

# The IBM Mobile Foundation

*For mobile development, device management and connectivity*



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## Highlights

- Manage the complexity of today's mobile environments
  - Reduce cost
  - Strengthen governance
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In today's mobile world, leaders are transforming the way their organizations interact with customers, partners and employees. These leaders are implementing mobile strategies that enable them to:

- Build, connect and run a growing portfolio of mobile apps for customers, partners and employees.
- Manage and better secure mobile apps and data on a variety of mobile devices.
- Extend existing capabilities to mobile users and transform the business to yield new opportunities.

The IBM Mobile Foundation offering is designed to bring together the key mobile capabilities that organizations require into a single integrated package, and help them to address the full array of challenges and opportunities that the mobile channel presents. IBM Mobile Foundation delivers a range of application development, connectivity and management capabilities that support a wide variety of mobile devices and mobile-app types.

The IBM Mobile Foundation offering includes:

- IBM Worklight to help you build, run and manage cross-platform mobile apps.
- IBM® WebSphere® Cast Iron® Hypervisor Edition to help you connect mobile apps to cloud and back-end systems.
- IBM Endpoint Manager for Mobile Devices to help you control and manage end-user devices.

IBM Mobile Foundation is available in two configurations:

- Enterprise Edition—A business-to-enterprise (B2E) package, with Worklight, Cast Iron Hypervisor Edition, and Endpoint Manager for Mobile Devices. Used by enterprises to manage internal apps.
- Consumer Edition—A business-to-consumer (B2C) package, with Worklight and Cast Iron Hypervisor Edition. Used for commercial and customer-facing apps.

IBM Worklight and IBM Endpoint Manager for Mobile Devices can be purchased as standalone products.



## IBM Worklight

IBM Worklight is an open mobile solution for smartphones and tablets that helps organizations of all sizes to efficiently develop, run and manage HTML5, hybrid and native apps. IBM Worklight makes the most of standards-based technologies and does not employ automatic code translators, proprietary interpreters or unpopular scripting languages. IBM Worklight helps reduce time to market, manage the cost and complexity of development, and enable a rich user experience throughout multiple devices. Using this technology, developers can maximize the reusability of the code base, and can optimize the app for the unique design and functional requirements of its intended environment.

- Develop rich mobile apps using standards-based technologies.
- Leverage the growing ecosystem of third-party libraries and frameworks.
- Connect to a variety of back-end enterprise systems and cloud-based services.
- Control and manage a portfolio of mobile apps from one central interface.

## WebSphere Cast Iron Hypervisor Edition

WebSphere Cast Iron Hypervisor Edition, part of the WebSphere Cast Iron Cloud integration product family, lets you rapidly connect your company's hybrid world of public clouds, private clouds and on-premise applications. This solution helps keep your focus on speed and simplicity. Make the most of a "configuration, not coding" approach to integration. Reduce application connectivity projects to days, cutting both time and costs. Expect your organization's business-critical data to be made available throughout your applications and devices.

- Unlock and connect business information from cloud and on-premise applications; ready your information for mobile consumption.
- Extend business services through scalable web API management; publish services to the widest community and consumption models more easily.
- Enable a broad network of internal and external developers; incorporate services into new apps through a centralized portal.

## IBM Endpoint Manager for Mobile Devices

IBM Endpoint Manager for Mobile Devices (built on IBM BigFix® technology) helps you address the issues of security, complexity and "bring your own device" (BYOD) policies that challenge support for a mobile workforce. Scaling to manage up to 250,000 endpoints from a single management server, this solution operates on a lightweight infrastructure with minimal demands on your bandwidth, making it a strong solution for even the largest mobile environments.

- Unify management and security of mobile devices, point-of-sale (POS) devices, desktops, laptops and servers.
- Secure and manage employee-owned or company-issued devices. Preserve the native device experience and employee privacy.
- Deploy and manage enterprise apps through a private app store. Optimize employee self-service to reduce support costs associated with mobile devices.

The IBM Mobile Foundation offering is designed to integrate with other IBM solutions to support the entire lifecycle of your mobile initiative.

## For more information

To learn more about the IBM Mobile Foundation offering, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: [ibm.com/software/mobile-solutions/](http://ibm.com/software/mobile-solutions/)

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Produced in the United States of America  
April 2012

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