



IBM BusinessConnect

Stará Tržnica | 26. marec 2015 | Bratislava, Slovakia



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Inovácie Apple a IBM

Rainer Pirker

*MobileFirst Business Unit Executive
Central & Eastern Europe*



@RainerPirker





What first comes to your mind when you hear "IBM MobileFirst"?



IBM Continuous Innovation of Holistic Mobile First Enterprise Solutions

1H 2012



IBM acquired:
Worklight



IBM announced:
Endpoint Manager
for Mobile Devices

1H 2013



IBM acquired:
Urban Code DevOps
Platform



IBM announced:
MessageSight

1H 2014



IBM acquired:
Cloudant Database
as a Service



IBM announced:
Cross Industry Ready Apps



IBM acquired:
Tealeaf Analytics



IBM announced:
Security Access Manager for
Cloud and Mobile

2H 2012



IBM acquired:
Trusteer



IBM acquired:
Fiberlink



IBM acquired:
Xtify

2H 2013

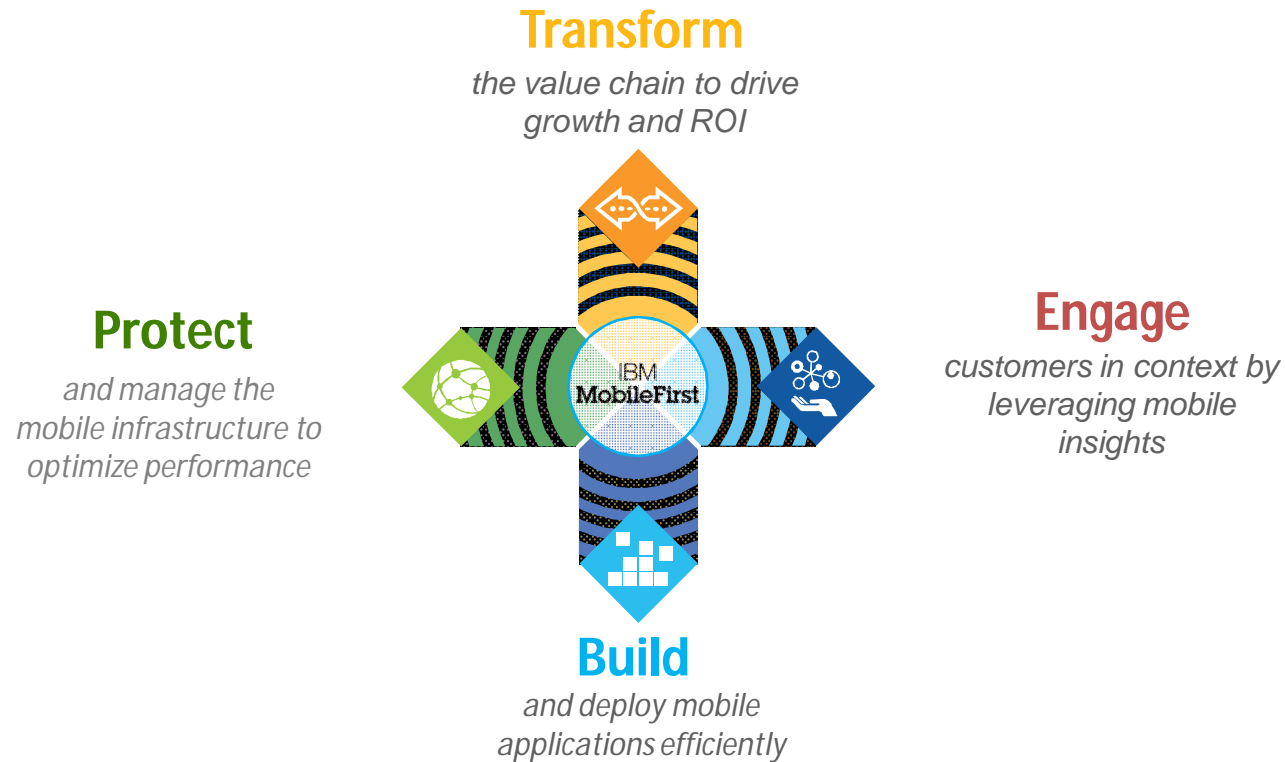


IBM announced:
Apple+IBM Partnership in
Enterprise Business

2H 2014



IBM MobileFirst Strategy: An integrated approach to capitalize on the mobile opportunity





Historic announcement: Apple and IBM strategic partnership

Enterprise solutions for iOS



IBM
MobileFirst
for iOS
Solutions

IBM MobileFirst
for iOS
Software
Services

IBM
MobileFirst
Supply,
Activate, and
Manage



“We’re scaling the enterprise down into the hands of the individual.”

Ginni Rometty
Chairman, President, and CEO, IBM

“This is a radical step for enterprise and something that only Apple and IBM can deliver.”

Tim Cook
CEO, Apple

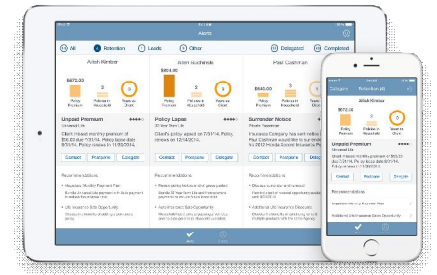




IBM MobileFirst for iOS Solutions

IBM MobileFirst for iOS Solutions

- Designed to transform enterprise mobility
- Made for iPhone and iPad
- Driven by big data and analytics
- Unique apps only Apple and IBM can deliver



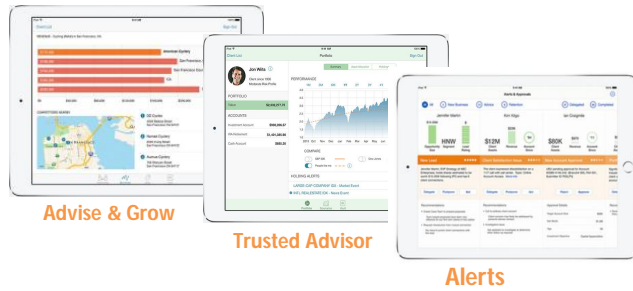


IBM MobileFirst for iOS Solution Portfolio

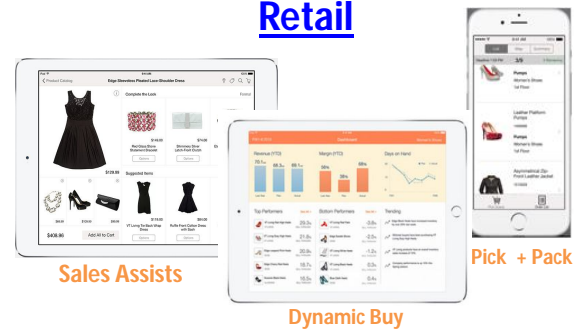
Currently Available Applications



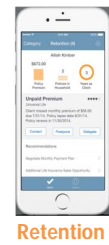
Banking and Financials



Retail



Insurance



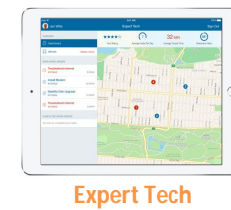
Travel & Transportation



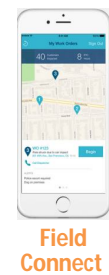
Government



Telco



Energy & Utilities





IBM MobileFirst Platform for iOS

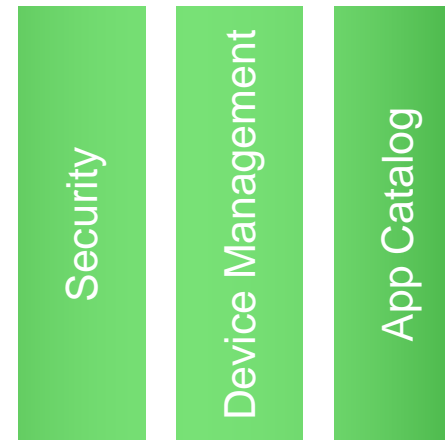
IBM MobileFirst Platform for iOS

Development Platform



IBM MobileFirst Protect for iOS

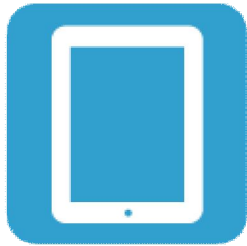
Mobile Device Management



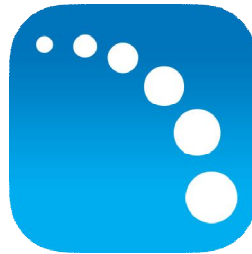
Systems of Record



SAM – 15 minutes from unboxing to full deployment



+



+



Apple devices on FMV lease
AppleCare for Enterprise
GARS buyback

MobileFirst Protect

MobileFirst Managed
Mobility Services



[2014 Forrester recognized leader in Enterprise Mobility Management](#)



[2014 Gartner recognized leader in Managed Mobility Services](#)



Enterprise Service and Support



- **Apple**
Comprehensive support for Apple hardware and operating systems
Coverage for IT departments and end users
- **IBM**
Onsite repair or replacement for Apple-enrolled iOS devices

Purchase through IBM or Apple Authorized Reseller



The iOS offering portfolio is designed to address the fundamentals of a changing mobile landscape.

An enterprise mobile strategy...

requires native applications...

built with an industrial platform...

on corporate owned devices...

that are fully supported end-to-end.



IBM
MobileFirst
for iOS
Solutions

IBM MobileFirst
for iOS
Software
Services

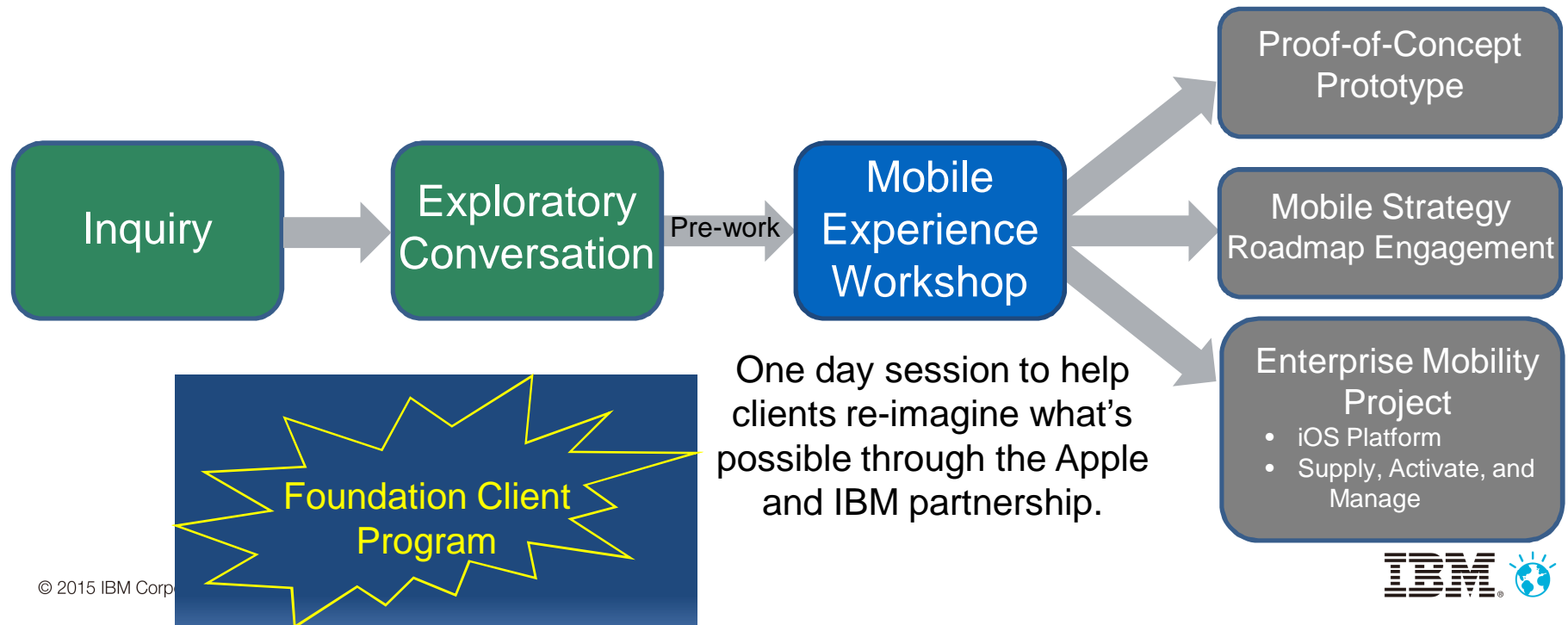
IBM
MobileFirst
Supply,
Activate, and
Manage





The Mobile Experience Workshop

To be presented as the recommended approach in defining potential Enterprise Mobile Solution for the client.





Why to chose IBM

<p>200+ IBM SOFTWARE APPS are available today in App Stores, with almost 1,000,000 downloads</p>	<p>IBM named A LEADER among Global Digital Marketing Agencies</p>	<p>IBM named A LEADER in Application Security Testing</p>
<p>100% OF THE TOP 100 communication service providers use IBM software</p>	<p>IBM named A LEADER in Mobile Application Development Platforms</p>	<p>Software & Information Industry Association (SIIA) honored IBM</p> <p>for Best Mobile Development Solution (May 2013) //CODiE// 2013 SIIA CODIE WINNER</p>
<p>IBM is cited as A LEADER in app design and managed services</p>	<p>OVER 250 business partners working with IBM to deliver mobile solutions</p>	<p>IBM has helped transform NEARLY 4,000 COMPANIES with mobile</p>



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Thank you!



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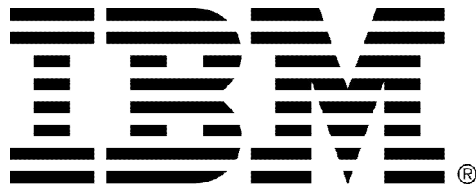
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