Worklight - FINA/IBM radionica
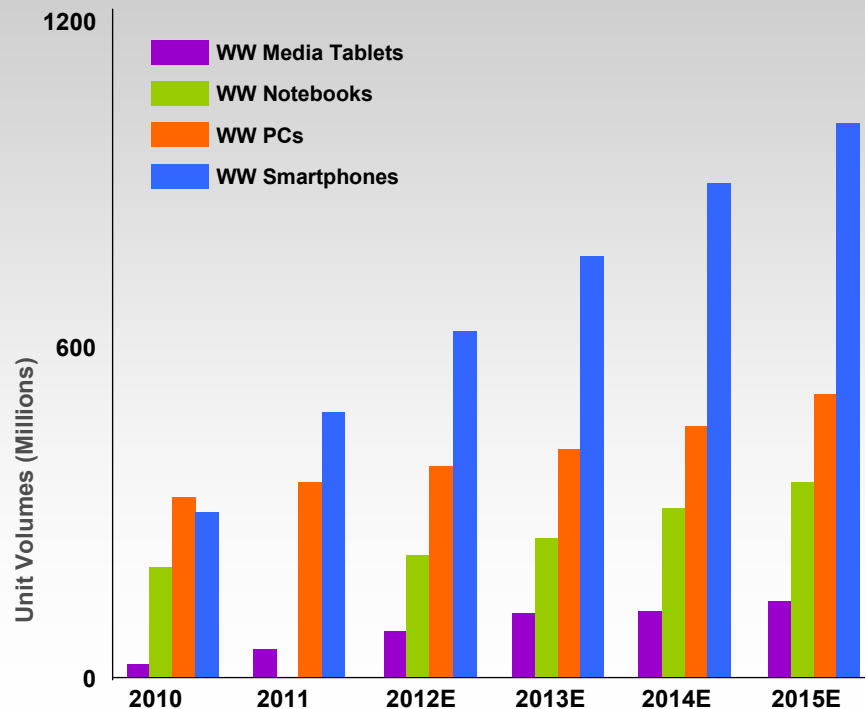
Hrvoje Živko

Mobilnost je prioritet
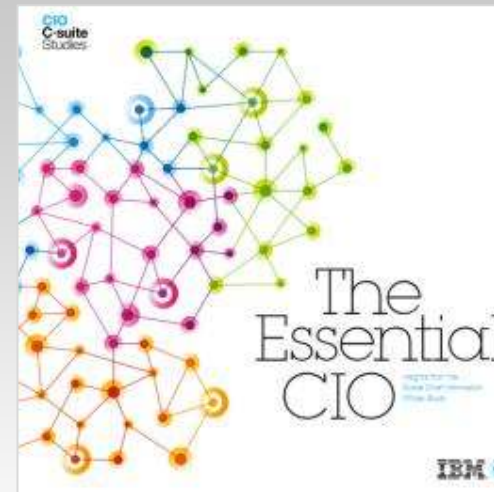
Growth in Internet Connected Devices

Unit Volumes (Millions)

Legend:
- WW Media Tablets
- WW Notebooks
- WW PCs
- WW Smartphones

Years: 2010, 2011, 2012E, 2013E, 2014E, 2015E

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

Mobile and Cloud are top spending priorities for CIOs[1]

Dramatic Growth in Mobile Devices

- Mobile data traffic exceeded voice in 2010[2]

- Shipments of Smartphones exceeded total PC shipments for the first time in 2011[3]

- 10 Billion mobile connected devices are expected to be in use by 2020[3]

[1] 2011 IBM Global CIO Study
[2] Wireless Industry News, August 26, 2010
[3] 2011 Economist

Mobilno tržište je teško predvidljivo

IBM

1995 Palm
500,000 units sold in 6mts.
70% market share

2001 Nokia
40% Market share of all
mobile phones

2008 RIM
Fastest growing stock. 56%
of smartphones, 77% 3yr
CAGR (19.7% share in 10/11

2011 Apple
Most valuable company in
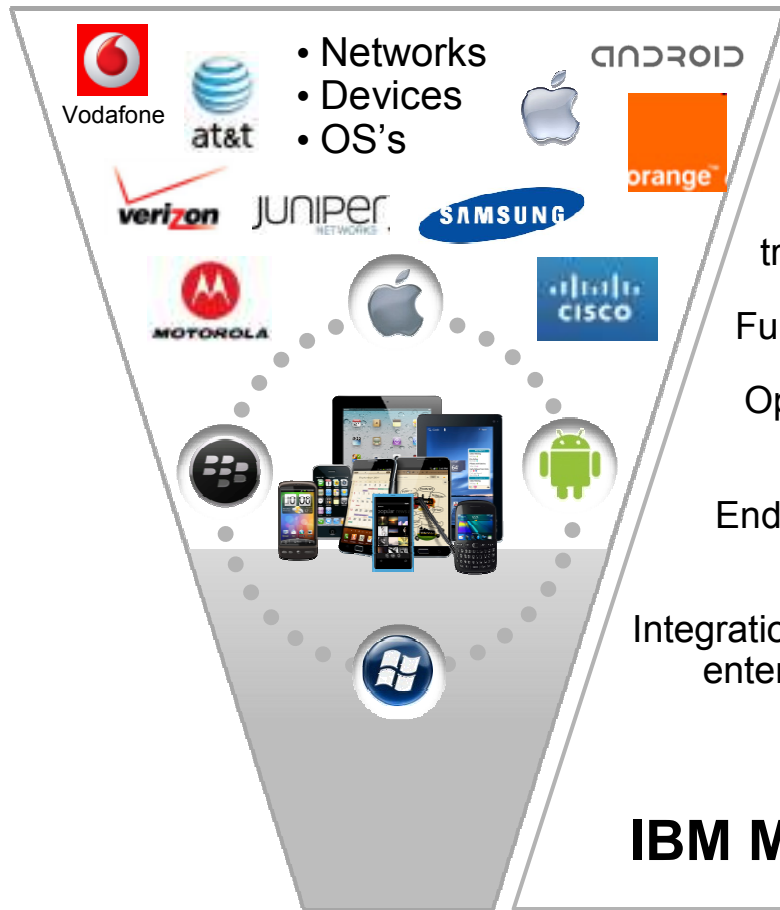the world, 27.3% of
US smartphones

2013+ Android
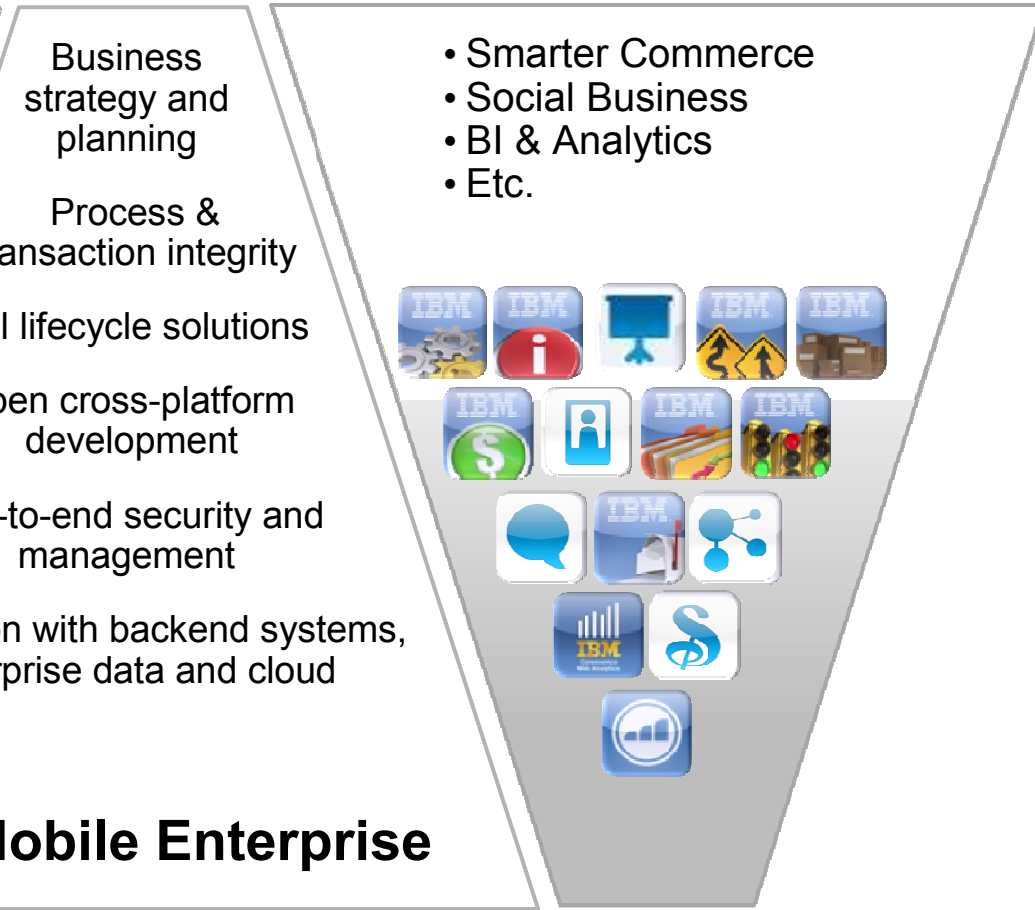Has 43.7 of the US
smartphone market 10/11

IBM Mobile Enterprise – "opet" middleware

Platforms

- Networks
- Devices
- OS's

IBM Mobile Enterprise

Business strategy and planning

Process & transaction integrity

Full lifecycle solutions

Open cross-platform development

End-to-end security and management

Integration with backend systems, enterprise data and cloud

Apps

- Smarter Commerce
- Social Business
- BI & Analytics
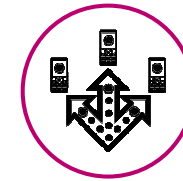- Etc.

IBM-ov mobilni portfolio

IBM

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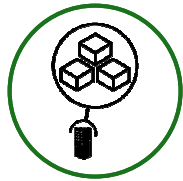
Build mobile applications
Connect to, and **run** backend systems in support of mobile

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
- Cast Iron
- IBM Rational Application Developer
- WebSphere Application Server Web 2.0 and Mobile Feature Pack
- IBM Websphere Portal Mobile Experiences

- IBM Endpoint Manager for Mobile devices
- IBM Rational AppScan
- IBM Security Access Manager
- Identity Manager

- Mobile Application Platform Management
- IBM GBS – Strategy & Transformation and Mobile Solutions Practice
- Social Collaboration Software
- IBM Lotus Notes Traveler
- IBM WebSphere Commerce

IBM Mobile Foundation

Mobilne aplikacije - izazovi

Creating rich, yet cost-effective mobile apps in a fragmented technological landscape.

Connecting the enterprise back-end services in a secure and scalable manner

Controlling the growing portfolio of applications deployed "in the wild"
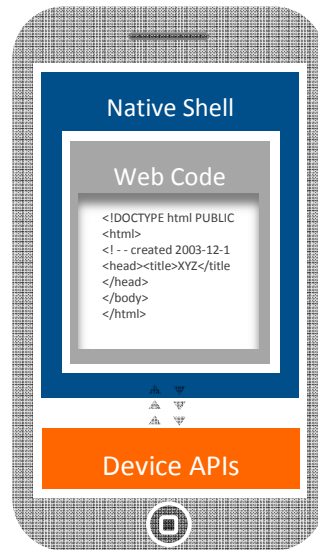
Worklight tipovi aplikacija

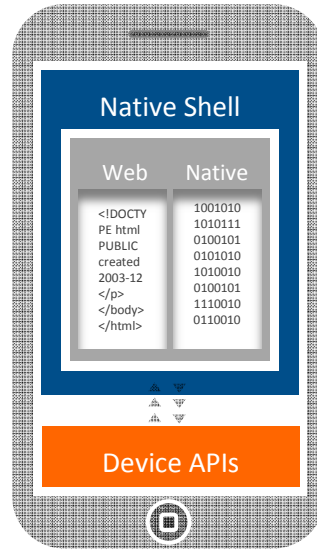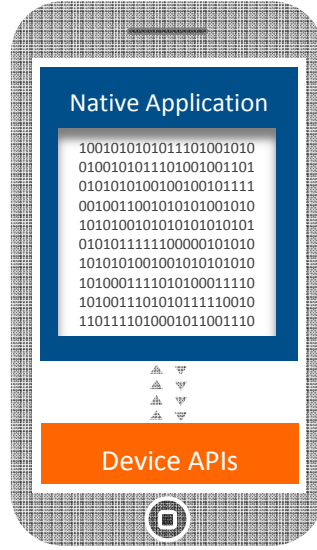| Browser Access	Hybrid Apps - Web	Hybrid Apps - Mixed	Native Apps
Written in HTML5 JavaScript and CSS3. Quick and cheap to develop, but less powerful than native.	HTML5 code and Worklight runtime libraries packaged within the app and executed in a native shell.	User augments web code with native language for unique needs and maximized user experience.	Platform-specific. Requires unique expertise, pricy and long to develop. Can deliver higher user experience.

Browser Access — Mobile Browser

Mobile Browser

Web Code
```
<!DOCTYPE html PUBLIC
<html>
<! - - created 2003-12-12 -
-
<head><title>XYZ</title>
</head>
<body>
</p>
</body>
</html>
```

Browser Access

Hybrid Apps - Web — Native Shell

Native Shell

Web Code
```
<!DOCTYPE html PUBLIC
<html>
<! - - created 2003-12-1
<head><title>XYZ</title>
</head>
</body>
</html>
```

Device APIs

Downloadable

Hybrid Apps - Mixed — Native Shell

Native Shell

Web	Native
```<!DOCTY PE html PUBLIC created 2003-12 </p> </body> </html>```	1001010 1010111 0100101 0101010 1010010 0100101 1110010 0110010

Device APIs

Downloadable

Native Apps — Native Application

Native Application
```
100101010101111101001010
0100101011110100100101101
0101010100100100101111
0010011001010101001010
1010010010101010100101
0101011111100000101010
1010101001001010101010
1010010110101101000011110
1010011101010101111110010
1101111101000110110011110
```

Device APIs

Downloadable

Nativne (downloadable) aplikacije

Application Stores

File System
(on mobile device)

Native App
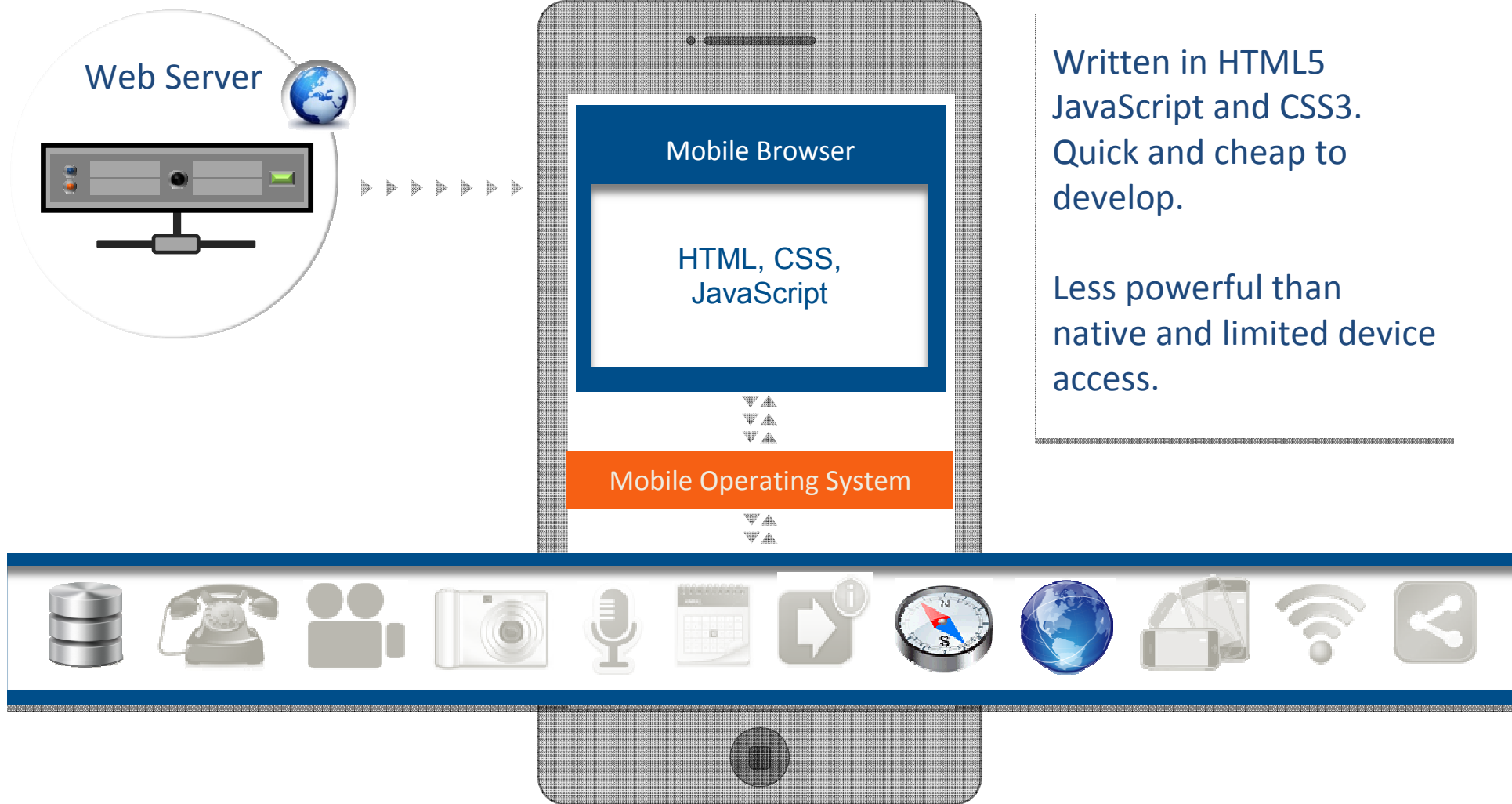(Java/Objective-C/C#)

Mobile Operating System

High-quality user experience and full device access.

Platform-specific, requires unique expertise, expensive to develop and maintain.

Web aplikacije

IBM

Web Server

Mobile Browser

HTML, CSS, JavaScript

Mobile Operating System
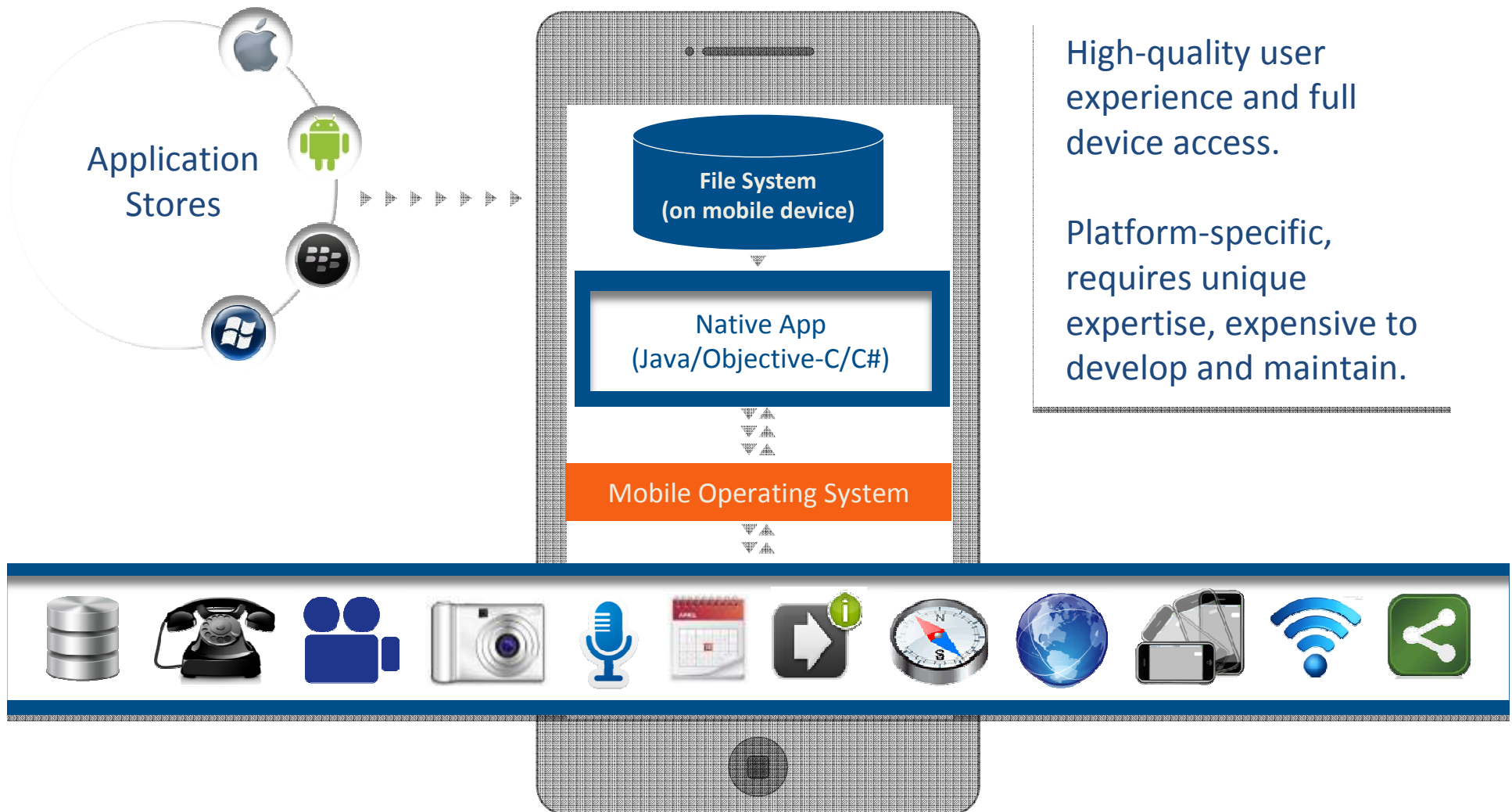
Written in HTML5 JavaScript and CSS3. Quick and cheap to develop.

Less powerful than native and limited device access.

Hibridne aplikacije

Application Stores

File System
(on mobile device)

Native Container

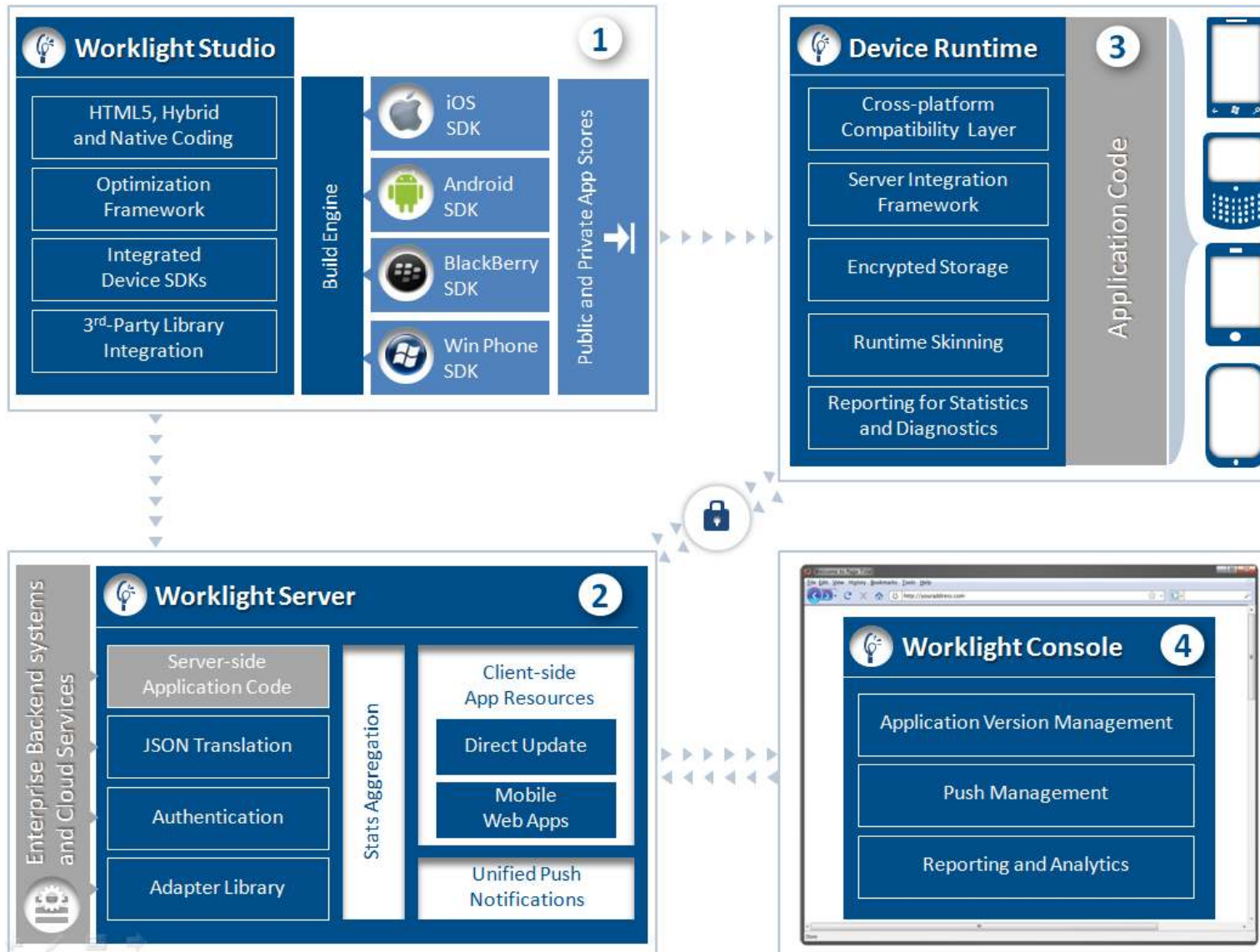HTML, CSS, JavaScript

Mobile Operating System

Combines best of both worlds:

Primarily written in HTML5, CSS, JS while allowing full access to device capabilities.
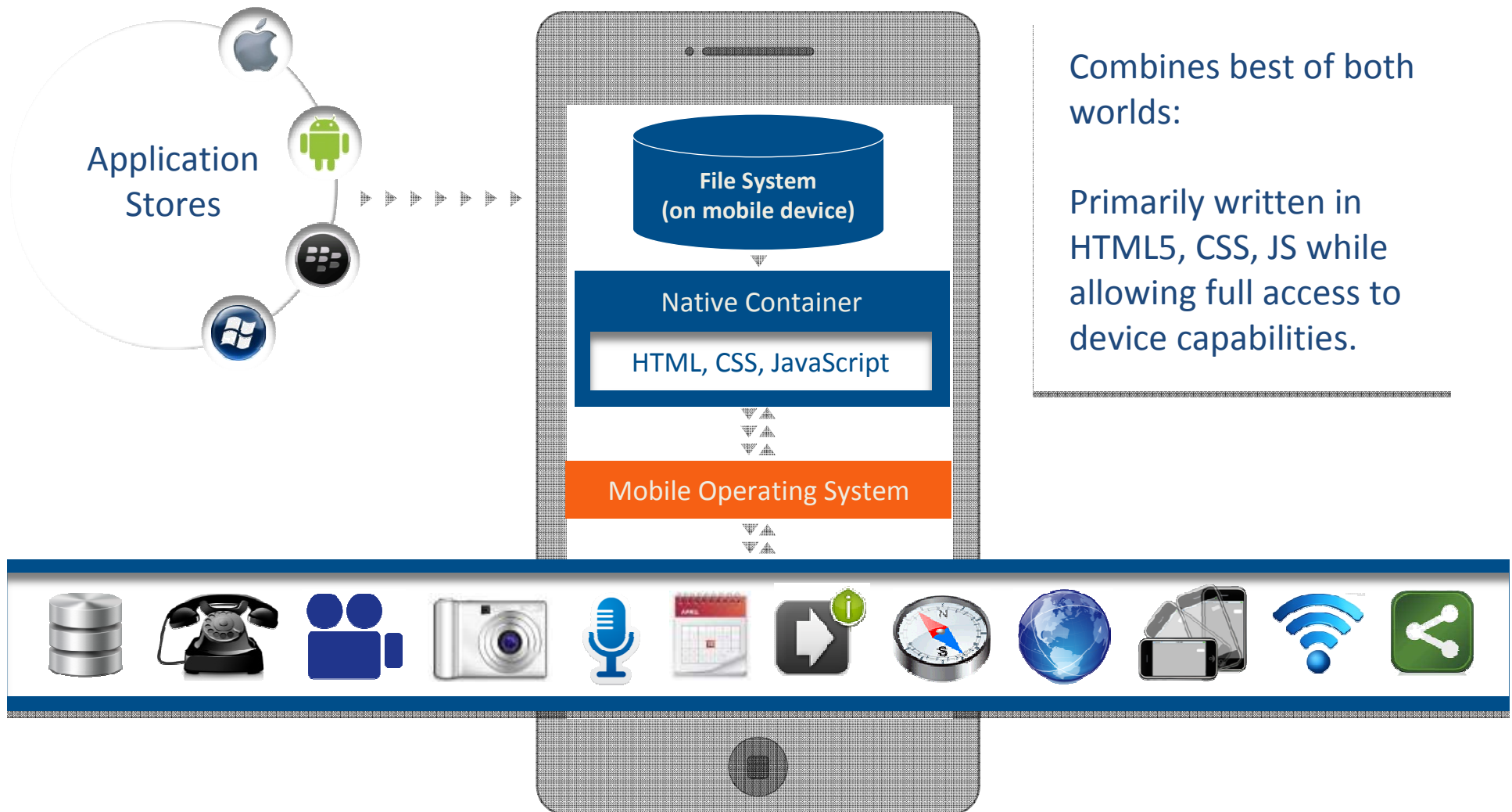
Worklight arhitektura

Integracija – ako trebate više – Cast Iron

Simple and flexible integration for all connectivity projects, allowing you to rapidly integrate SaaS and back-end systems with mobile apps
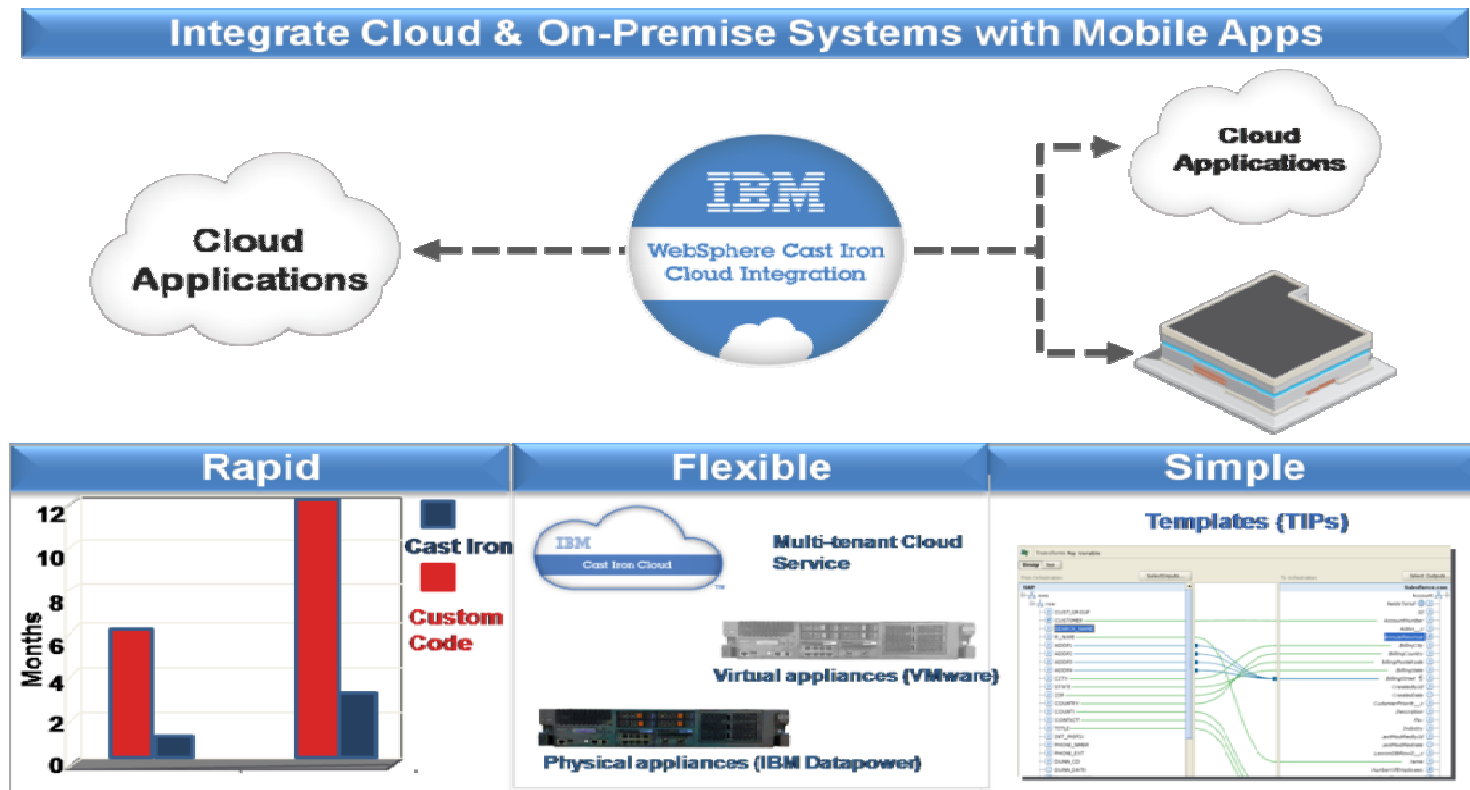
IBM Endpoint Manager za još lakšu kontrolu i automatizaciju

Systems management

Common management agent and console

Near-instant deployment of new features

Security management

IBM Endpoint Manager

Desktop / laptop / server endpoint

Mobile endpoint

Purpose-specific endpoint

IBM Mobile Foundation – arhitektura

Firewall or Security Gateway

Rational Collaborative Lifecycle Management

IBM QRadar

IBM Security Access Manager for Mobile (TAMeb)

IBM AppScan for Mobile

IBM Mobile Foundation

IBM Worklight

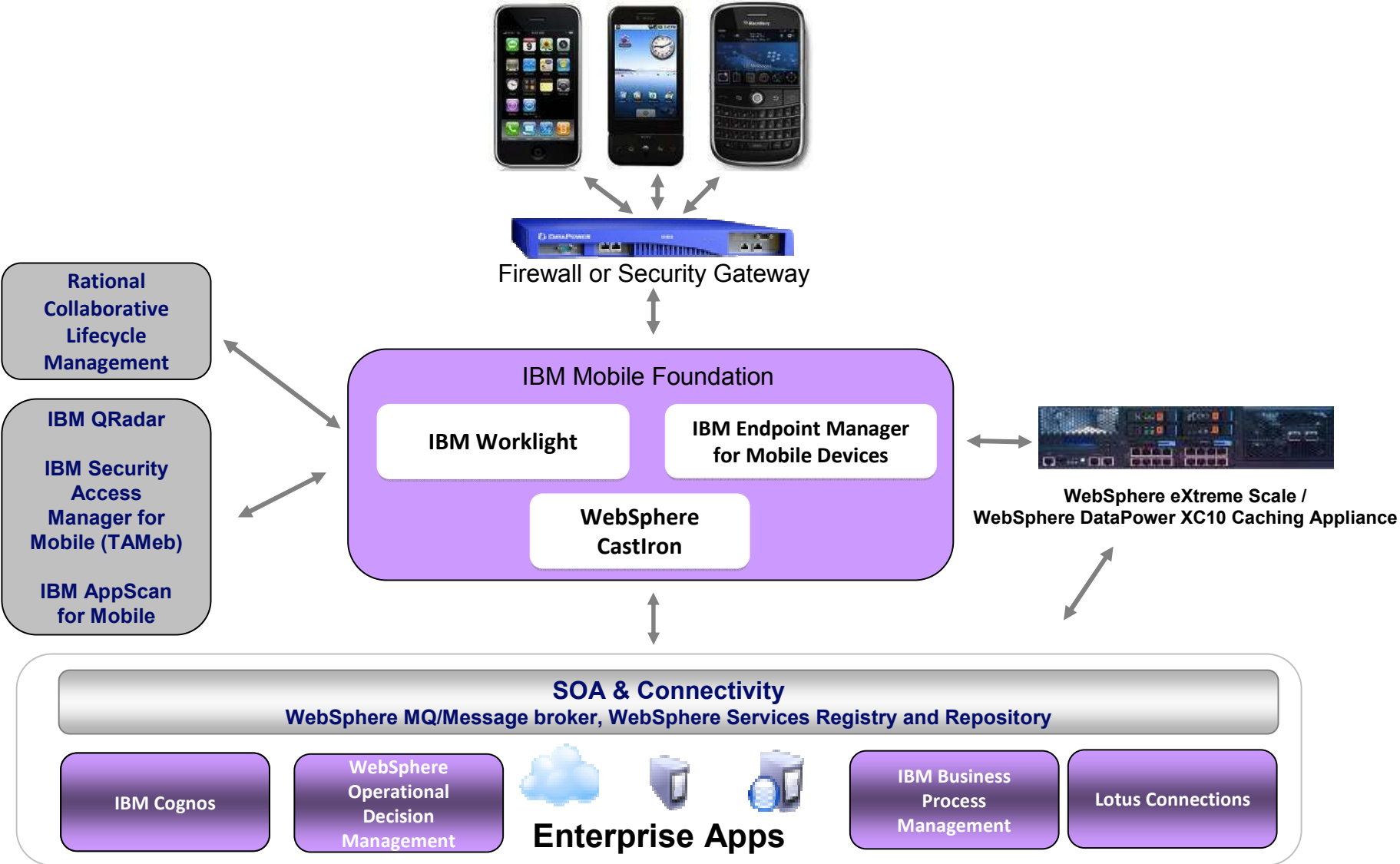**IBM Endpoint Manager for Mobile Devices**

WebSphere CastIron

WebSphere eXtreme Scale / WebSphere DataPower XC10 Caching Appliance

SOA & Connectivity
WebSphere MQ/Message broker, WebSphere Services Registry and Repository

IBM Cognos

WebSphere Operational Decision Management

Enterprise Apps

IBM Business Process Management

Lotus Connections

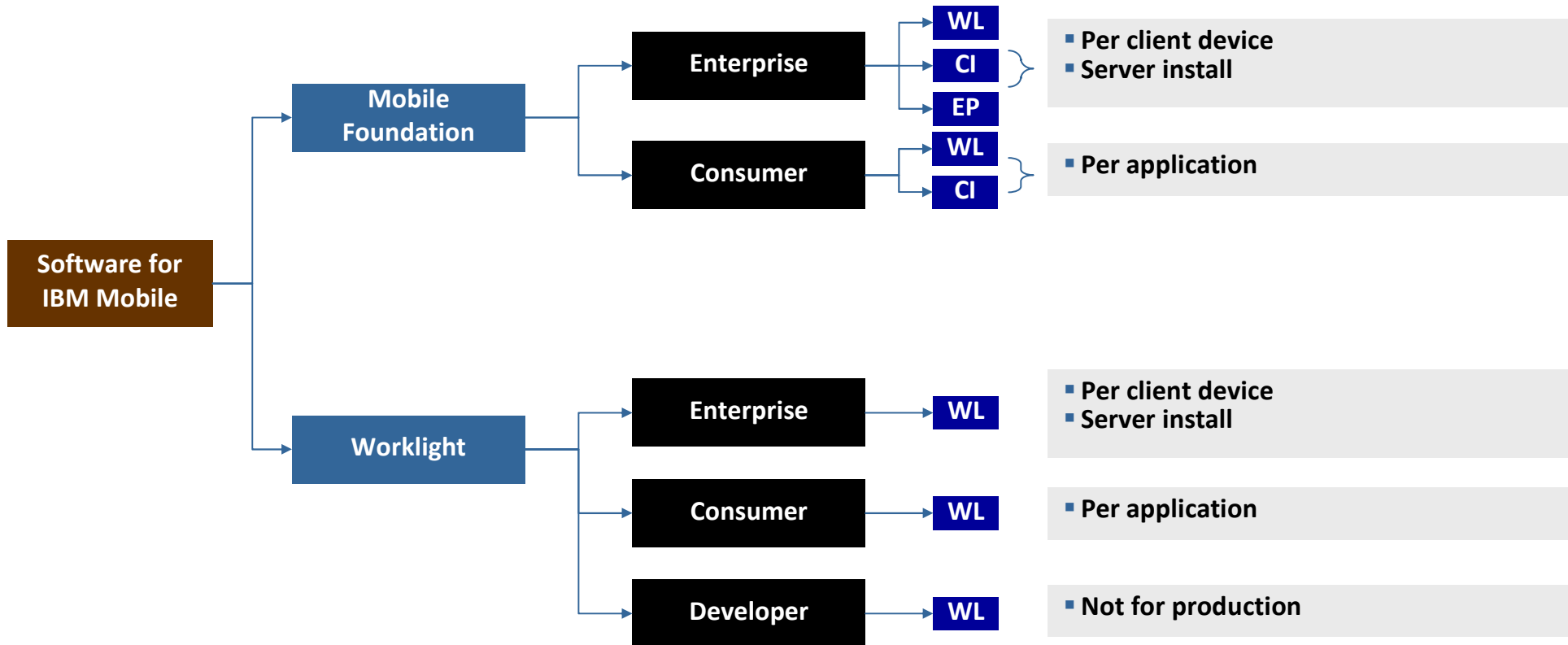# IBM pomaže u stvaranju mobilnih rješenja

US CELLULAR — Boosts campaign volume and performance through mobile marketing — **Telco**

OTTAWA HOSPITAL — Brings mobile technology to the bedside to help care-givers make better decisions, collaborate, and improve patient experience — **Health Care**

KURIMOTO — Lowers barriers to technical collaboration and product innovation through social mobility — **Manufacturing**

CITY OF FORT WORTH — Creates unprecedented levels of coordination between public safety agencies, creating timely and accurate emergency response when people's lives are at stake — **Government**

VCC — Saves 400 employee-hours per month because they can work five times faster while in the field — **Construction**

<US BANK> — Estimates 30-40% of business will come through mobile devices in the near future — **Banking**

Licensing Options

IBM

Metric

Software for IBM Mobile

Mobile Foundation

Enterprise
- **WL**
- **CI**
- **EP**

- Per client device
- Server install

Consumer
- **WL**
- **CI**

- Per application

Worklight

Enterprise
- **WL**

- Per client device
- Server install

Consumer
- **WL**

- Per application

Developer
- **WL**

- Not for production

WL	Worklight
CI	Cast Iron
EP	Endpoint Manager

Kuda i kako dalje?

Starting page:

http://www-01.ibm.com/software/mobile-solutions/worklight/

FREE Worklight Developer Edition download:
http://www.ibm.com/developerworks/downloads/ws/worklight/index.html

FREE introductory training course:

http://www-304.ibm.com/jct03001c/services/learning/ites.wss/us/en?pageType=course_description&courseCode=VW501