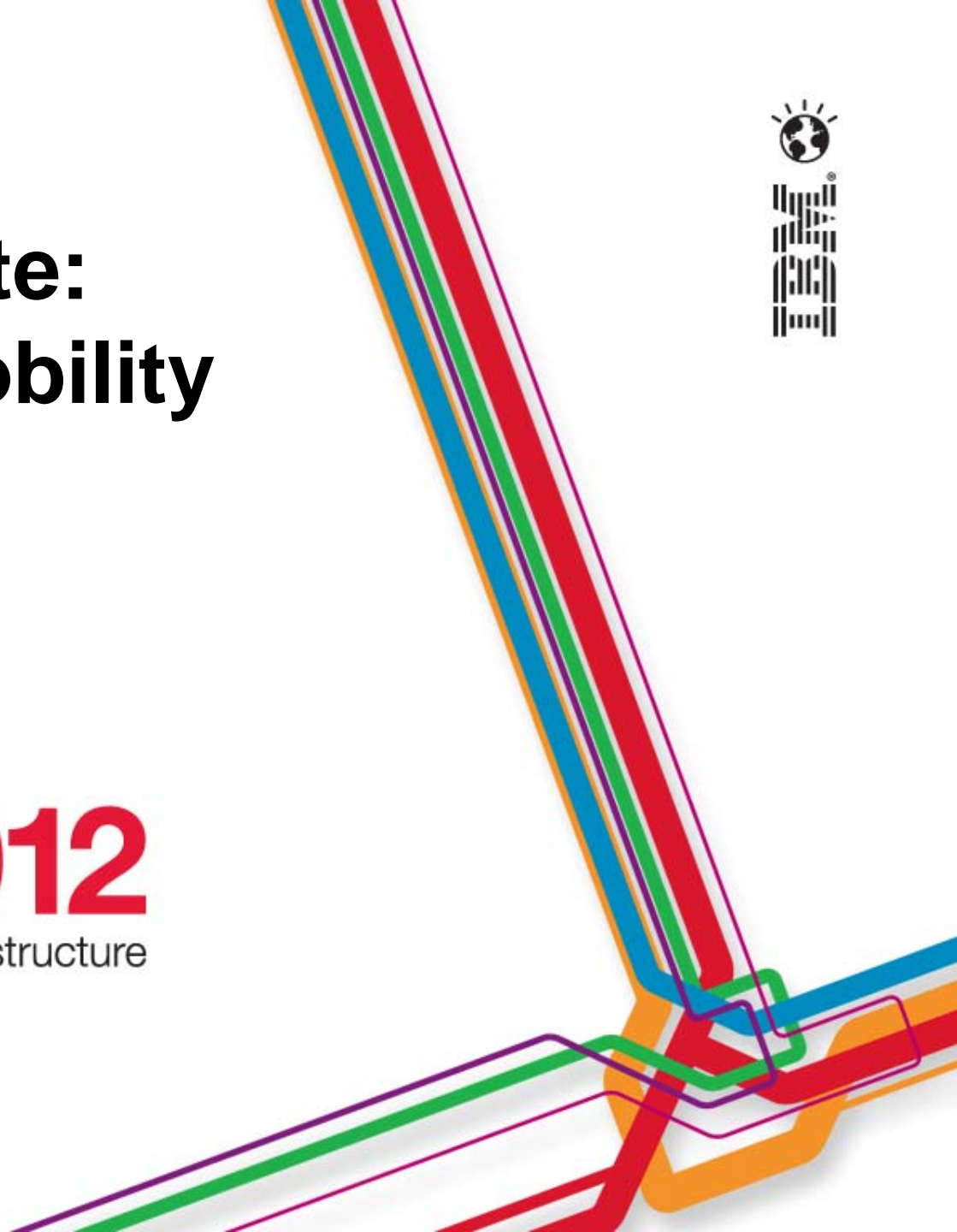


# Stream Keynote: Leveraging Mobility



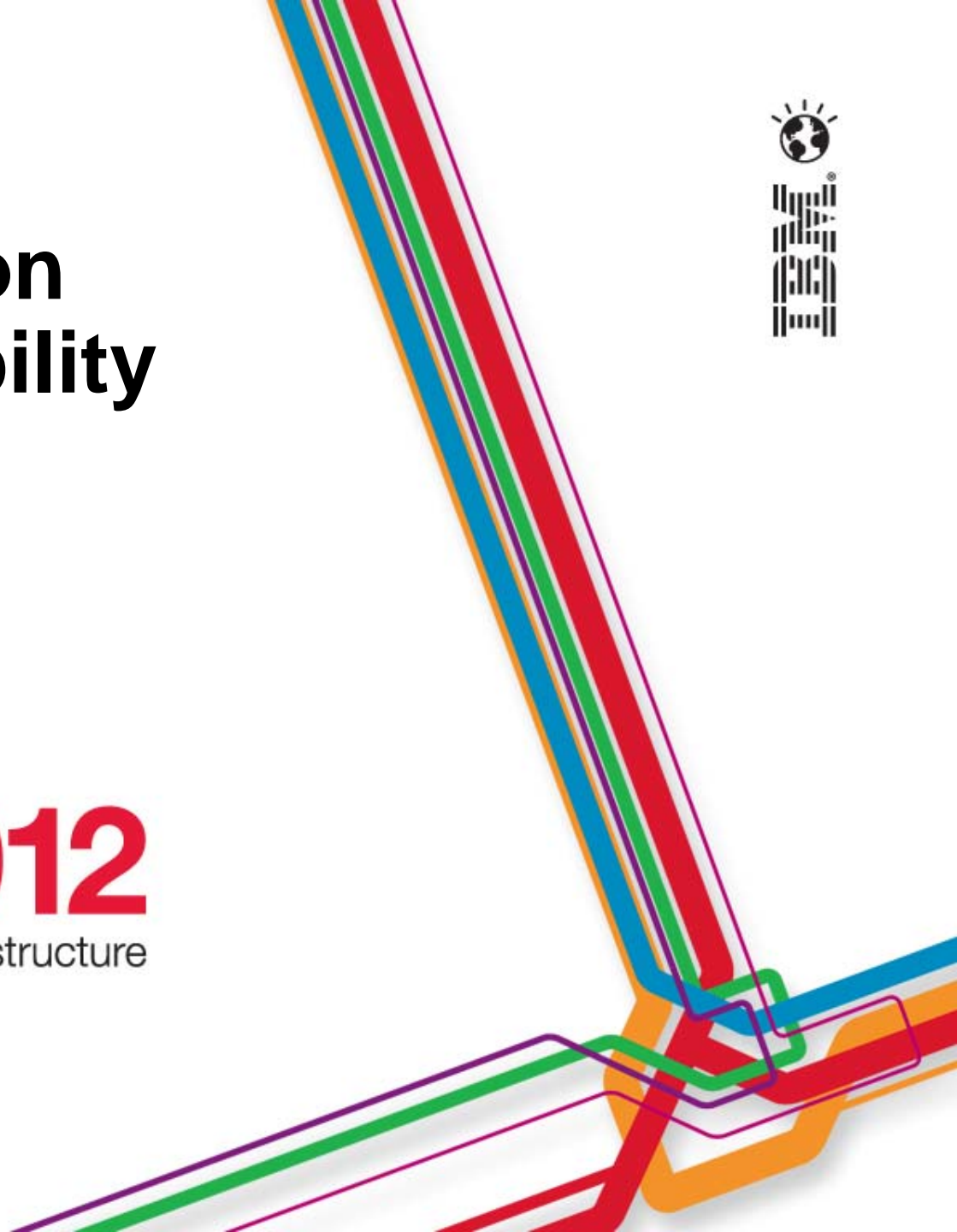
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# Perspectives on Managing Mobility



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# Bob Sutor

*Vice President, IBM Mobile Platform*

# Wing To

*Vice President, IBM Tivoli Strategy*

# Kevin Cavanaugh

*Vice President, Business & Technical Strategy  
IBM Collaboration Solutions*



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# Mobile: The Next Evolution in Computing

Banking

Insurance

Healthcare

Telecom

Retail

Government

Others

## IBM Enterprise Mobile Platform

Business Results

Extending business to mobile customers and workforce

Improve operational efficiencies and reduce costs

Differentiate the customer experience

Enable new services and business models



Workforce Optimization



Product and Service Innovation



Customer Care and Insights



3rd Party Mobility Services



Social Collaboration



User Notification



Location Services



Mobile Payments



Social Mobile Commerce



**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

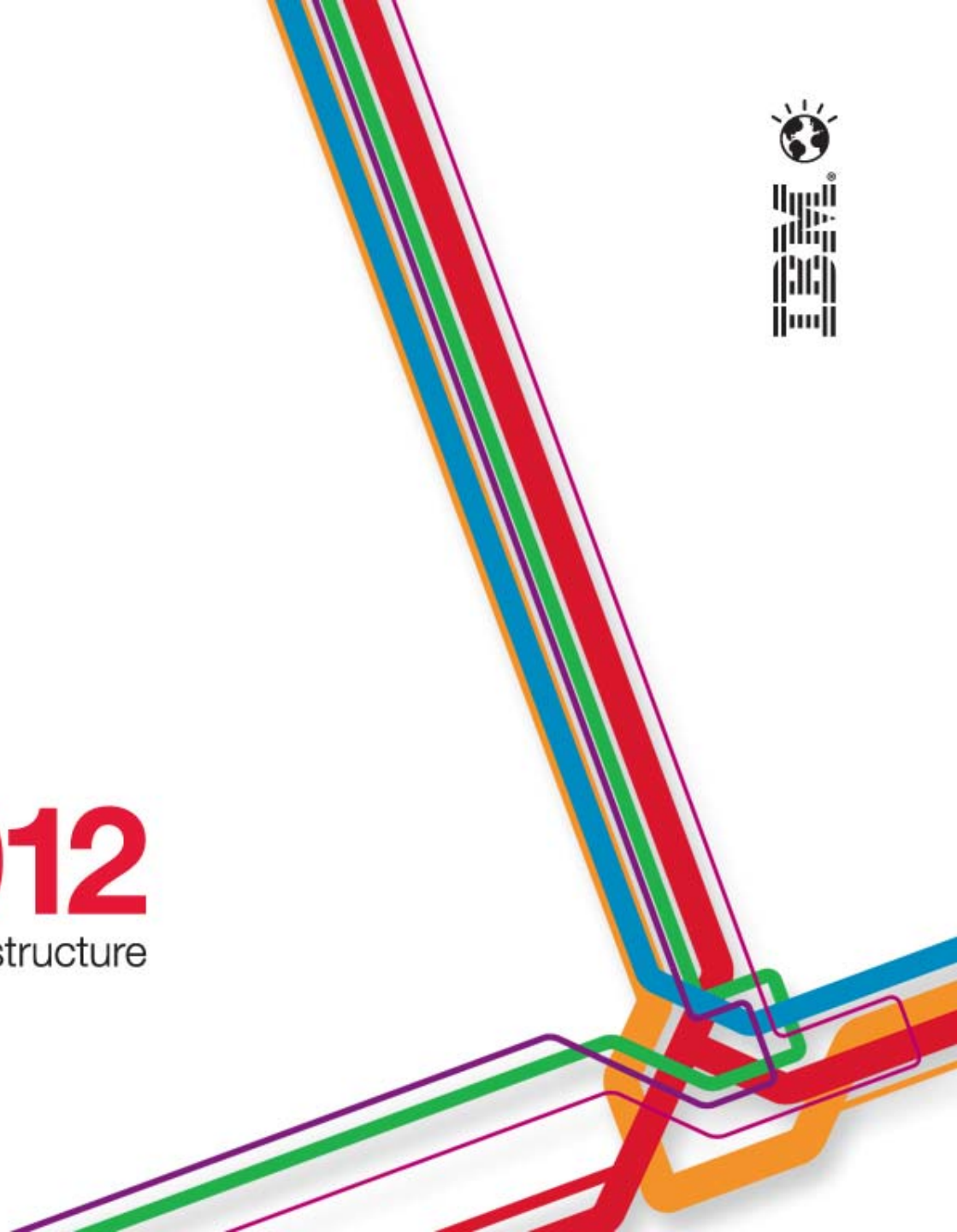


# Q & A



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