

BusinessConnect 2014

A New Era of Smart



Set your Business in Motion: IBM Mobile First

Dario Debarbieri

Director, Worldwide Software Group Marketing, IBM USA



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<https://twitter.com/DarioDebarbieri>
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Qatar Tribune - First with the news and whats behind it
www.qatar-tribune.com

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www.oyadoakari.jp

This video was produced in South Africa by the SWG Marketing team led by **Dario Debarbieri** and used to introduce the Keynote speaker

DARIO DEBARBIERI Argentine national Qatar has done everything right for the 2022 World Cup bid.

The proposed stadiums are a major plus point.

Another aspect is that Qatar has done enough to allay the fears of the international community about its hot weather conditions by proposing to use aquacool techniques during the event.

So, I am sure that FIFA will announce the tournament in Qatar's favour.

Thursday, December 2, 2010

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The world is changing and each of these technology shifts has potential to make a significant impact.

Big Data

90

percent of the data created in the last two years alone.

Mobile

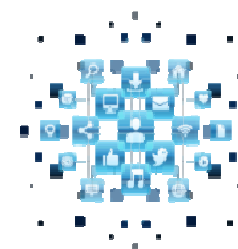
1



billion (plus) smart devices shipped in 2013 alone.

Social

81



percent of customers depend on social sites for purchasing advice.

Cloud

62



percent of total workloads will be in the cloud by 2016.

Internet of Things

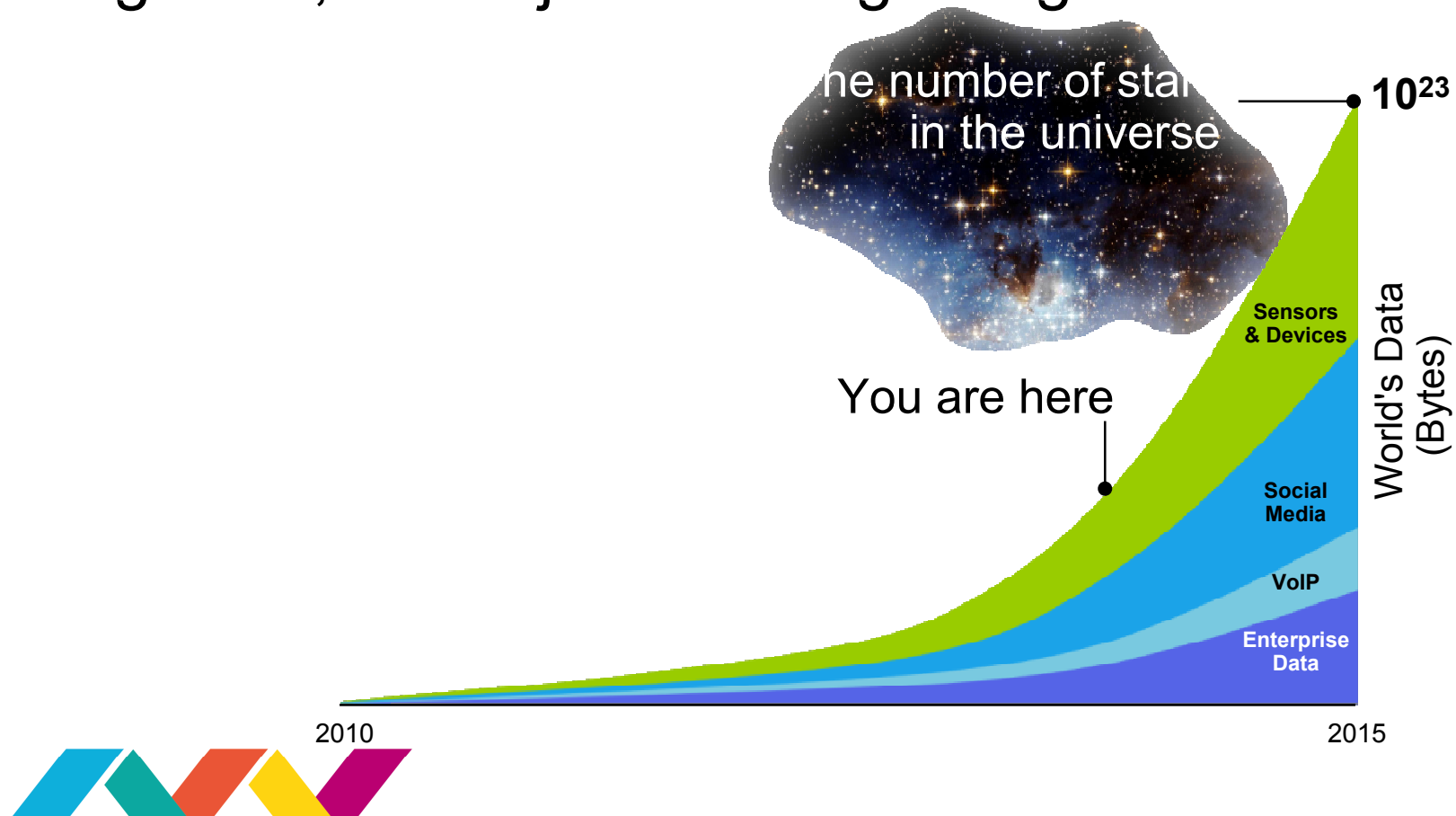
50



billion devices connected to the internet by 2020.



Big Data, this is just the Beginning



This impacts all areas of the business.



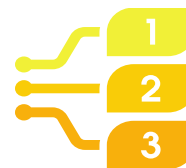
Finance
Create new business models for growth



Marketing
Building 1:1 relationships with customers



Workforce
Enable collaborative leadership



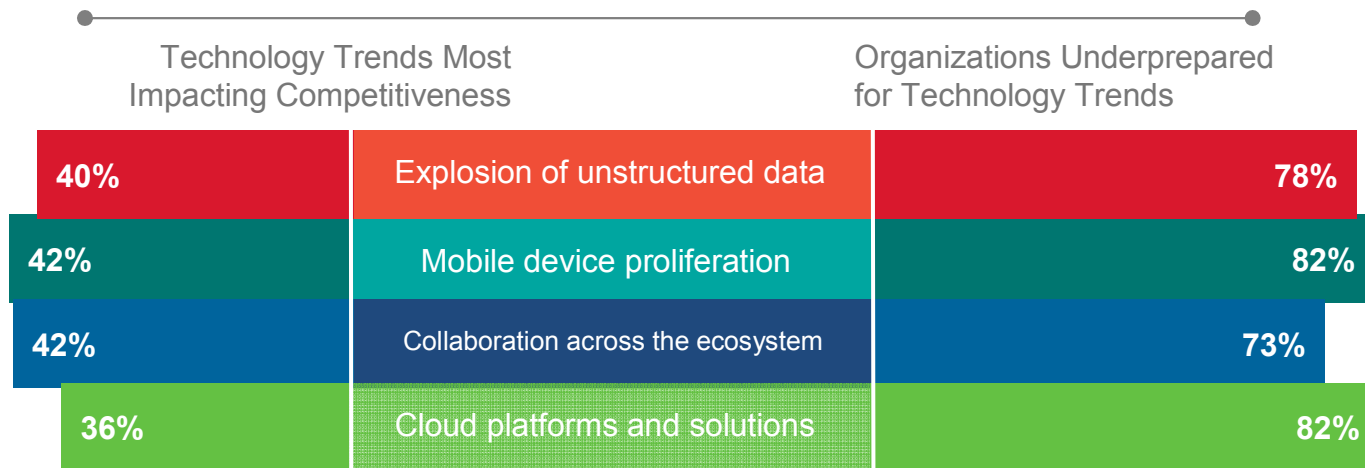
Operations
Integrate and optimize



Technology and innovation
Deliver increased value



However, most clients tell us they are underprepared to apply these key technologies



Big Data & Analytics



Mobile



Social Business



Cloud



WestJet Enables Digital Ecosystem with Partners



By opening up their flight information to partners through APIs and a self-service model, WestJet extends their business in new ways and taps into the innovation beyond the enterprise.



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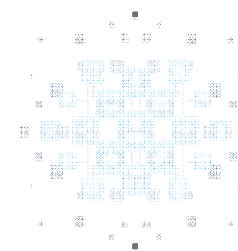
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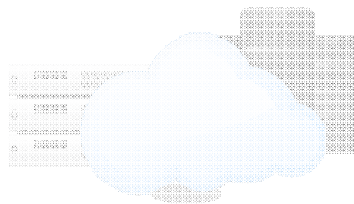
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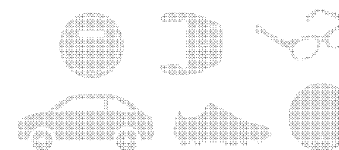
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Internet of Things

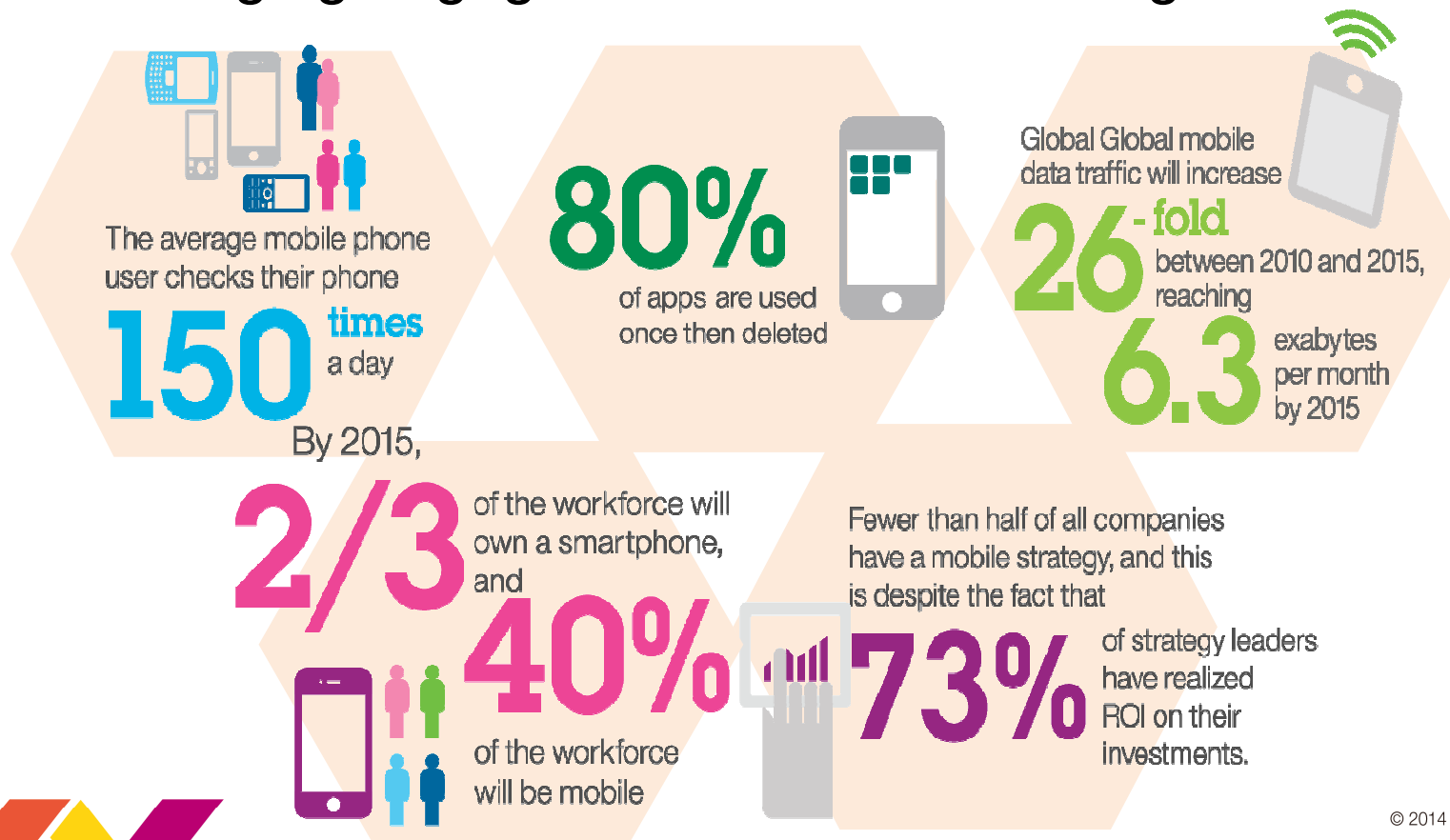
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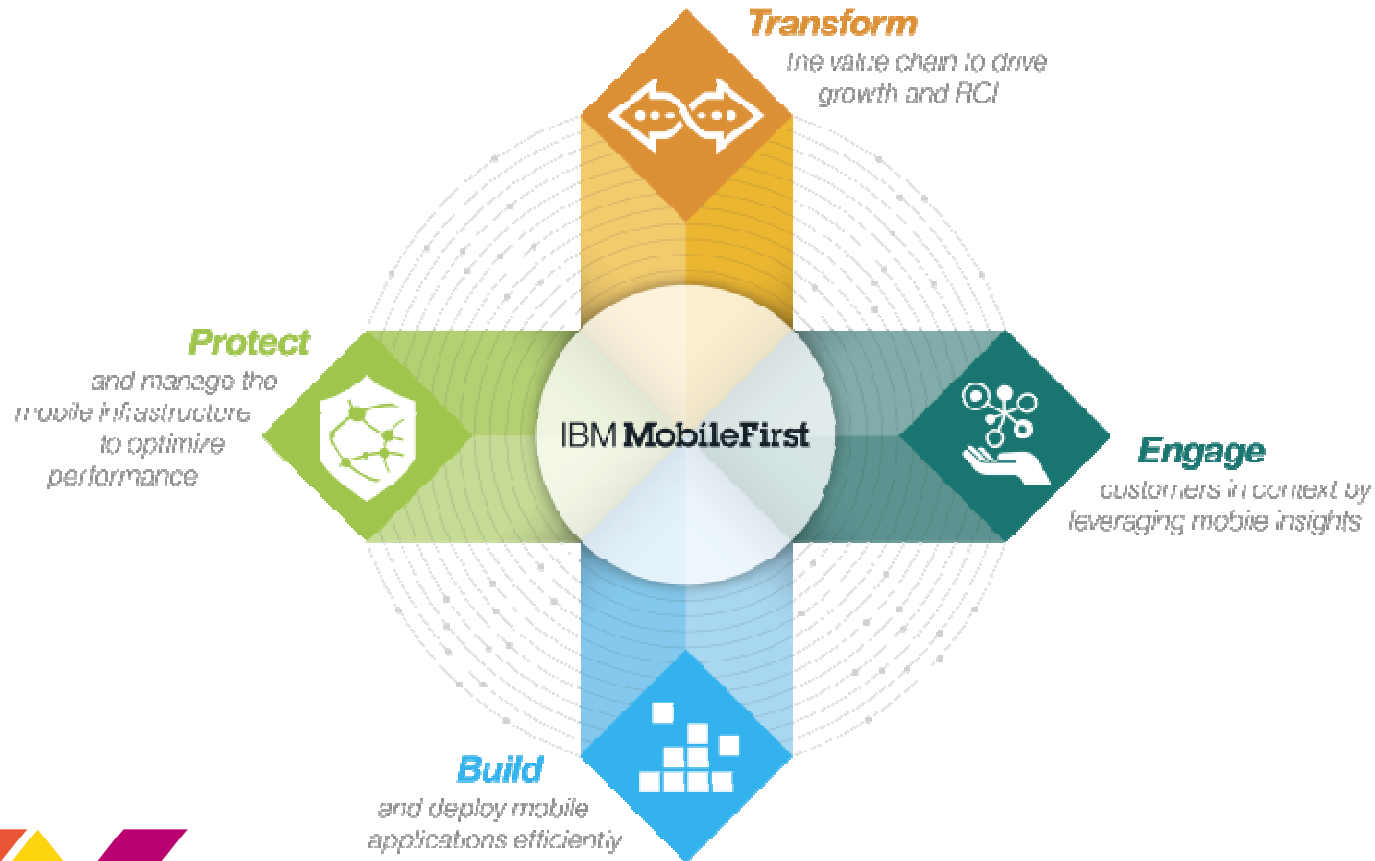
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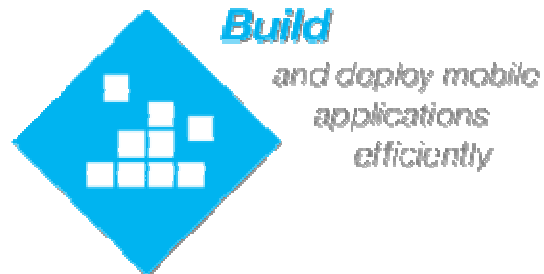
Mobile is changing engagements and how work gets done



IBM has proven solutions to address a diverse set of needs



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



Imagine the potential

Welcome

Demo

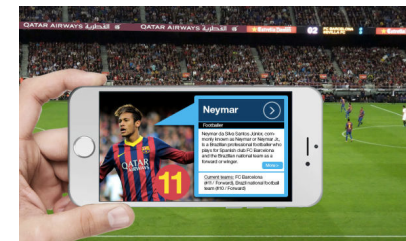
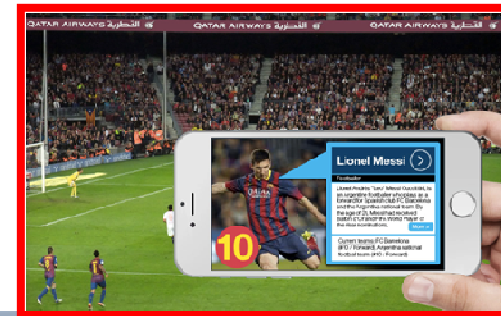
- Directions
- My Hotel >
- Stadium >
- Corniche >
- Museum of Islamic ... >
- Sealine Beach Resort >
- Information
- News >
- Photos >
- Results >
- Things to do >
- My Account

Stadium

Directions

- My Hotel >
- Stadium >
- Corniche >
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- Things to do >
- My Account

- Soda
- Pizza
- Restrooms



The world is changing and each of these technology shifts has potential to make a significant impact.

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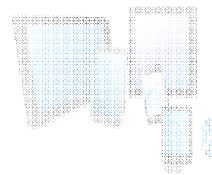
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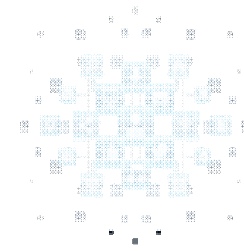
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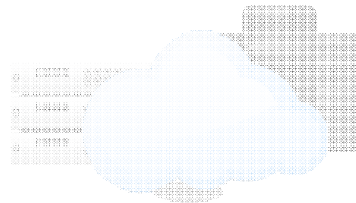
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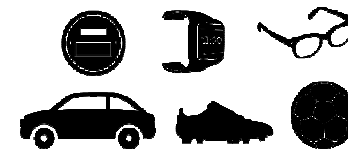
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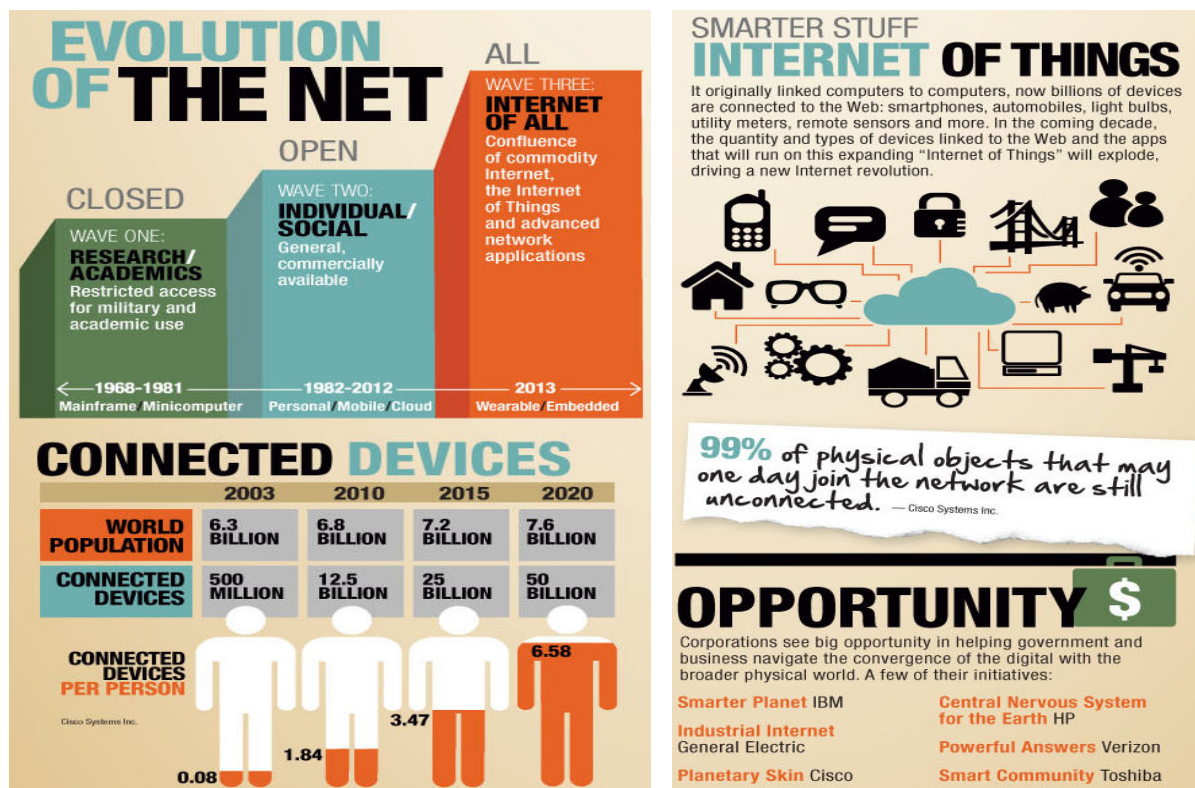
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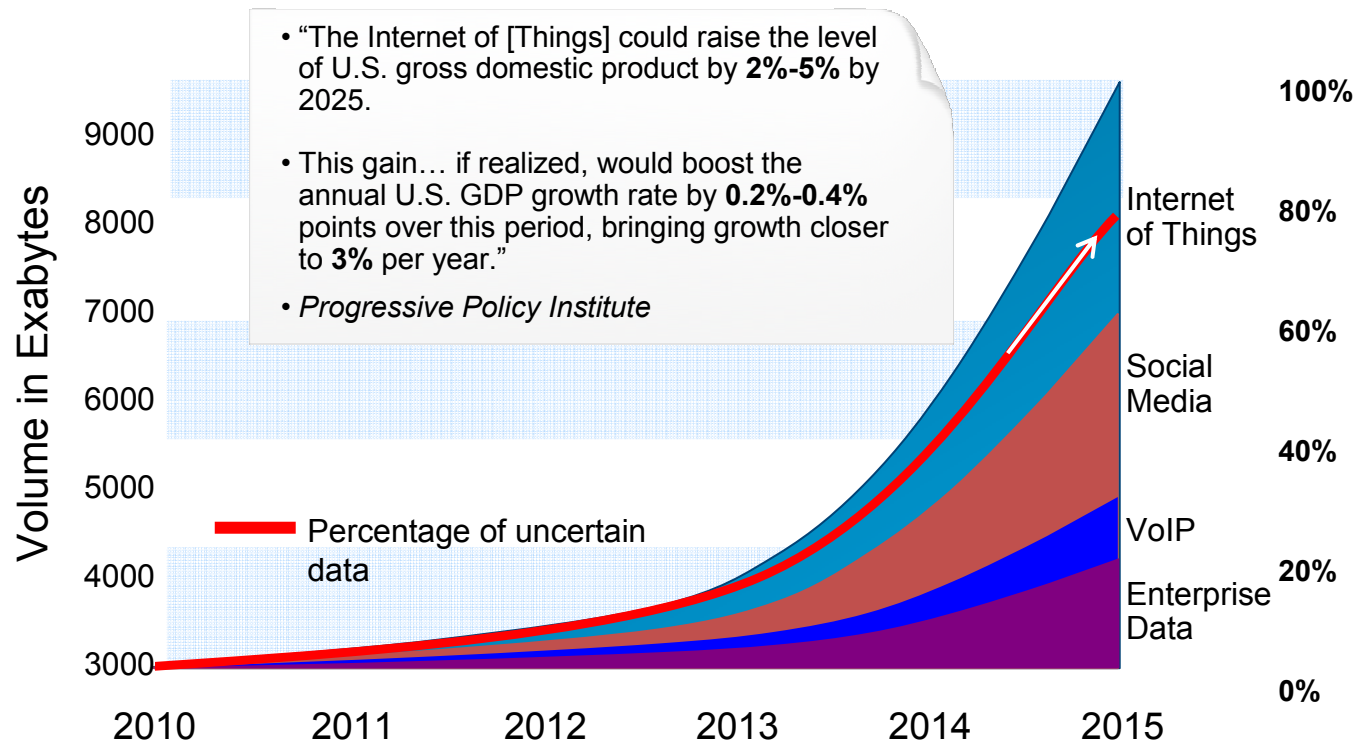


Internet of Things is the next Internet Frontier



Source: <http://www.digitalcommunities.com/articles/FutureStructure-The-New-Framework-for-Communities.html>

This is driving Big data volumes



GSMA “Connected Life” forecast \$4.5T in 2020

- Connected Life is everything that is connected and how they interact: cars, mobile devices, buildings, sensors **and people**

- Top Ten in 2020

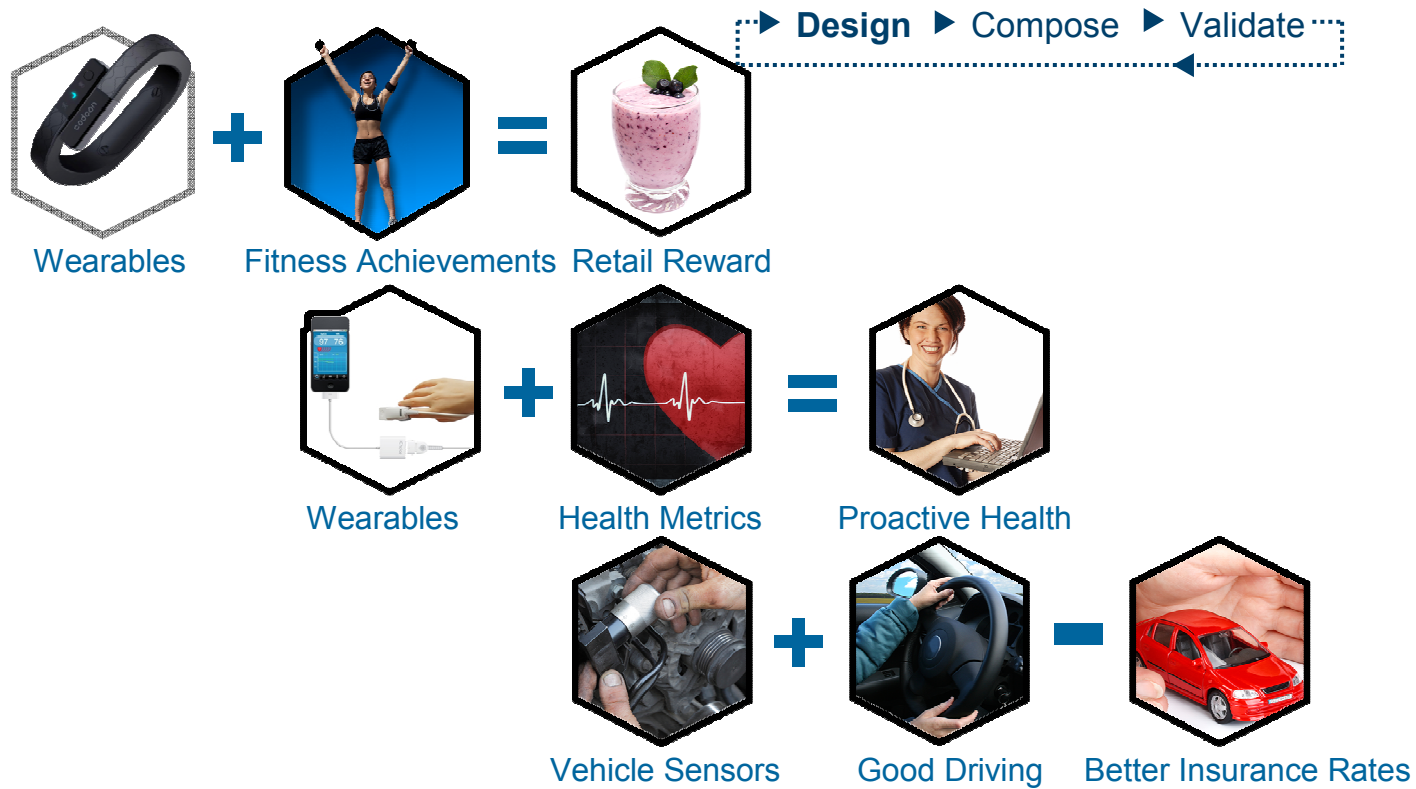
1. Connected Car	\$600 billion
2. Clinical Remote Monitoring	\$350 billion
3. Assisted Living	\$270 billion
4. Home and Building Security	\$250 billion
5. Pay-As-You-Drive Car Insurance	\$245 billion
6. New Business Models for Car Usage	\$225 billion
7. Smart Meters	\$105 billion
8. Traffic Management	\$100 billion
9. Electric Vehicle Charging	\$75 billion
10. Building Automation	\$40 billion

- [NY Times: A Messenger for the Internet of Things](#)
- [Wall Street Journal: IBM Tackles Machine to Machine Big Data Deluge](#)



Source: <http://www.globaltelecomsbusiness.com/article/2985699/Connected-devices-will-be-worth-45t.html>

Connecting the Internet of Things to revenue: wearables



The composable business in action – Wear2Rewards

Wear2Rewards idea in a nutshell



- 1 Gather data from wearables
- 2 Wear2Rewards plots data
- 3 Sends activity to Xtify
- 4 Xtify runs rules, triggers rewards

Design ▶ **Compose** ▶ Validate

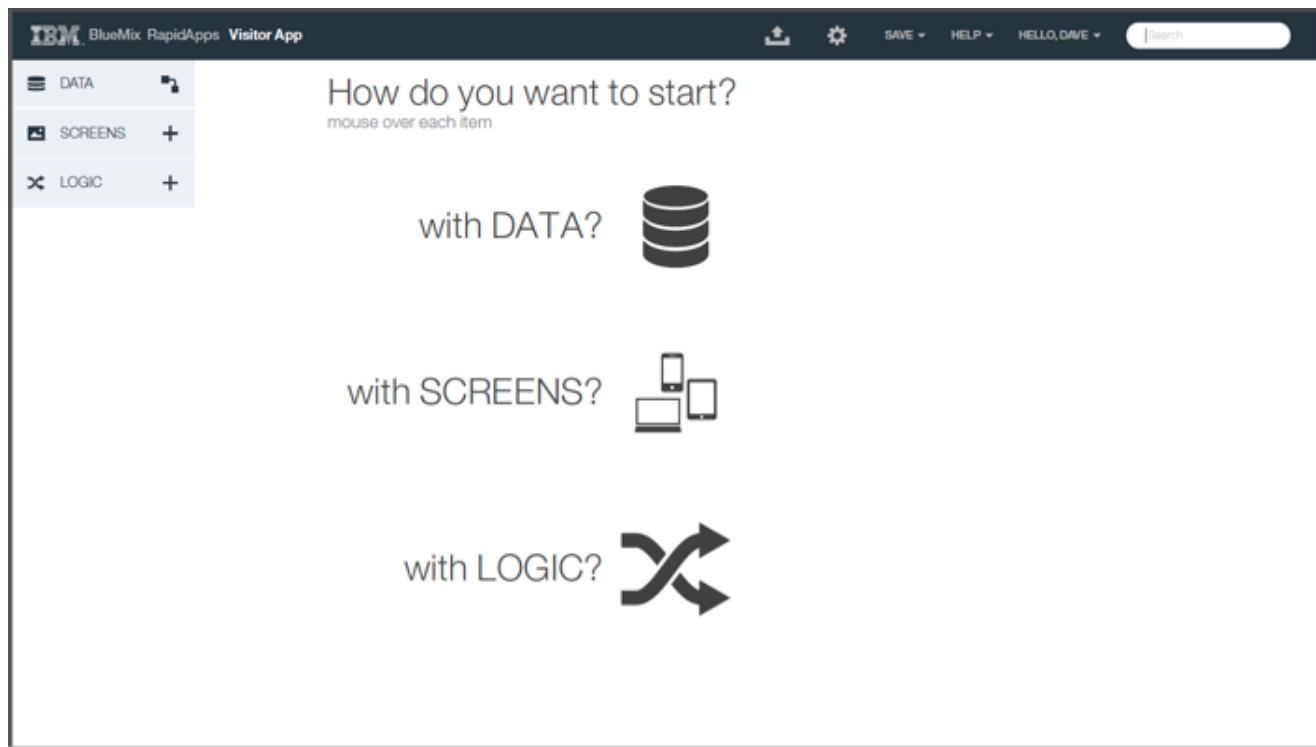


Wear2Rewards Application

Built by **RapidApps**



Rapid Apps allows you to rapidly build applications without lots of code



Xtify is a mobile web push service that let's you run mobile marketing campaigns

The screenshot shows the PushDEV website interface. The top navigation bar includes "PushDEV", "Get started", "Docs", "Get help", "Blog", and a search box. The main content area features the text "The simplest way to send mobile push notifications to your visitors" and an image of a laptop and smartphone displaying a notification. A "Free trial" button is visible. Overlaid on this is a "Campaign Manager" interface with the title "Campaign Manager" and subtitle "Create, Review and Edit Campaigns". It includes a "Current Workspace" dropdown set to "Default Workspace" and a "Campaigns for Application" dropdown set to "Wear2Revenue Application". Below this is a table of campaigns with columns for State, Schedule, Name, Description, and Actions.

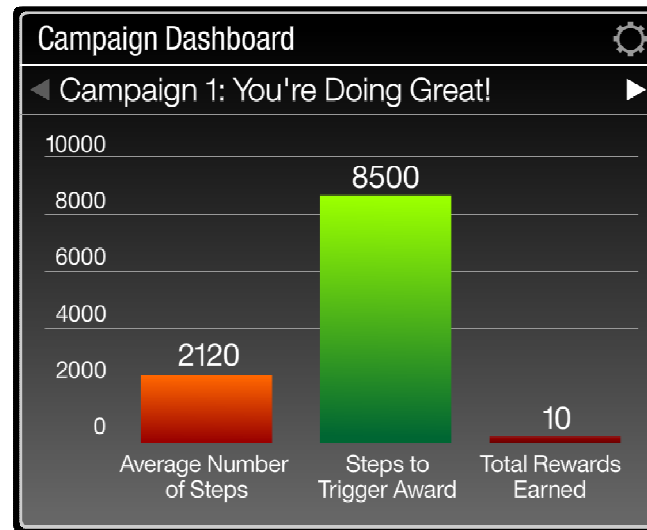
State	Schedule	Name	Description	Actions
Live	Always	A little motivation	Keep users motivated to reach their goals.	Edit
Live	Always	Earned Rewards	User has burned enough calories today to exceed their goal, so they have earned their reward.	Edit
Live	Always	Healthcare rebate offer	The user has achieved the monthly goal and qualifies for a discount on his health insurance.	Edit

Showing 1 to 3 of 3 entries

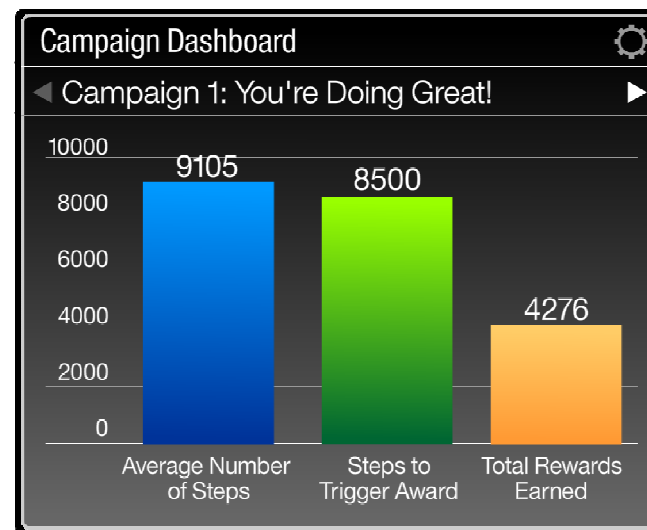
[New Campaign](#) [Getting Started](#)



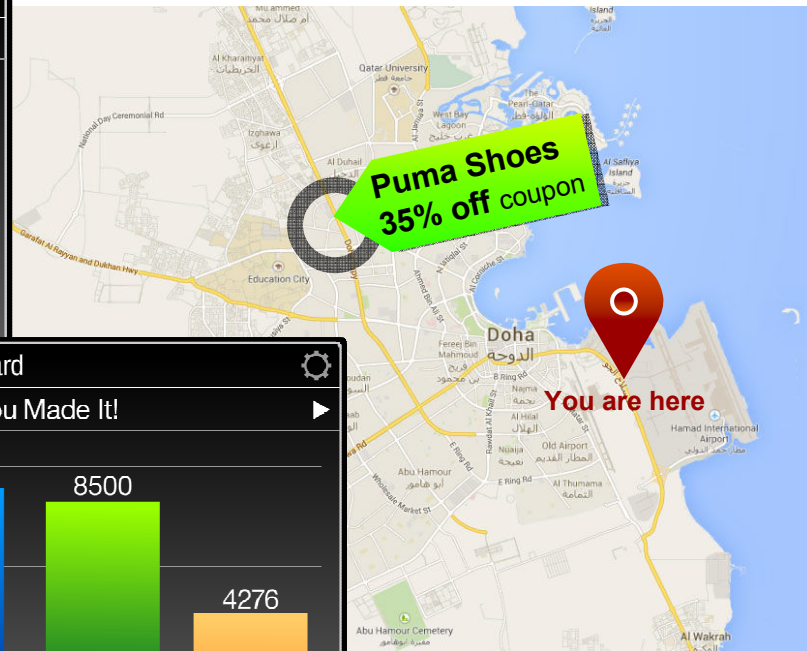
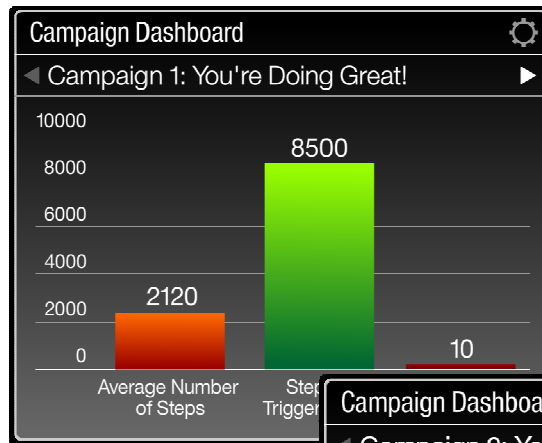
Modifying campaign on the fly



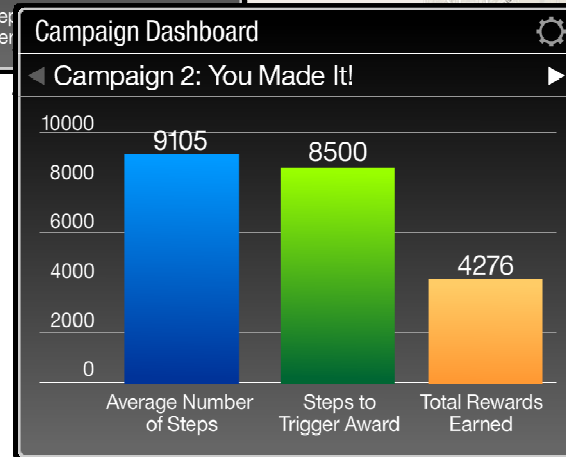
Modifying campaign on the fly



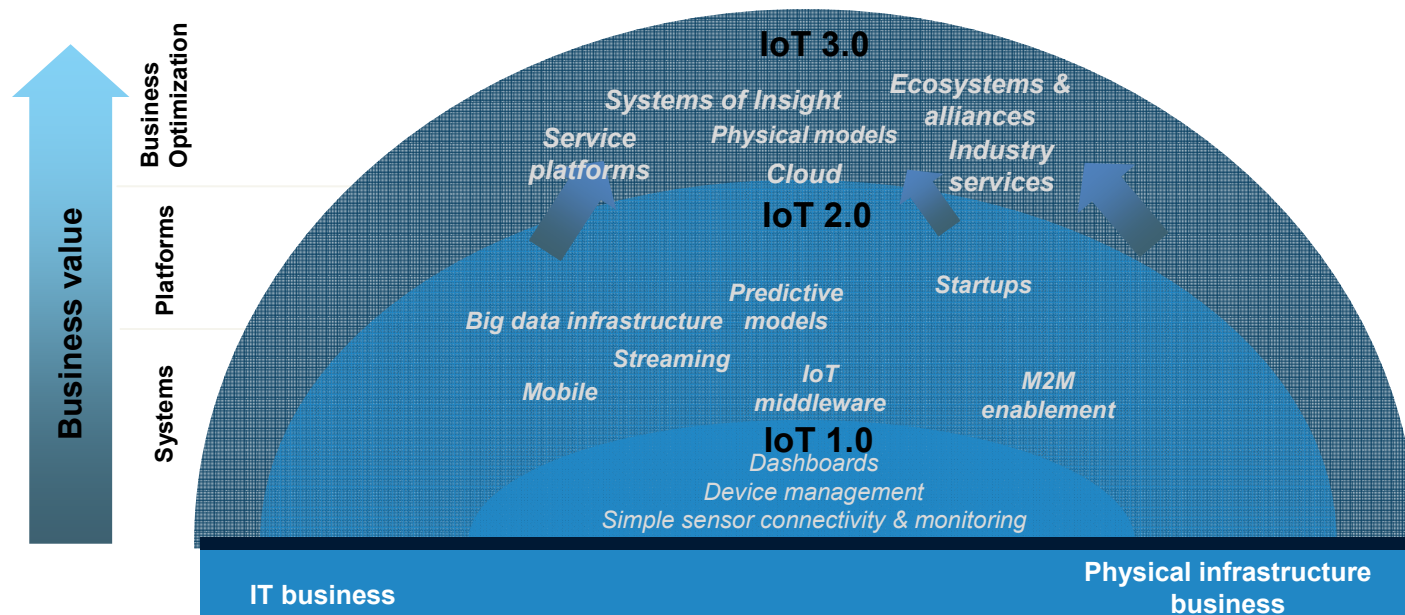
Modify campaign in real-time and add location awareness



Change rules in X-tify on the fly to change campaign and trigger rewards



Two worlds of technology are converging and much growth opportunity is at stake



IBM Ready Apps

Mobile applications pre-configured with core industry-standard functionality

- Extensible mobile app software developed on industry-leading IBM Worklight™ application development platform
- Built on a proven, flexible, and extensible Technology Stack
- API-enabled to support integration with third party and proprietary systems
- Template-driven development allows for easy branding, styling, and visual design
- IBM Worklight “write once, deploy many” eases challenges of fragmented device ecosystem

IBM Ready Apps provide clients with a critical “jump start” to the strategy, design, and development of their mobile ecosystem

- Address new market segments and improve productivity while reducing costs
- Accelerate strategy, design, and development of your mobile ecosystem
- Benefit from ongoing IBM investment in an innovative IBM Ready App enhancement roadmap

IBM Ready Apps Available Now

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



IBM empowers companies to build mobile apps to transform value chains

Mobile

Build, test, run and manage mobile apps and create new, secure interactions between customers, employees and partners.

Create mobile apps.

Quickly develop and deploy native, web or hybrid apps from a single code base and continuously delivery on any platforms.

Connect to systems of record.

Seamlessly and securely connect and synchronize rich mobile applications to enterprise data and services.

Use mobile information.

Collect, exchanges and act on information from sensors and mobile devices quickly, efficiently, and securely.

80%

Of apps are deleted once used



IBM empowers Internet of Things for better business outcomes.

Internet of Things

Connect and integrate devices.

Mobile and machine-to-machine communication within and beyond the enterprise.

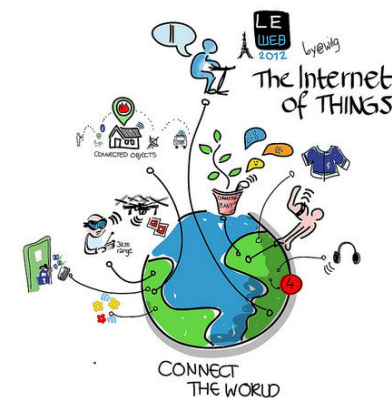
Capture and use information.

Collect data from a wide variety of traditional means and new interconnected devices and sensors.

Connect end to end from sensors to insights to actions to sensors and unlock new business possibilities from smarter devices and smarter applications.

Process large volumes of events.

Use real time analytics to enable better business outcomes and improve operational management and customer satisfaction.



100%

Throughput improvement, nearly eliminating queues

[Qantas](#)



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