BusinessConnect
A New Era of Smart
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IBM's strategy to help businesses become mobile first enterprises

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Mobile Is Changing Interactions and How Work Gets Done

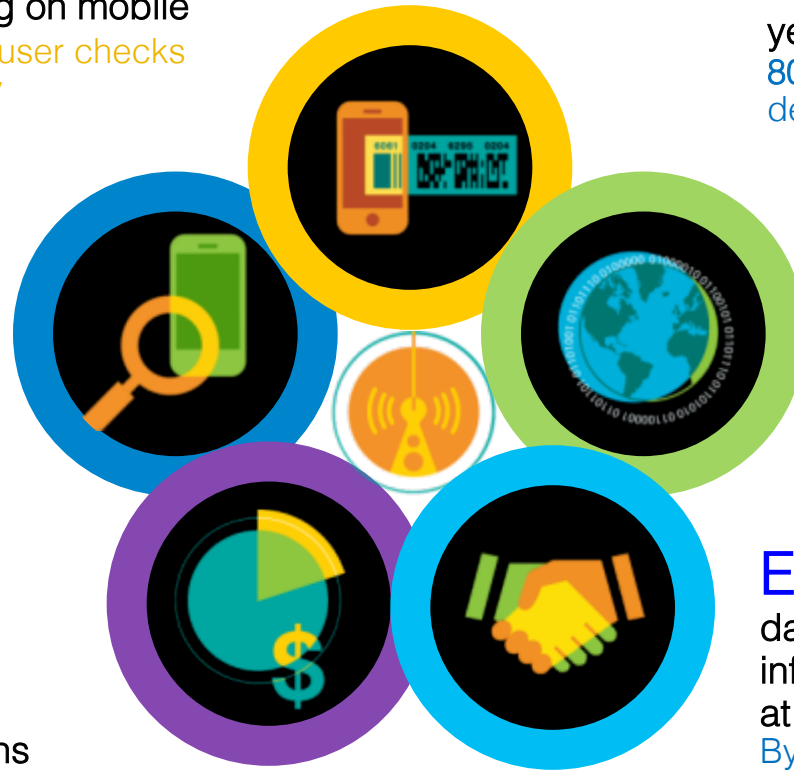**People** are transacting on mobile
The average mobile phone user checks their phone **150** times a day

Transactions on mobile devices are increasing
1000s of transactions are happening – personal and business

Data is helping organizations deliver new value
5 petabytes of data are generated every day by mobile phone subscribers around the world

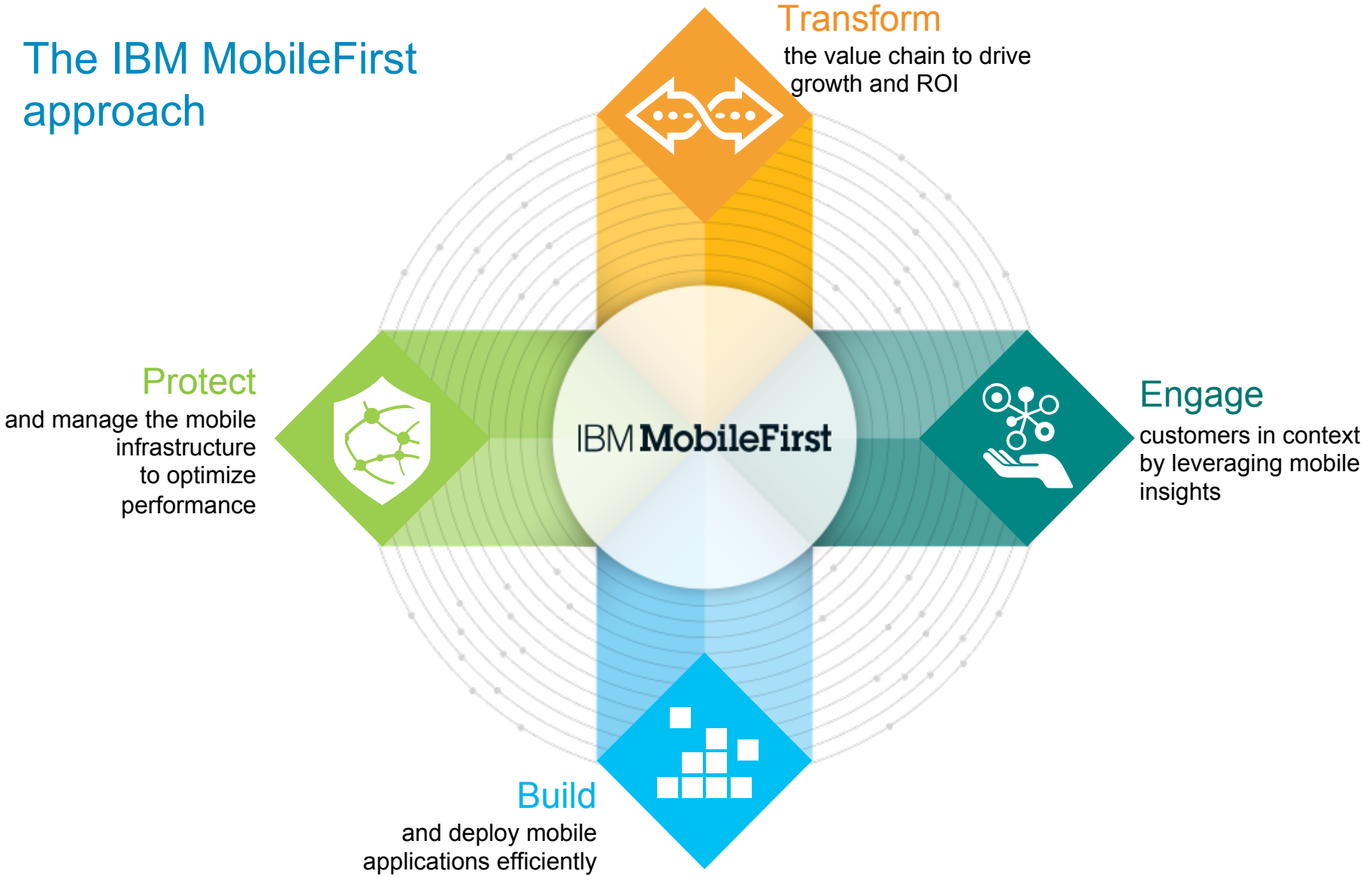**Experience** of mobile is not yet meeting expectations
80% of apps are used once then deleted

Enterprises leverage this data, putting the right information into the right hands at the right times
By 2015, **2/3 of the workforce** will own a smartphone, and 40% of the workforce will be mobile

The IBM MobileFirst approach

Transform
the value chain to drive growth and ROI

Protect
and manage the mobile infrastructure to optimize performance

IBM MobileFirst

Engage
customers in context by leveraging mobile insights

Build
and deploy mobile applications efficiently

Transform

the value chain to drive growth and ROI

IBM MobileFirst

Can Help You:

- Design new engagement models placing the customer first

- Reshape processes and operating models for competitive advantage

- Build new business models that drive revenue

In essence, Reinvent Business with Mobile

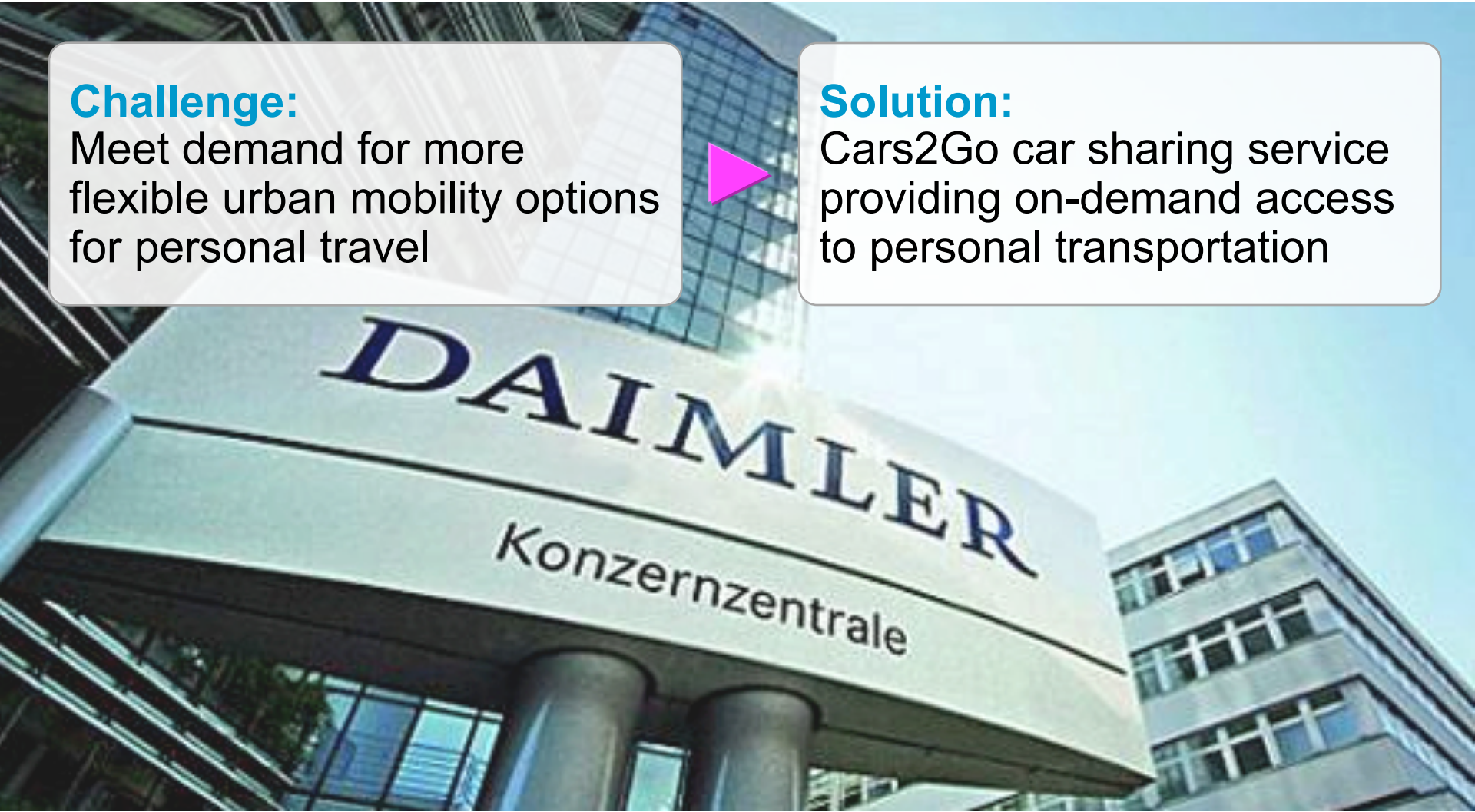The Composable Business

Daimler Car2Go: Radically simplify mobility

Challenge:
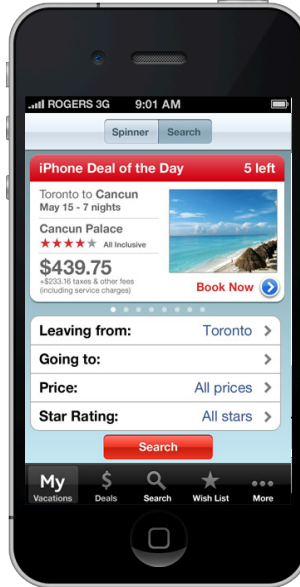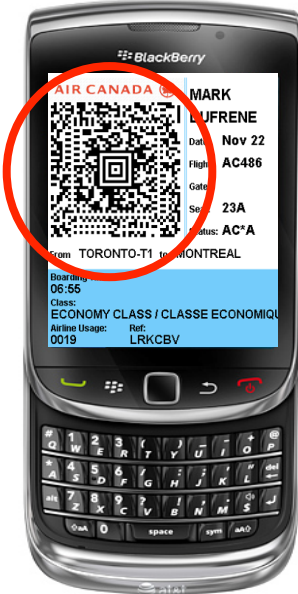Meet demand for more flexible urban mobility options for personal travel

▶

Solution:
Cars2Go car sharing service providing on-demand access to personal transportation

#IBMMobile

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AIR Canada: Excel in customer service, wherever the customer is
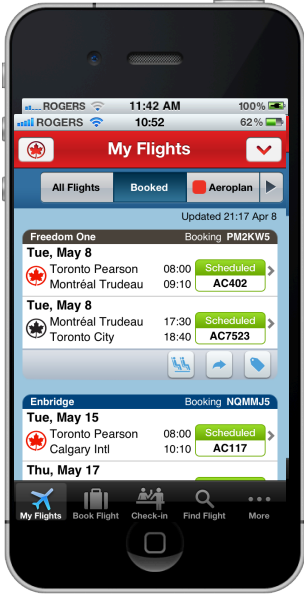
Reduced check-in costs by 80%

Challenge:
Leverage self-service to differentiate on customer service

Solution:
Adopt a multi-channel approach to provide service wherever the customer is

IBM

Nationwide: Better business made with mobile

Challenge:
Reduce transaction costs by properly leveraging mobile channel without compromising security

Solution:
Create a modern mobile app that customers love to use, making branches more efficient

Voted 'Best Online Banking Provider' – *July 2013*

IBM

Three Essentials to Transforming Your Mobile Enterprise

1 Reinvent and Iterate Business Models Using Digital

2 Automate Business Processes to Optimize Mobile Across Your Enterprise

3 Accelerate the Mobile Transformation Journey with Out-of-the-box Industry Solutions

Build

and deploy mobile applications efficiently

IBM **MobileFirst**

Can Help You:

- Quickly develop, test and deploy quality mobile apps across multiple platforms

- Seamlessly integrate rich mobile apps with enterprise data and services

Mobile

DevOps

Daegu Health College: "Hey! I got an A in Anatomy!"

Challenge:
Make students more efficient by providing them service on the go

Solution:
Use a platform to deliver personalized student data and services in an app tightly connected to the enterprise

Shorten dev cycles from months to weeks

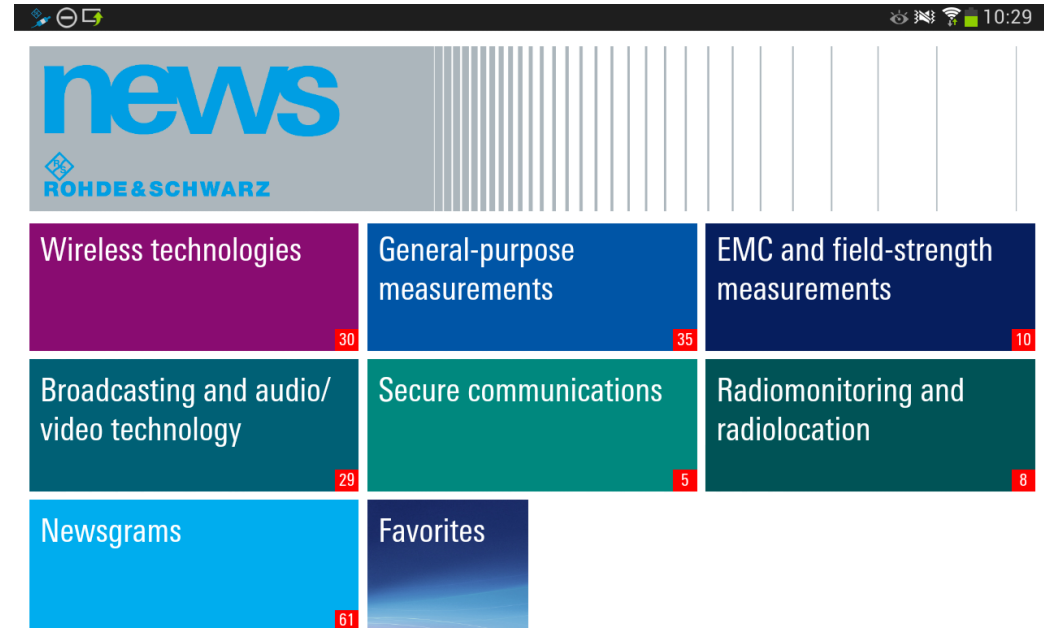# Rohde Schwarz: "Latest product specs are here for you to check"

Challenge:
Ensure sales people have most updated collateral with them at all time

Solution:
Build a mobile app that auto-syncs documents, available on 5 mobile platforms and desktop

60% cost reduction of multi-platform development

Three Essentials to Building Successful Mobile Apps

1 Leverage a Mobile Platform & Lifecycle Management for Cross-Platform Speed to Market

2 Leverage Scalable Services to Accelerate and Enrich Mobile Apps

3 Collaborate with IBM Mobile Experts and Design New Mobile Innovation

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Protect

and manage the mobile infrastructure to optimize performance

IBM **MobileFirst**

Can Help You:

- Instrument applications with security protection

- Secure mobile transactions from customers, partners and suppliers

- Preserve native device experience without compromising security

- Separate personal and business data

- Provide intelligent access based on risk and location

IBM Security capabilities for the mobile enterprise

Personal and Consumer

Enterprise

DATA

Security Intelligence

Transaction Security
Application Security
Content Security
Device Security

Enterprise Applications and Cloud Services

Identity

Fraud

Data Protection
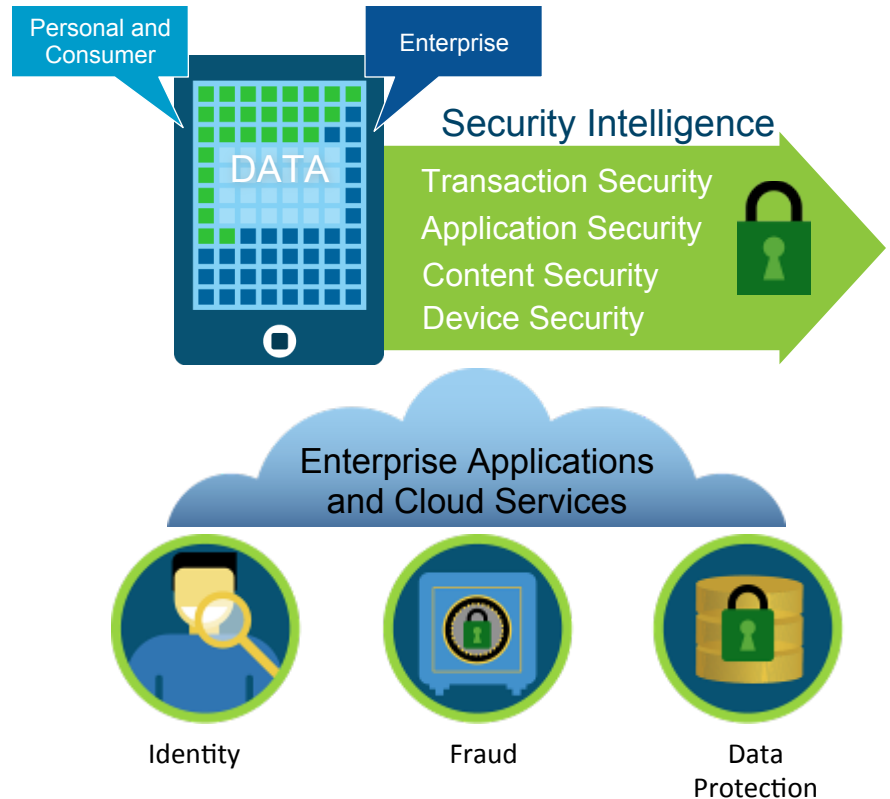
JourneyCare: Bring your own device

Challenge:
Reduce sensitive patient data leakage

Solution:
Mobile device management solution that remotely controls lost devices

*6 devices recovered, avoiding fines of up to **$50 K** per patient, per phone*

Concur: Secure mobile interactions with code scanning

Challenge:
Protect client data to ensure trusted mobile interactions

Solution:
Security solution that allows Concur to easily and cost effectively scan code for vulnerabilities

Three Essentials to Protecting Mobile Users

1 Deliver an Integrated Approach to Mobile, App and Document Management

2 Protect Mobile Users and Apps Against Fraudulent and Unauthorized Access

3 Risk-aware Mobile Application and Risk-based Mobile Transaction Assessment

Engage

IBM **MobileFirst**

Can Help You:

- Quickly create and deploy personalized mobile campaigns and gain insights

- Maximize brand value by integrating the physical and digital experiences of mobile customers

Zions Bancorporation: "Why are account transfers from iPhone so few?"

Challenge:
Improve customer service in diversified markets

Solution:
Track customer behavior to understand usage patterns and constantly improve

IBM
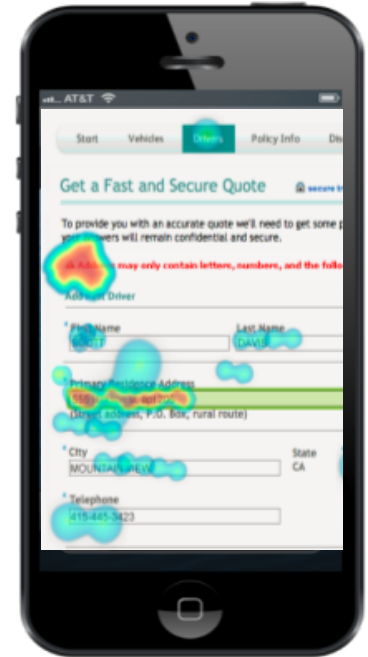
COOP: Better business made with mobile

Challenge:
Improve customer experience to drive loyalty

Solution:
Track customer behavior to identify problems, sudden spikes, and provide a personalized shopping experience

- *Mobile device sales up 6 percent*

- *Overall online sales up 13 percent*

Three Essentials to Engaging With Mobile Users

1 Visibility into the Customer Mobile Experience to Optimize App Design

2 Fine-tuned Segmentation for Personalized Mobile Campaigns

3 Intelligent Location-based Insight into Customer In-store Behavior

Demo

Introducing the new IBM Worklight Platform
Core capabilities for mobile app development

IBM

Application Scanning

Quality Assurance
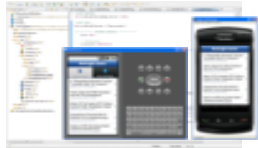
Studio
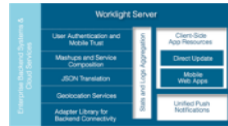
Server

Runtime

Console

Application Center

Development →→→ Continuous Delivery

Introducing: IBM Worklight SDK for Xamarin

For mobile C# developers:

The IBM Worklight SDK brings enterprise scale, security, management and integration for C# Xamarin developers.

Introducing: IBM Worklight Quality Assurance
Based on IBM Mobile Quality Assurance (SaaS)

Deliver mobile app quality across a fragmented environment

…with user testing, feedback and metrics at every stage of development

Quality Assurance
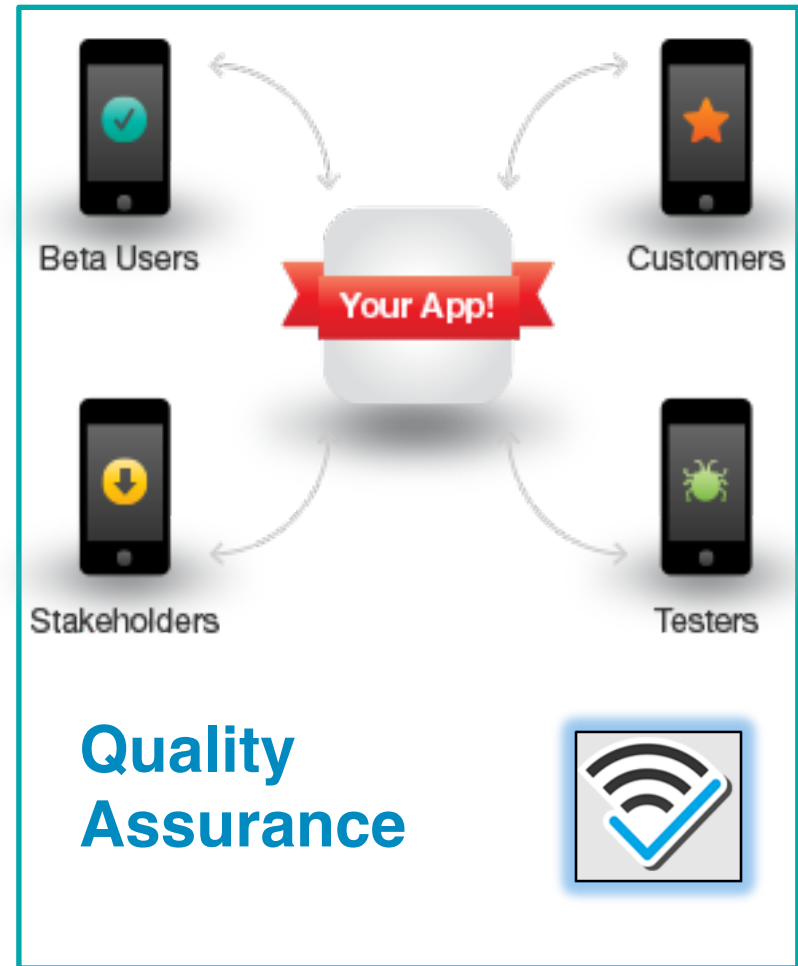
Introducing IBM Worklight Application Scanning
Based on AppScan v9.0

Detect vulnerabilities at the time of code change to reduce risk of data leakage and breaches
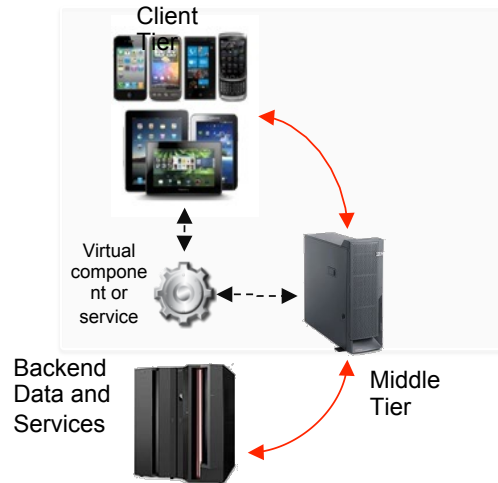

Application Scanning

Beyond core app development:
key capabilities to drive efficiency & effectiveness

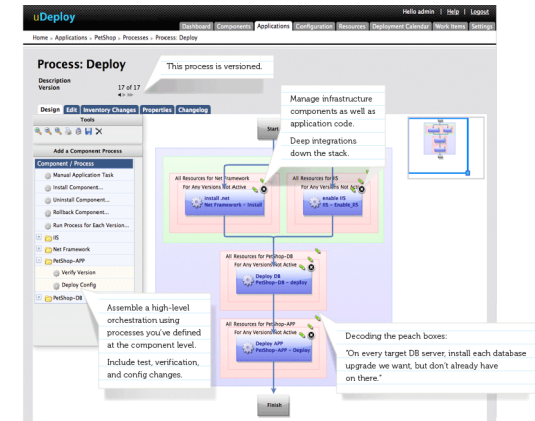| Automate functional and UI testing	Simulate services to develop faster	Continuously deploy to test, dev, and production
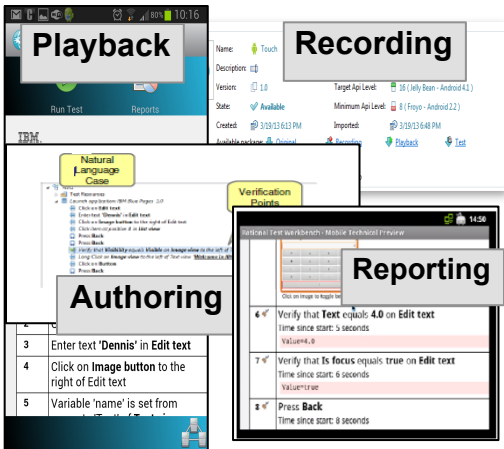
Automated mobile functional testing across multiple platforms, shifting mobile app testing to the left

IBM Rational Test Workbench Mobile Test Edition

Service virtualization enables iterative development and continuous testing to improve delivery speed
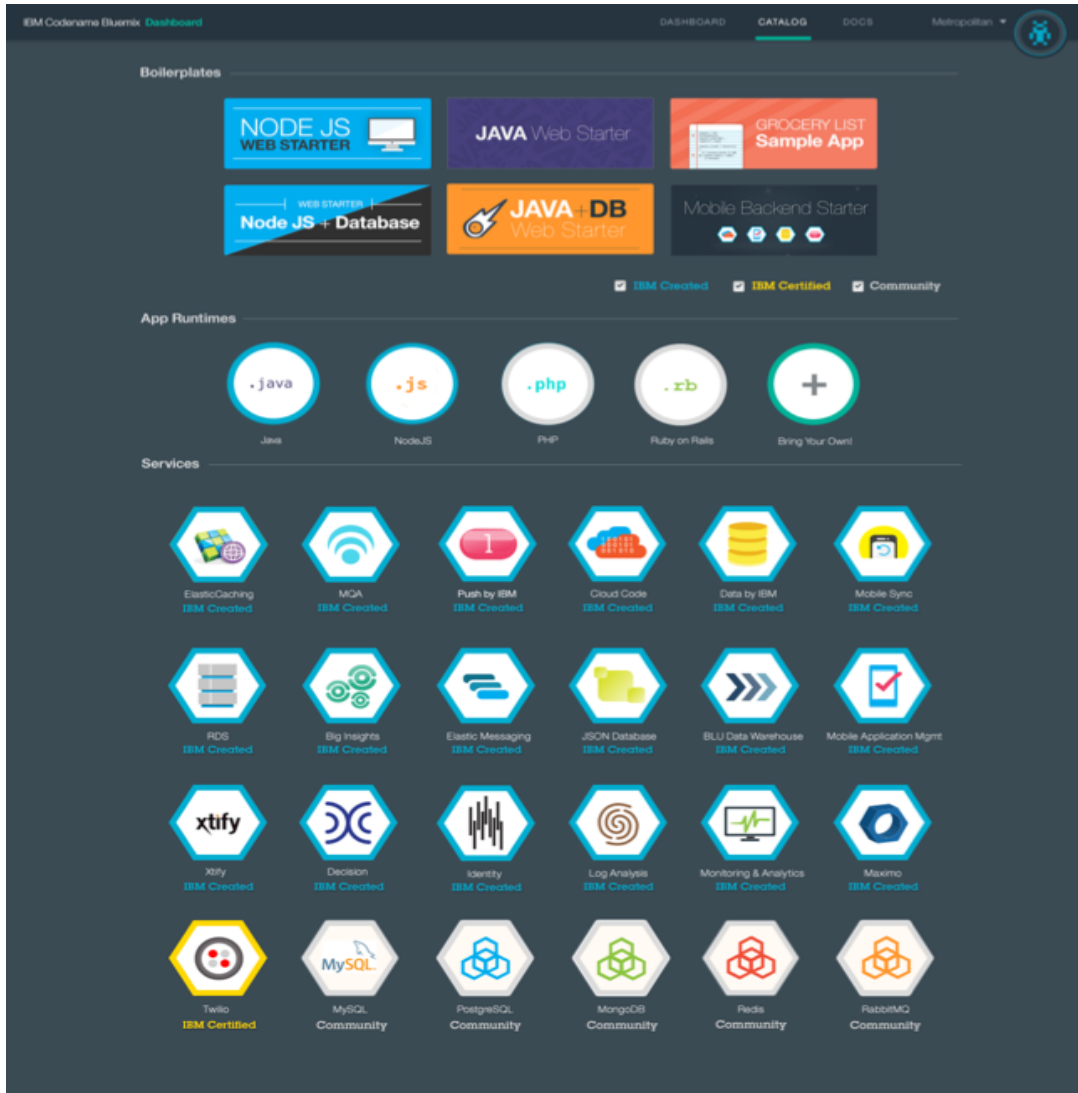
Rational Test Virtualization Server

Deployment automation integrates with common mobile dev tools to enable continuous deployment
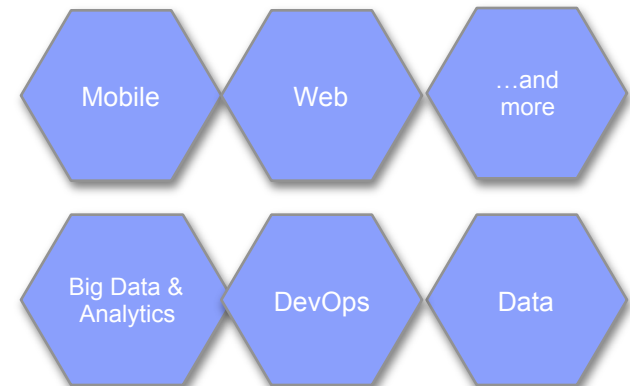
UrbanCode Deploy

Introducing IBM BlueMix

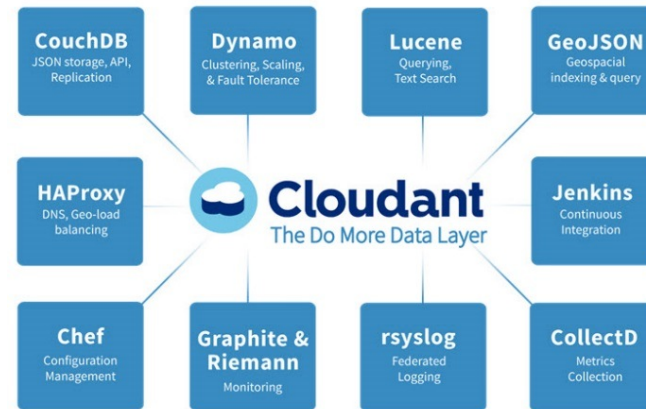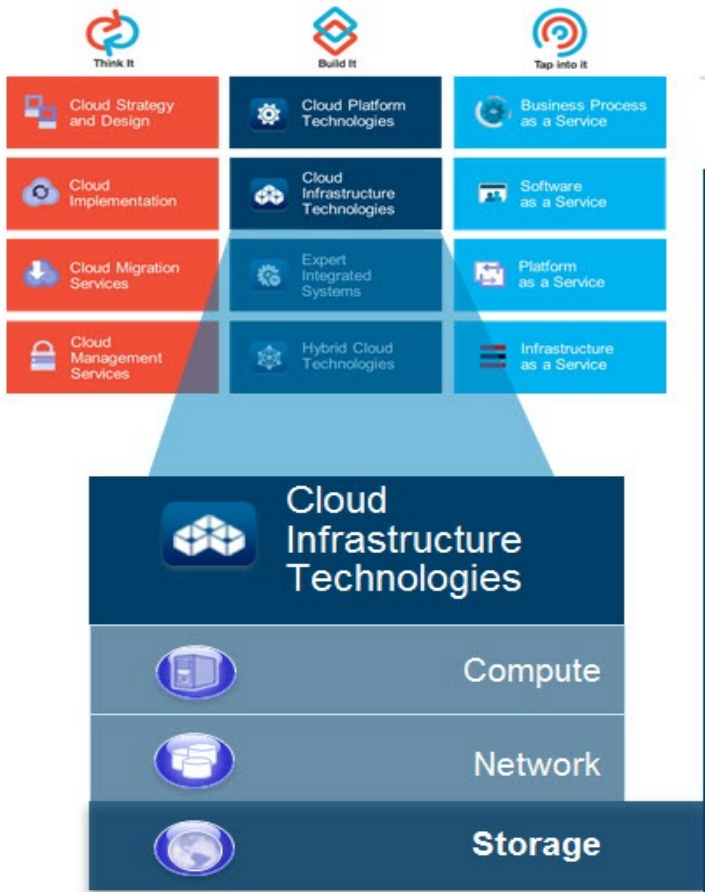A rich set of mobile ready capabilities and APIs to mix and match

✓ API Catalog

✓ Run Code

✓ Store Data

✓ Cloud Integration

✓ Built on IBM SoftLayer

Cloudant as a foundational layer for IBM mobile
Open standards based NoSQL database-as-a-service

Key mobile benefits:

- Improves mobile performance by moving data closer to the network and onto devices

- Consistent API to move data seamlessly between networks, platforms and mobile devices

- Intelligent geo-load balancing across SoftLayer data centers worldwide

IBM

Security solutions for the mobile enterprise

IBM Tealeaf CX Mobile
Visibility into the customer mobile experience to optimize app design

- Automatically detect customer struggles, obstacles or issues

- Drill down into actual user behavior, complete with gestures

- Translate customer feedback into actionable improvements

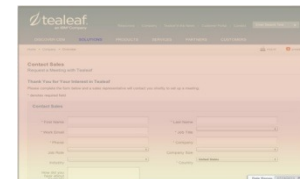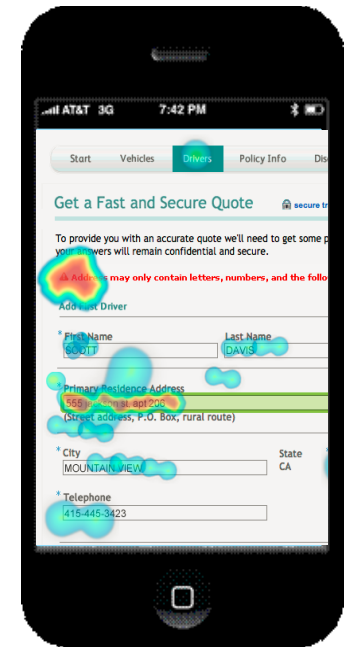- Correlate customer behavior with network and application data

Form Analytics
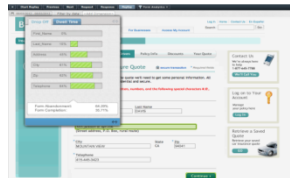
Heat Maps

Link Analytics

Attention Maps

IBM Ready Apps

Mobile applications pre-configured with core industry functionality

- Address new market segments and improve productivity while reducing costs

- Accelerate strategy, design, and development of your mobile ecosystem

- Ongoing IBM investment in an innovative Ready App enhancement roadmap

IBM Ready Apps Available Now:

- Banking – Retail Bank
- Banking – Small Business
- Government – Citizen
- Healthcare – Coordinated Care
- Industrial – Connected Home

IBM MobileFirst services

Select capabilities:

IBM MobileFirst Applications & Platform Services

- Fast cycle development and delivery: prototypes, apps and upgrades

- Seamless back-end systems integration

- Optimized mobile app integration for access, connectivity and data management

IBM MobileFirst Mobile Managed Services

- Supporting mobile DevOps with speed and innovation at scale

- Rapid mobile services scaling as enterprise needs change

- Automated, repeatable processes and frameworks

- Continuous integration and insight across people, processes and tools

Get started with IBM MobileFirst

1 Download the IBV mobile study:
ibm.co/ibvmobile

2 For information on mobile products, services and use cases,
visit ibm.com/mobilefirst or see mobile apps in the new marketplace
at ibm.com/cloud

3 Work with an IBM sales rep to schedule a mobile
agenda workshop or to visit a MobileFirst studio

Thank You