Unleashing the Power of Enterprise Mobility

Business Gets Social **2012**

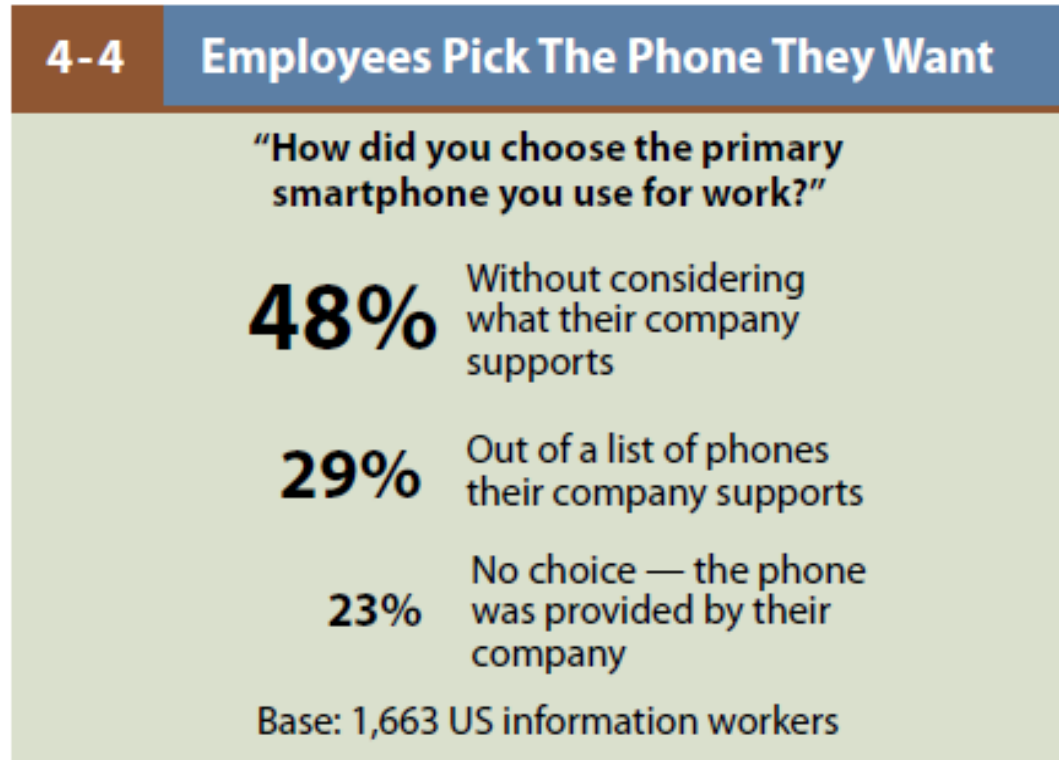IBM Software Roadshow

ibm.com/socialbusiness/events

Agenda

- IBM mobile strategy for Social Business

- What we delivered in 2011

- Mobile applications strategy

- What's coming next?

2011: the year of mobile consumer choice

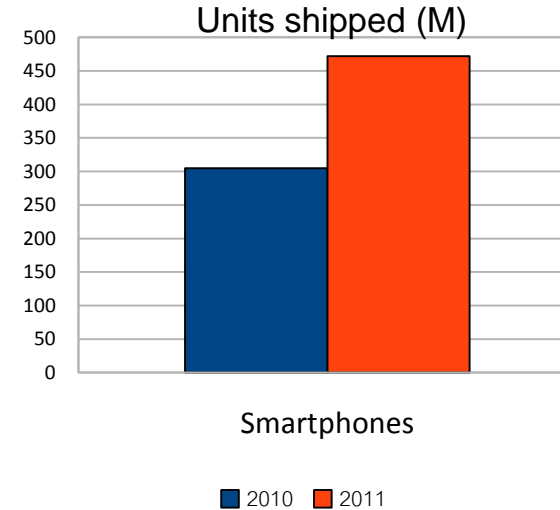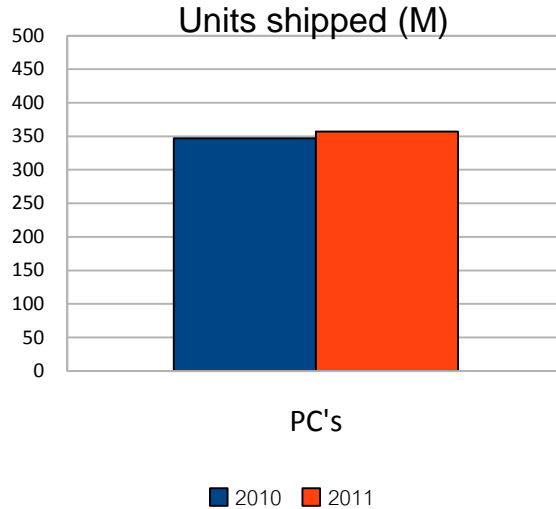'Bring Your Own Device' (BYOD) now accepted by most enterprises

4-4   Employees Pick The Phone They Want

"How did you choose the primary smartphone you use for work?"

48% Without considering what their company supports

29% Out of a list of phones their company supports

23% No choice — the phone was provided by their company

Base: 1,663 US information workers

Forrester Research, Inc., The State Of Workforce Technology Adoption: US Benchmark 2011, September 2011

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2011: Mobile devices surpass PC sales

Smartphone sales exceed laptops and PC sales for first time

Units shipped (M) — PC's

(Bar chart: 2010 ~345, 2011 ~355)

2010 ■ 2011 ■

Units shipped (M) — Smartphones

(Bar chart: 2010 ~305, 2011 ~470)

2010 ■ 2011 ■

- Tablets,tablets, tablets

- Executives bringing personal tablets to work

- Deployments for customer facing roles
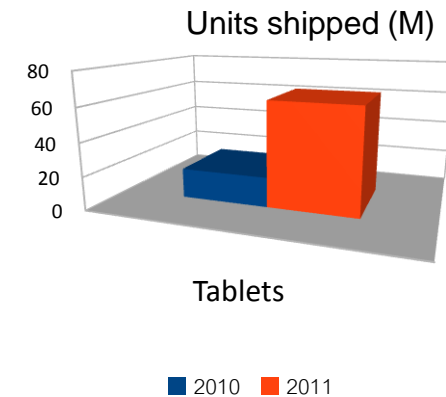
Units shipped (M) — Tablets

(Bar chart: 2010 ~20, 2011 ~65)

2010 ■ 2011 ■

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Enterprise reactions to BYOD

"People were asking,
'Why can't I get my [work]
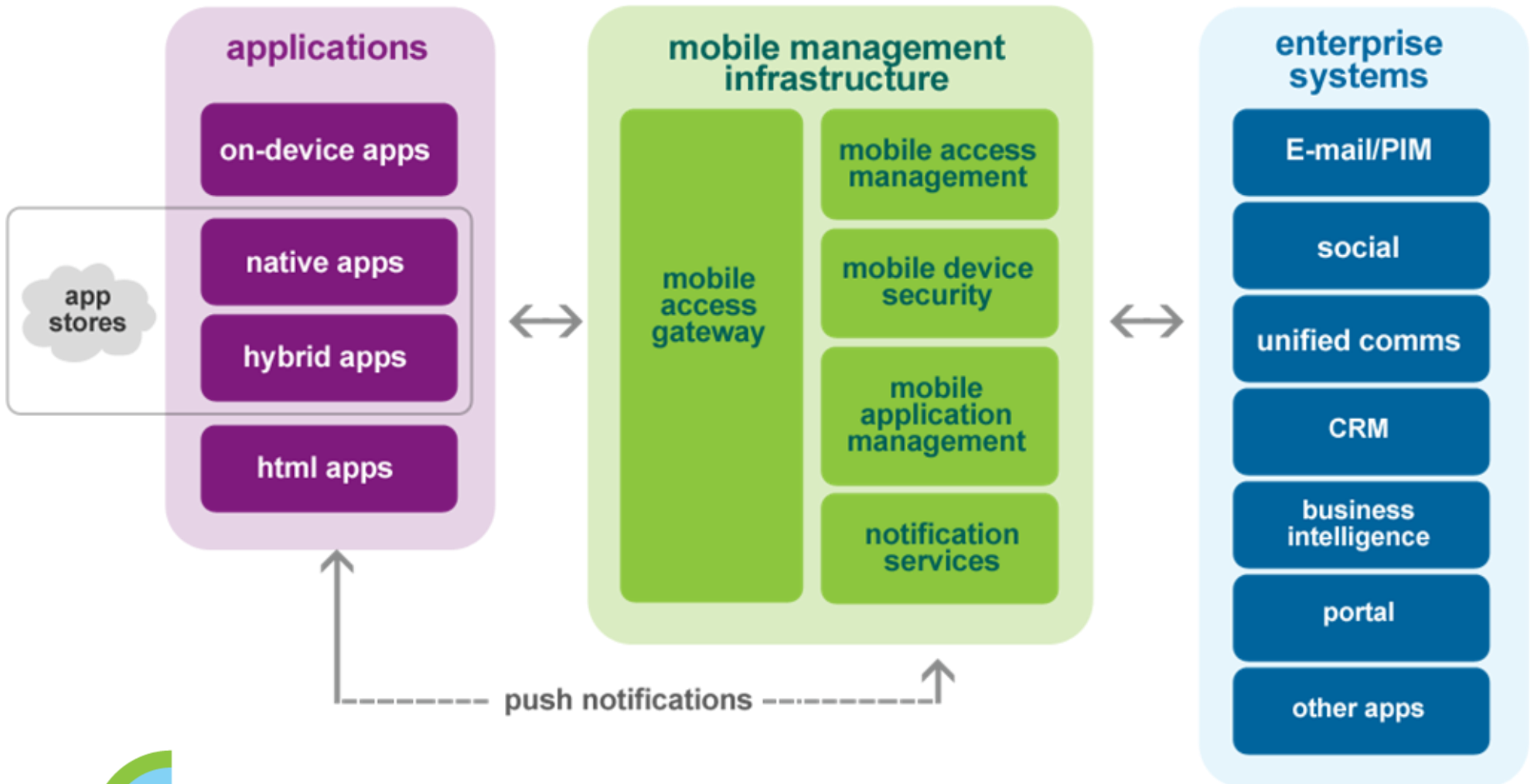e-mail on my own phone?"

Linda Van de Wiele, Director of Collaboration,
Global IT, Colgate Palmolive
MIT Technology Review, August 2011

"At IBM, we are taking steps to
fortify the infrastructure and
device management to
guarantee that the phone has
not been hacked or jail-
broken."

Bill Bodin, IBM Mobility CTO
Computerworld, October 2011

Enterprise are implementing architectures for secure mobile access

applications
- on-device apps
- native apps
- hybrid apps
- html apps

app stores

mobile management infrastructure
- mobile access gateway
- mobile access management
- mobile device security
- mobile application management
- notification services

enterprise systems
- E-mail/PIM
- social
- unified comms
- CRM
- business intelligence
- portal
- other apps

push notifications

Transforming business processes with mobility

Clients are asking IBM...

How can we do market segmentation in real time?

How do we enable our sales force more efficiently?

How can we accelerate new product development and time to market?

IBM Enabling Services and Technologies

Mobility

Big data

Analytics

Consulting: Change Management & Transformation

Social Business Process Management

Social Networking

Social Content

GRC & Security

Clients Business Outcomes

Customer Care and Insight

Workforce Optimization

Product & Service Innovation

IBM Social Business: Mobile Vision

- A comprehensive suite of mobile solutions for social business

- Device appropriate interfaces for the leading mobile devices - smartphones and tablets

- Apple®, Android, BlackBerry®, Nokia

- Supported by enterprise governance and security capabilities

- Mobile application extensions and embedded OpenSocial experiences to build mobile social business solutions

IBM Mobile Social Business Architecture

Social Business Applications	Installable Mobile Applications						Mobile Web Applications	Mobile Sites
	Mail	Calendar	UC	Meetings	Social	Custom Apps	XPages, Portlets, Mail, Calendar, Contacts, Chat...	Multiple Applications Content Management Common • Security • Personalization • Customization

Developer Tools

Domino Designer, Web Experience Factory, Rational Social Business Toolkit, Mobile Technology Preview

Device Management	Connectivity, Management, Security **IBM Lotus Notes Traveler, IBM Lotus Mobile Connect, IBM Tivoli MDM, partners**	BlackBerry Enterprise Server

Device Platforms	Android	Apple	Nokia Symbian	BlackBerry

Delivery Methods	On premise	Cloud

Mobile Roadmap for Social Business
Support for Microsoft Windows Phone

- IBM intends to support Microsoft Windows Phone in a future release of IBM Lotus Notes Traveler for email, calendar and contacts

- Support Nokia Lumia smartphones and others

- Beta anticipated in 1H 2012

- Other IBM social mobility solutions on roadmap
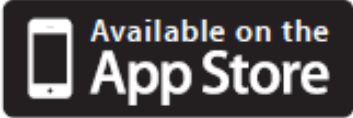
Agenda

- IBM mobile strategy for Social Business

- **What IBM delivered in 2011**

- Mobile applications strategy

- What's coming next?

2011 was the year of mobile apps at IBM

21 collaboration apps

44 new releases

Market reaction

"IBM Equips IT To Welcome Holiday iPads"

InformationWeek
THE BUSINESS VALUE OF TECHNOLOGY

"IBM launches enterprise social collaboration apps for tablets"

THE WALL STREET JOURNAL.

"IBM Makes iPad, Android Tablets Ready for the Enterprise"

eWEEK

"Go Ahead, Bring Those Holiday Gadgets to Work"

GIGAom

"IBM announces a bouquet of mobile apps to support the bring-your-own-device habit"

twitter

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IBM Lotus Notes Traveler in 2011

Fall '11

Traveler 8.5.3
- iOS5: folder mgt and follow-up flags
- Android 3.x tablet support
- Android widgets for mail and calendar
- Many Android mail & calendar updates
- Nokia Symbian^3 support, HTML mail
- Many more improvements

Spring/Summer '11

Traveler 8.5.2.x updates

- iOS application data wipe
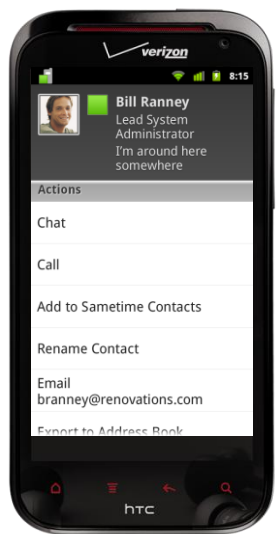
- Domino encrypted mail for Android

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IBM Software Roadshow
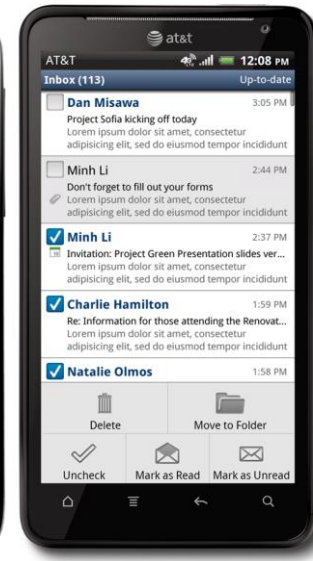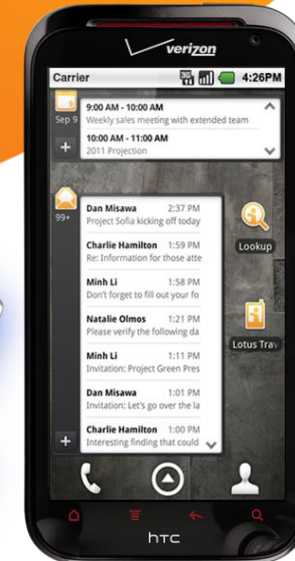
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IBM Sametime Mobile in 2011

Fall '11

New iPhone/iPad app (8.5.2 IFR1)

- Presence and IM chat
- Apple push notifications
- Sametime Unified Telephony dialer
- iOS 5 support

Summer '11

New Android app (8.5.2)

- Presence and IM chat
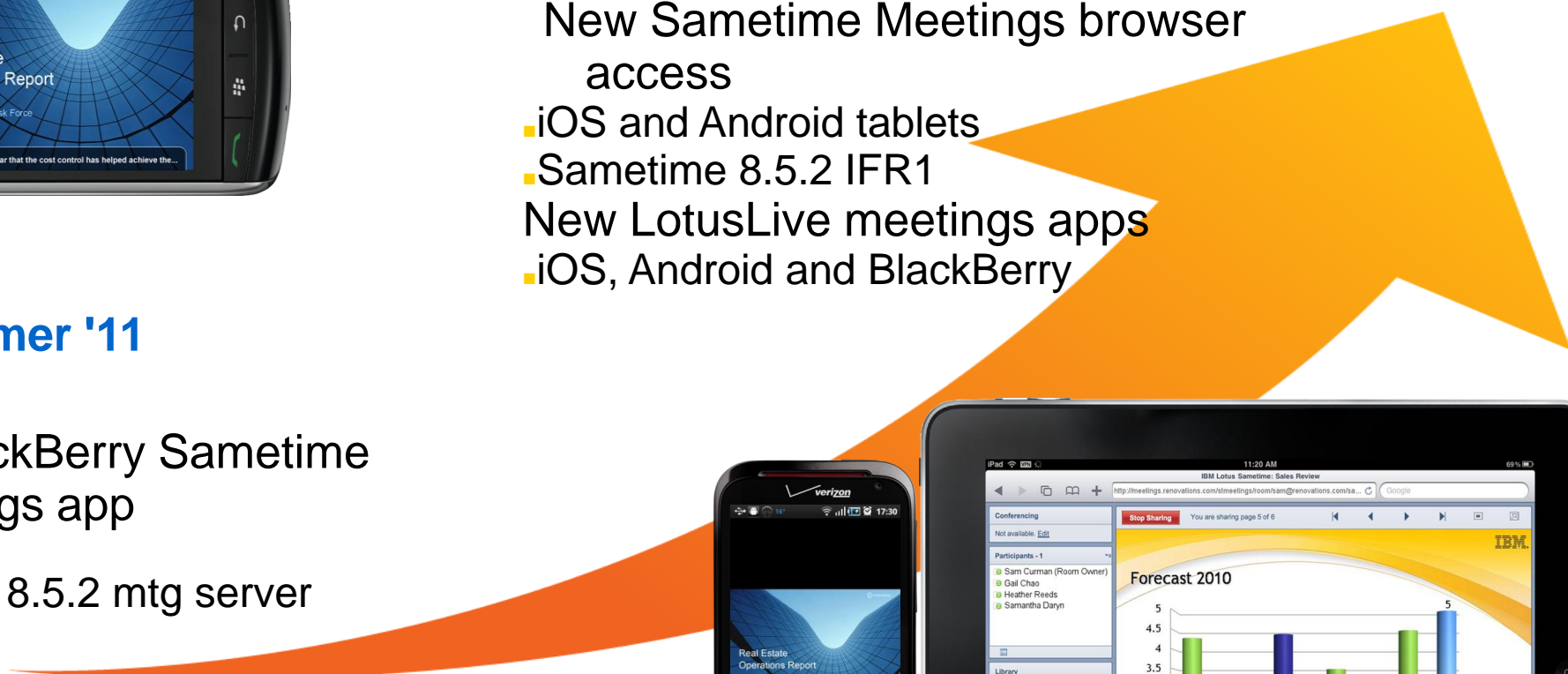- Sametime Unified Telephony dialer
- Now on Android Marketplace

BusinessGets**Social**2012
IBM Software Roadshow

IBM mobile meetings in 2011

Fall '11

New Sametime Meetings browser access
- iOS and Android tablets
- Sametime 8.5.2 IFR1

New LotusLive meetings apps
- iOS, Android and BlackBerry

Summer '11

New BlackBerry Sametime meetings app

- Sametime 8.5.2 mtg server

IBM Connections Mobile in 2011

New iPad® app

- Tablet optimized UI

- Round trip editing

- iOS 5 support

BlackBerry app

- OS7 support

- Performance improvements

Summer '11

New Connections app

- Home page

- Media Gallery

- Ideation Blogs

- iOS, Android and BlackBerry

Update mobile browser access

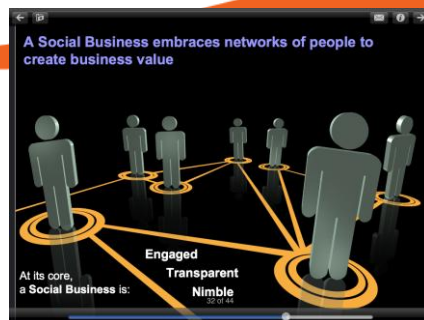**Business** Gets Social **2012**
IBM Software Roadshow

IBM Lotus Symphony Viewers

Fall '11

- Use your mobile device as a presentation source

- View Symphony and Open Office (Open Document Format) files
  - Presentations – full, high fidelity (.odp)
  - Spreadsheets (.ods)
  - Text documents - with embedded graphics (.odt)

- Launch stand-alone or as a viewer for other apps

- Available in Apple App Store and Android Marketplace

Business Gets Social **2012**
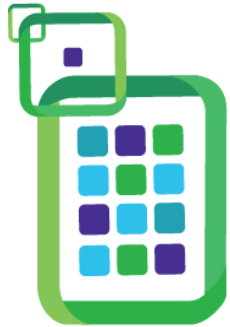IBM Software Roadshow

Agenda

- IBM mobile strategy for Social Business

- What IBM delivered in 2011

- **Mobile applications strategy**
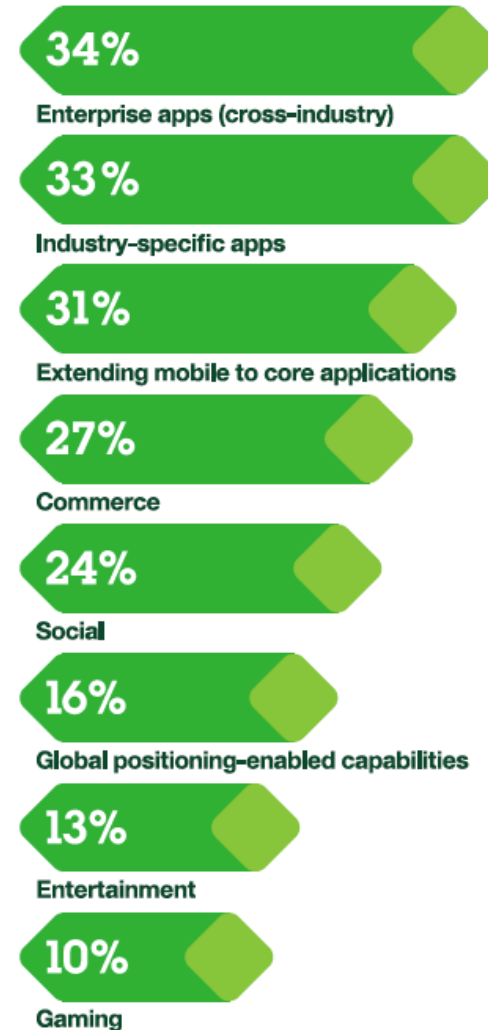
- What's coming next?

Mobile applications development & security "in demand"

Findings of the 2011 IBM Tech Trends Report

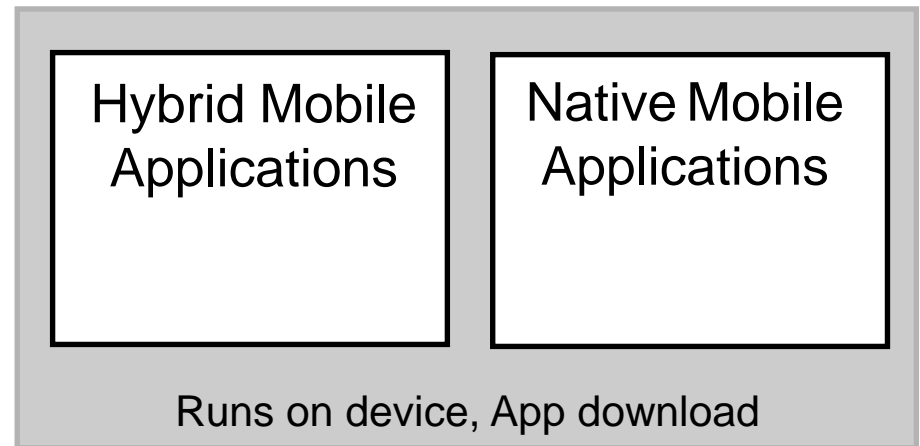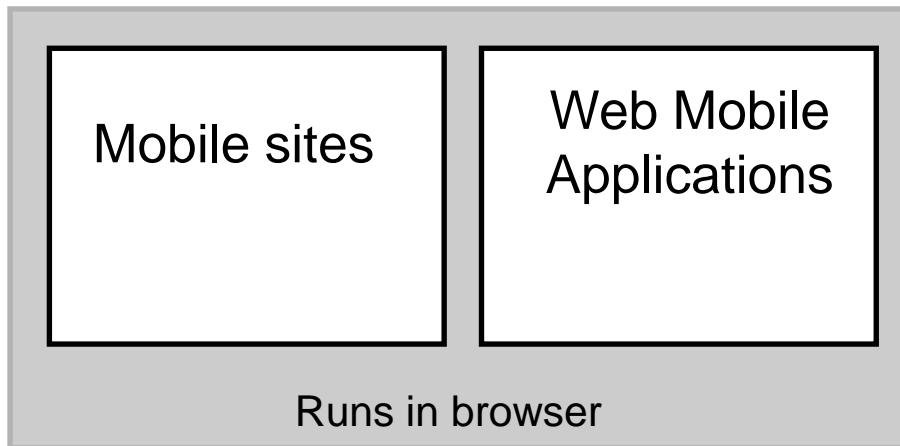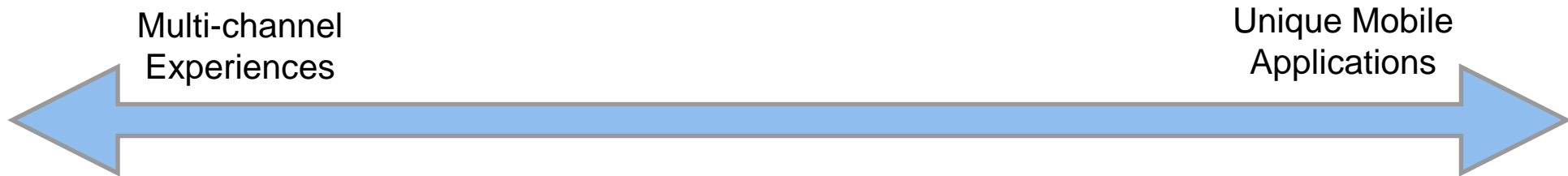**Focus areas for mobile computing adoption (n=3885)**

- Mobile is viewed by respondents as the second most "in demand" area for software development"

- Security/privacy and the cost of developing for multiple mobile platforms are cited as the top mobile adoption concerns (53% and 52% respectively)

34%	Enterprise apps (cross-industry)
33%	Industry-specific apps
31%	Extending mobile to core applications
27%	Commerce
24%	Social
16%	Global positioning-enabled capabilities
13%	Entertainment
10%	Gaming

Spectrum of mobile development approaches

Multi-channel Experiences ← → Unique Mobile Applications

Mobile sites	Web Mobile Applications	Hybrid Mobile Applications	Native Mobile Applications

Runs in browser — **Runs on device, App download**

Multiple web apps
- Shared auth/security
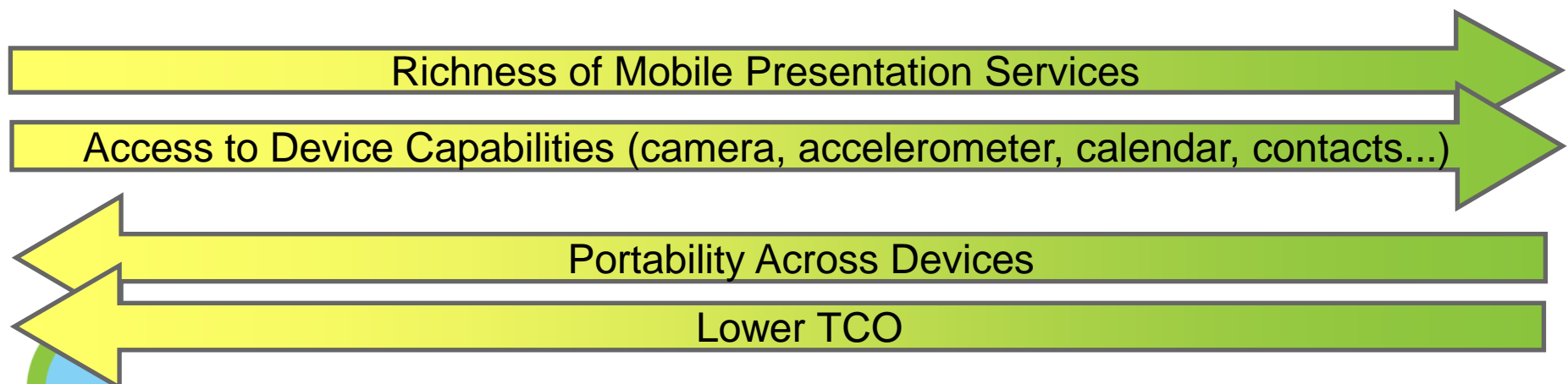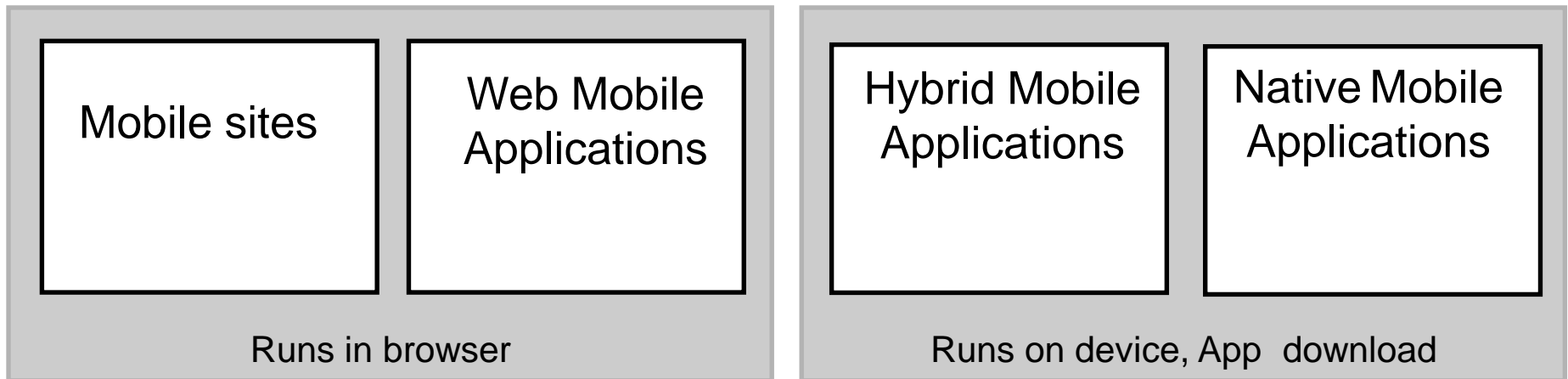- Content management
- Personalization

Standalone web apps

Standalone on-device apps

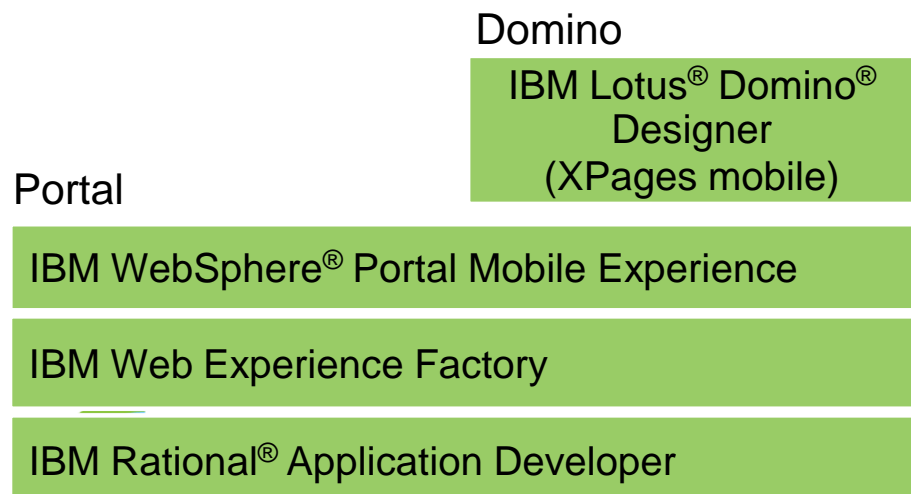Traveler
Sametime
Connections
Lotuslive Meetings
Symphony

Trade-offs of mobile development approaches

Mobile sites	Web Mobile Applications	Hybrid Mobile Applications	Native Mobile Applications
Runs in browser		Runs on device, App download	

Richness of Mobile Presentation Services →

Access to Device Capabilities (camera, accelerometer, calendar, contacts...) →

← Portability Across Devices

← Lower TCO

IBM Tools for Mobile Application Development

Mobile sites	Web Mobile Applications	Hybrid Mobile Applications	Native Mobile Applications
HTML5, Javascript, CSS3	HTML5, Javascript CSS3	HTML5, Javascript + Native device 'container'	

Runs in browser

Runs on device, app download

Domino

IBM Lotus® Domino® Designer (XPages mobile)

Portal

IBM WebSphere® Portal Mobile Experience

IBM Web Experience Factory

IBM Rational® Application Developer

IBM Mobile Technology Preview

+ others

Native OS platform + languages

IBM Mobile Technology Preview

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Mobile Web Experiences Today

Mobile Web applications and sites

Mobile Web Browser
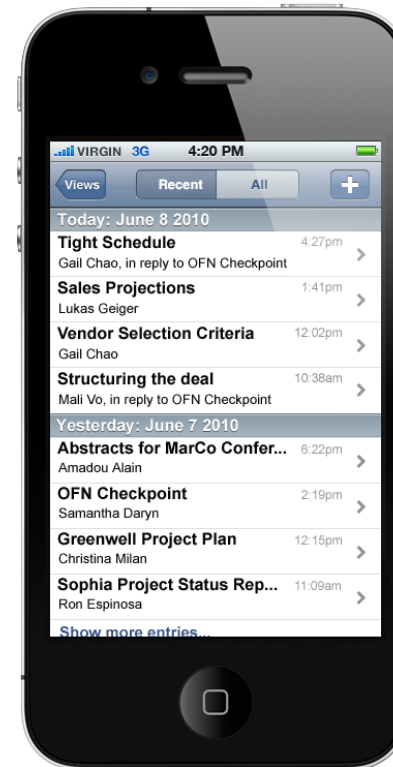
Domino XPages Mobile

WebSphere Portal Mobile

Application Servers Domino, WebSphere
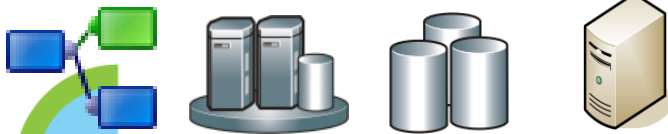
IBM Lotus Domino XPages Mobile in 2011

- Mobile enable XPages mobile Web apps

- Available in Notes & Domino 8.5.3 Upgrade Pack 1
  - Requires Domino and Domino Designer 8.5.
  - Includes mobile controls and libraries

- Platforms
  - Automatic device detection
  - iOS 4 & 5 (iPhone, iPad and iPod Touch)
  - Android 2.3 (phones) and 3.x (tablets)

- Teamroom mobile template now included
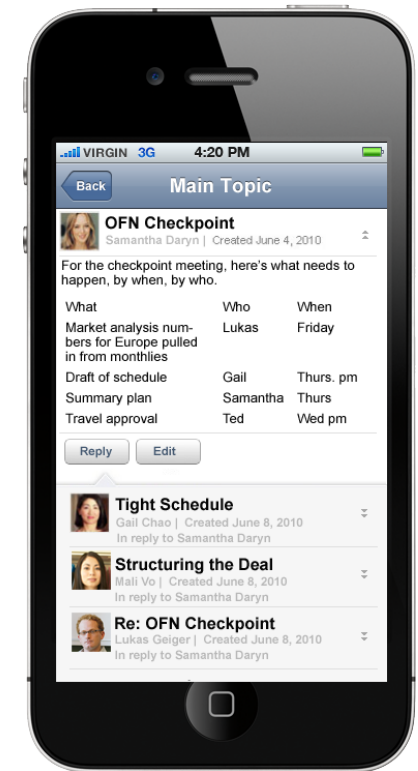
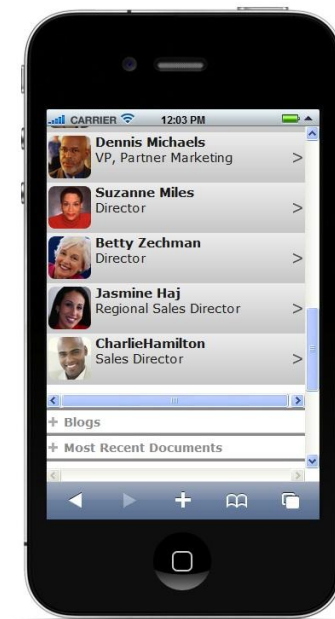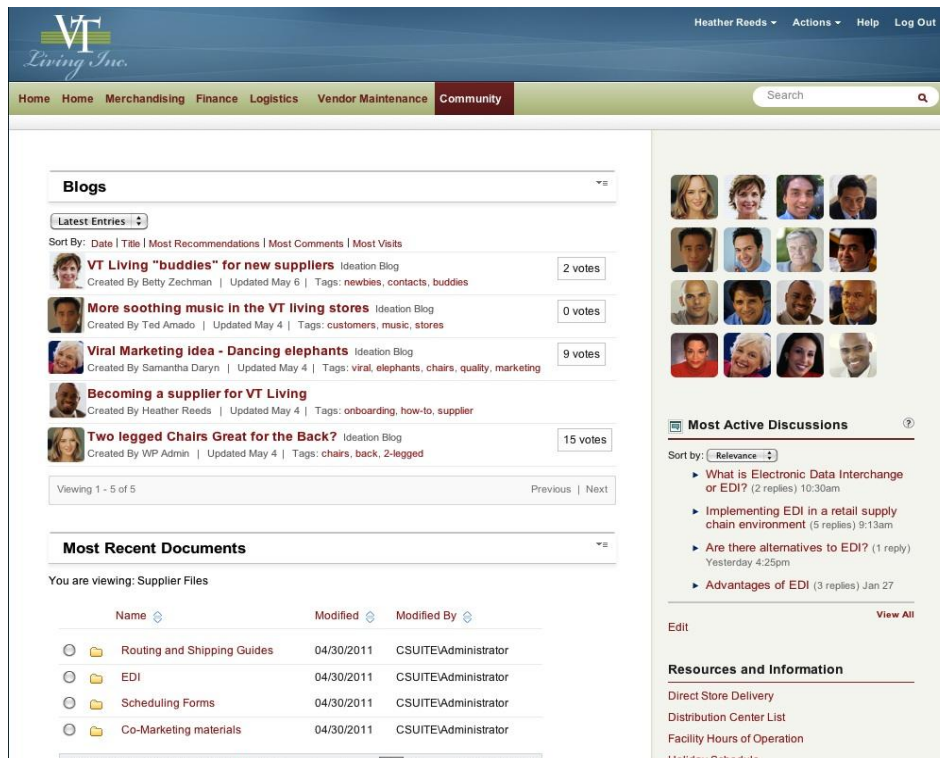# Building Mobile Sites for IBM WebSphere Portal

New: IBM WebSphere Portal Mobile Experience

- Apply mobile browser themes to Portal sites
- Build layouts using Web Experience Factory or Rational Application Developer

IBM Websphere Mobile Portal Accelerator

- Enable over 8,000 devices, including feature phones
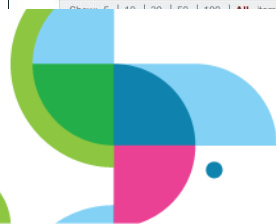
Build mobile sites once to run on multiple devices

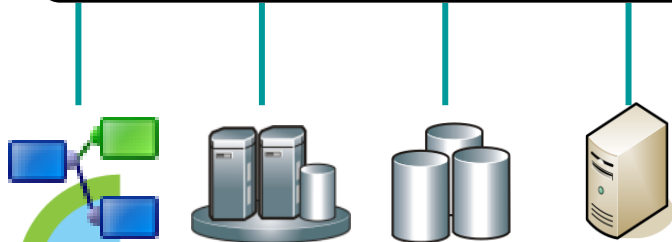# Mobile Apps Vision : Build, Deploy, Manage

Mobile Web applications and sites

Mobile Web Browser

Domino XPages Mobile

WebSphere Portal Mobile

Application Servers Domino, WebSphere etc

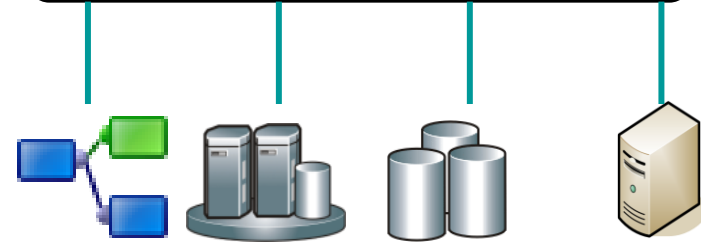## Mobile applications and sites

Web, Hybrid and Native Apps

Mobile Platform

Domino XPages Mobile

WebSphere Portal Mobile

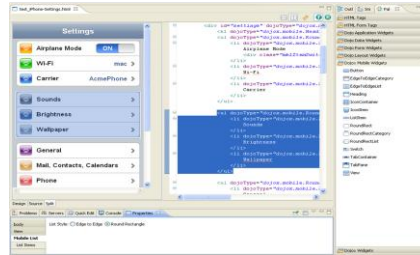**Application Servers Domino, WebSphere**

IBM Mobile Technology Preview - Now Available
Early access to IBM's mobile application design, distribution, and management technologies

Developer tools

Create mobile web and hybrid applications with a rich page editor

Client runtime

Applications Management

- Rapidly develop mobile applications by leveraging existing skills and assets
- Container for developing hybrid applications, written in HTML and JavaScript, with access to native device functions
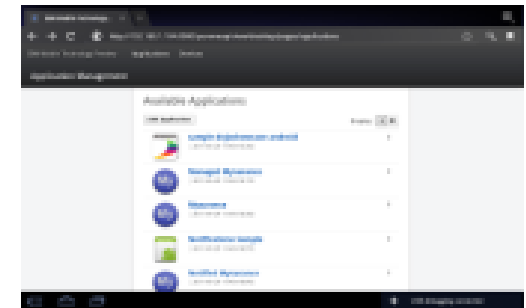
Notifications capability

Engage users with notifications of time sensitive information or actions to take

- Distribute mobile apps to employees through internal and external app stores
- Control your mobile apps including policy-based access, versioning, updating, tracking, and wipe/remove

https://www.ibm.com/developerworks/mydeveloperworks/blogs/ibmmobile/entry/welcome_to_ibm_mobile_technology_preview

Agenda

- IBM mobile strategy for Social Business

- What IBM delivered in 2011

- Mobile application development strategy

- **What's coming next?**

Mobile Roadmap for Social Business
IBM cross-portfolio mobile initiatives

Cross mobile app integration

- Sametime presence / chat integration for Traveler, Connections mobile apps
- Shared authentication across apps

Mobility for IBM SmartCloud

- Expand mobile capabilities to the IBM SmartCloud offerings
- New BlackBerry cloud email offering

Mobile Management and Security

- Application level authentication
- IBM Tivoli Endpoint Manager for mobile device management
- Integrated with Lotus Notes Traveler

Mobile Applications Development

- Client runtime for mobile apps
- Development and deployment tools
- Push notifications

Mobile Tech Preview

Mobile Roadmap for Social Business
Key mobile product innovations

IBM Lotus Notes Traveler
- High availability for Traveler servers
- New Android tablet email UI
- Monthly calendar view for Android
- To Do support
- Windows Phone

IBM Sametime

- Mobile meetings app (iOS and Android)
- Sametime presence / chat integration for Traveler and Connections apps
- Voice and video integration

IBM Connections

- Activity streams for mobile
- Social analytics
- Multiple accounts
- User focussed improvements

IBM plans are subject to change

Summary

- Mobility is a driver the social business transformation

- Enable BYOD for your workforce now

- IBM has a comprehensive suite of mobile social collaboration apps

- Start building mobile web experiences and mobile apps

Business Gets Social **2012**
IBM Software Roadshow

Legal disclaimer

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