Stream Keynote: Leveraging Mobility

Perspectives on Managing Mobility

Pulse2012

Optimizing the World's Infrastructure

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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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