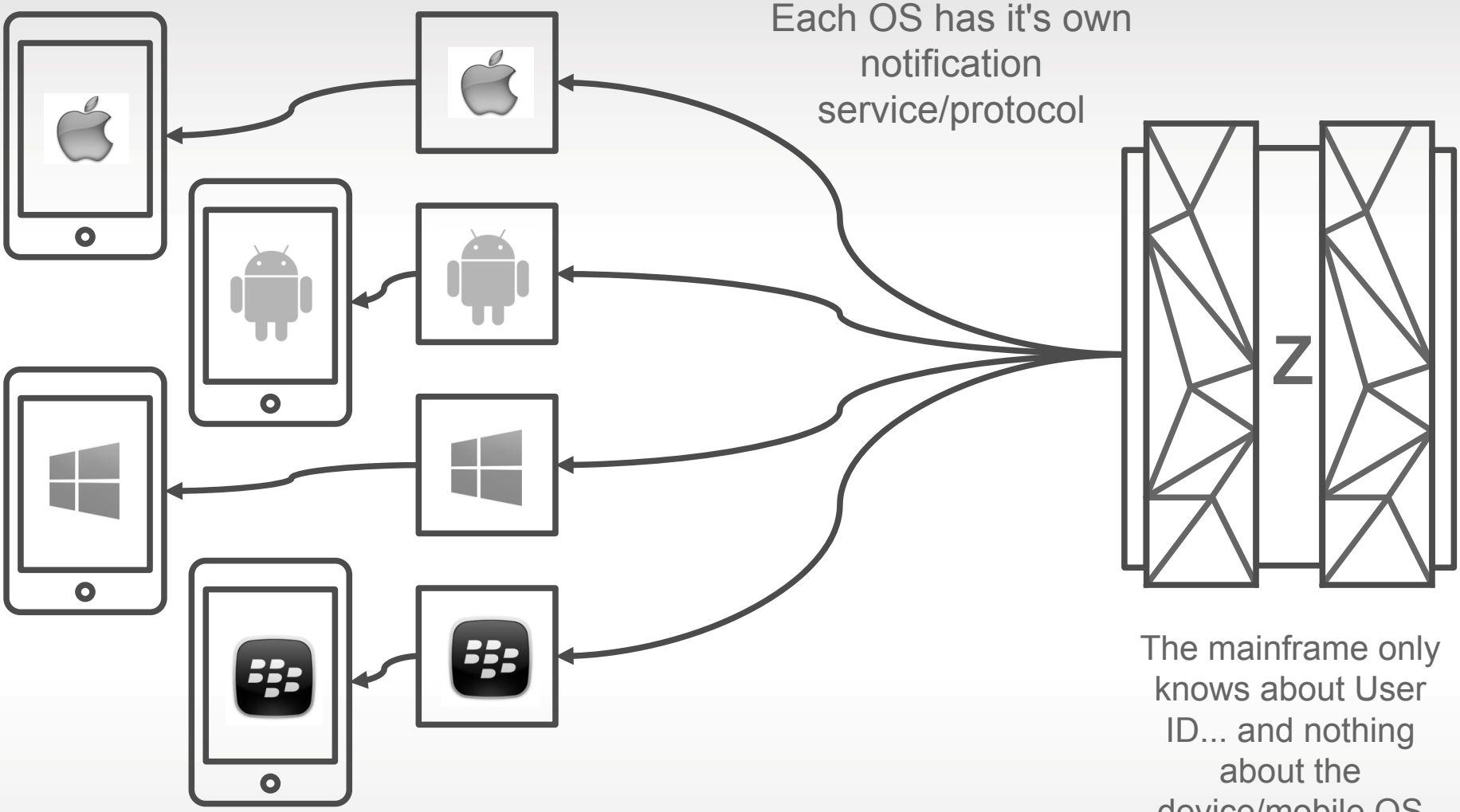
It's not quite so simple...



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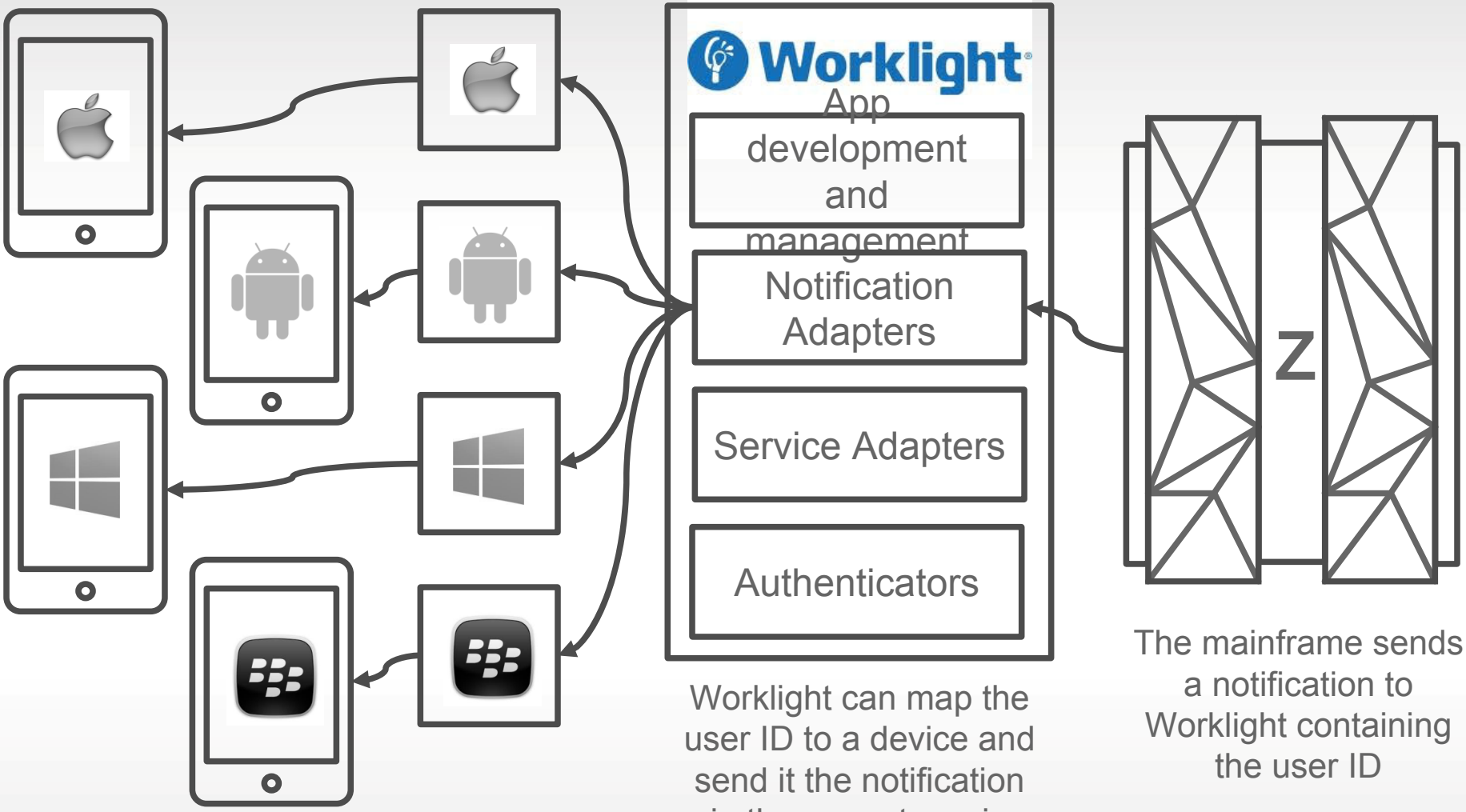
Once again it's a job for the app platform!



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

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Do I have to buy new servers to run Worklight?

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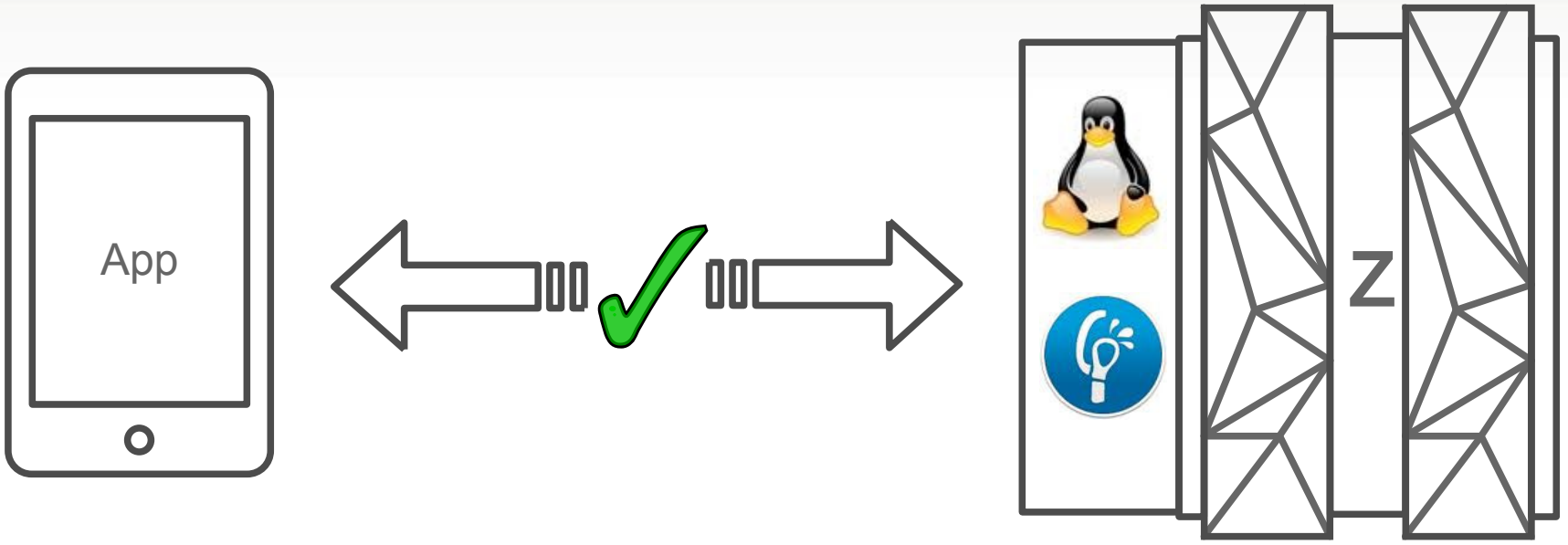
No!
Worklight will run on zLinux!



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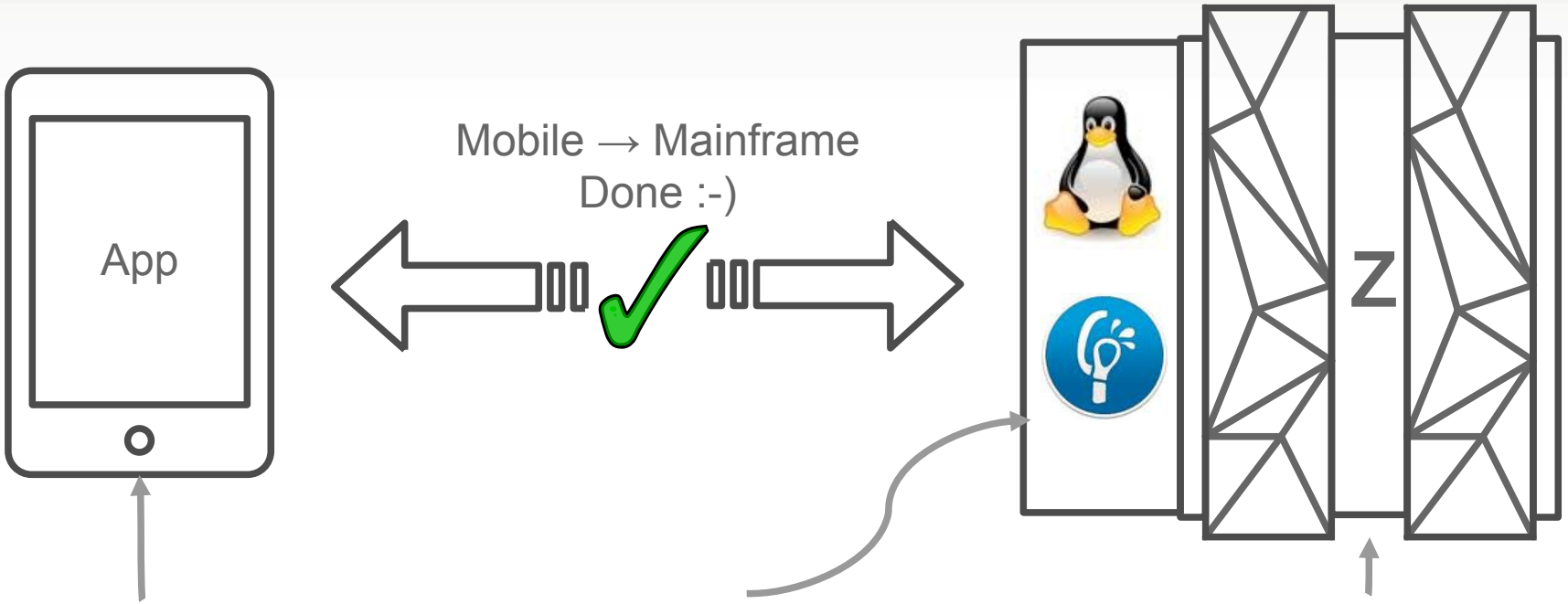
And we're done!



Native interfaces
Data and services on the go
Offline access
Low friction security

App development/management
Service Gateway
Security
Notification Gateway

Scale
Mobile Friendly services
Agile/cloud deployment
Notifications

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Thank you for listening
Any questions

?

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