THINK of the Evolution of Mobile
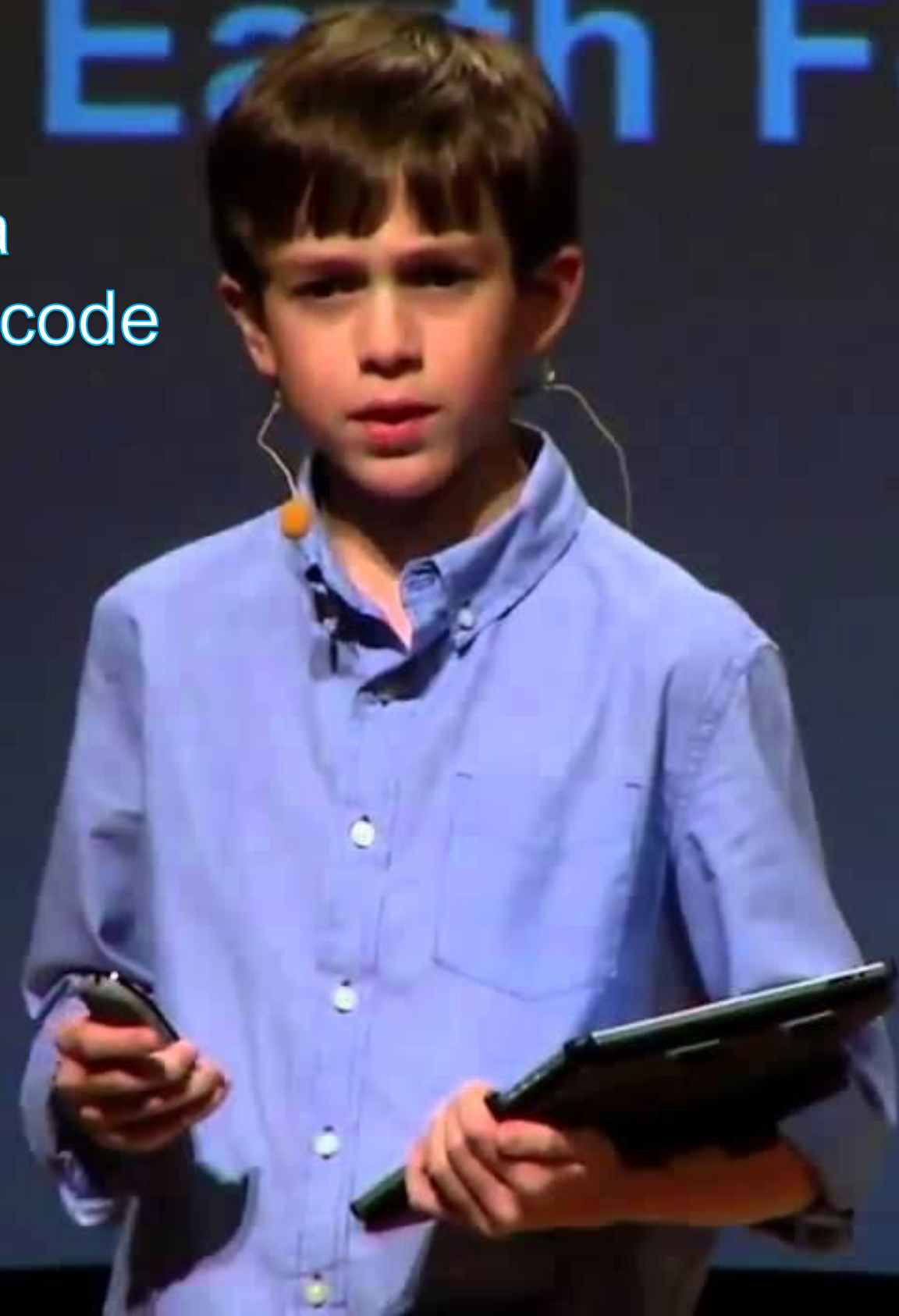
Lars-Olof "Lollo"Allerhed
CTO IBM MobileFirst Europe
lollo@se.ibm.com

@allerhed

The next billion dollar idea
starts with a single line of code

Thomas Suarez: A 12-year-old app developer

* Shift in personalized computing towards mobile, enabled by cloud-based services

* Shift towards unbundling business offerings

* Shift towards killer-apps that are disrupting entire industries
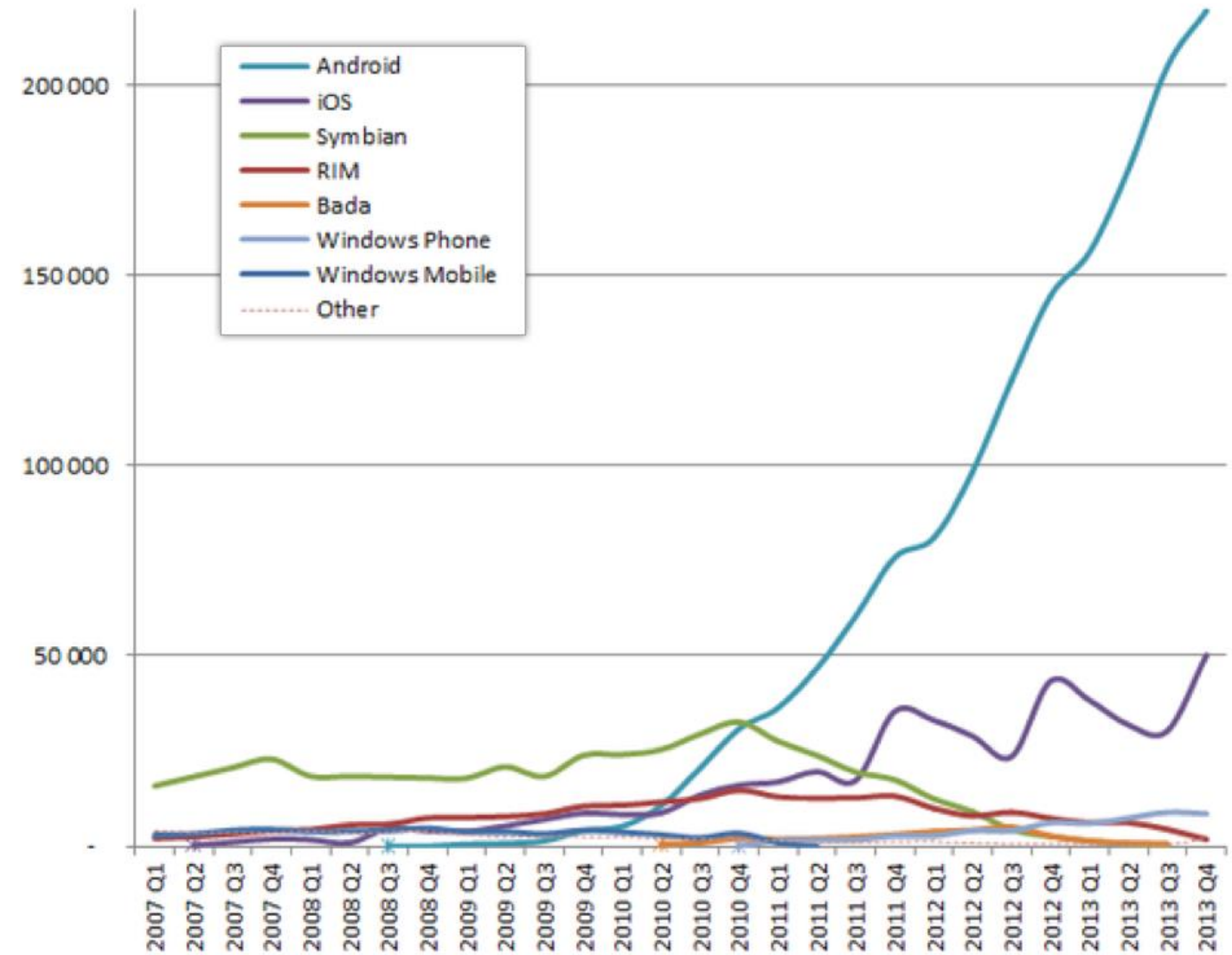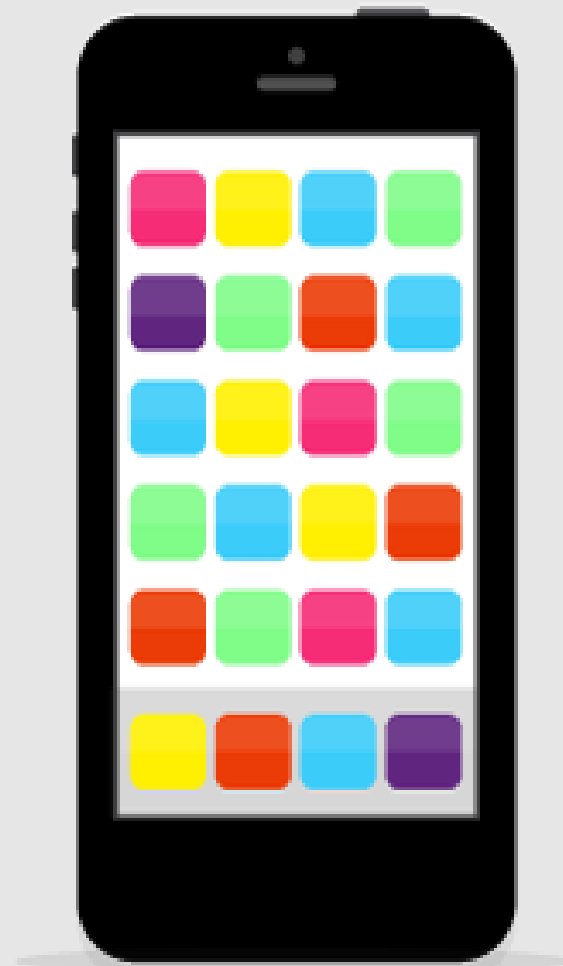
Market shifts in the digital economy

World-Wide Smartphone Sales (Thousands of Units)

Welcome to the fast pace of mobile: What's going on out there?

WHAT YOUR SMARTPHONE CAN BE USED FOR

- Productivity
- Education
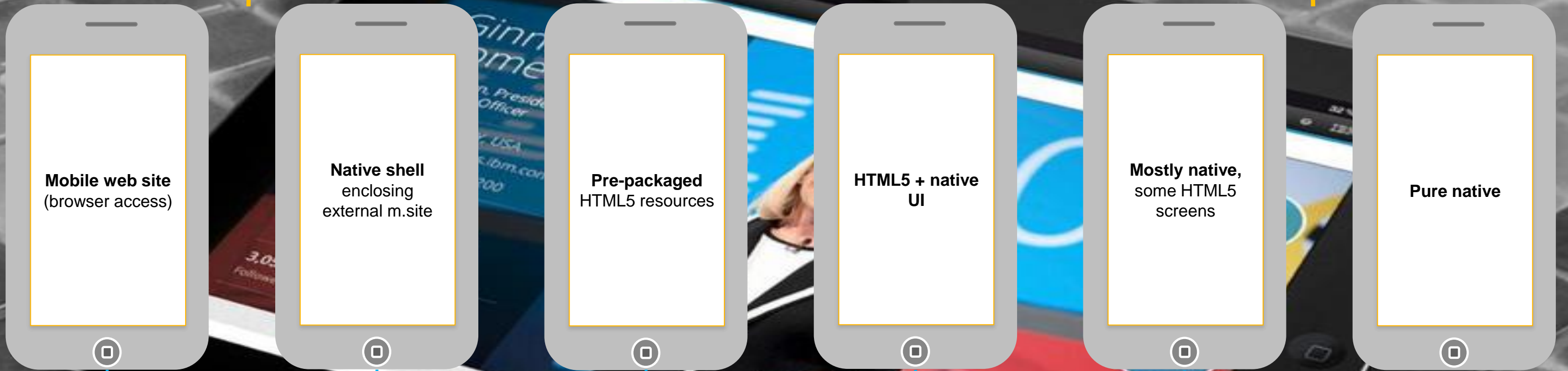- Creativity
- News
- Tools
- Knowledge
- Goofing around

truthfacts.com

Unlocking the potential …

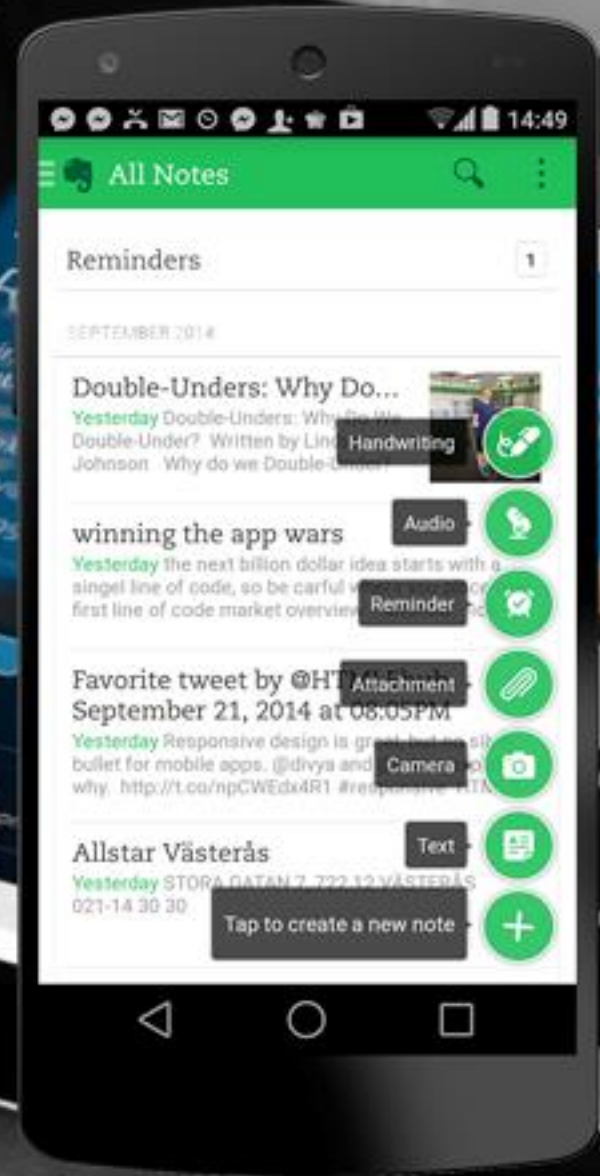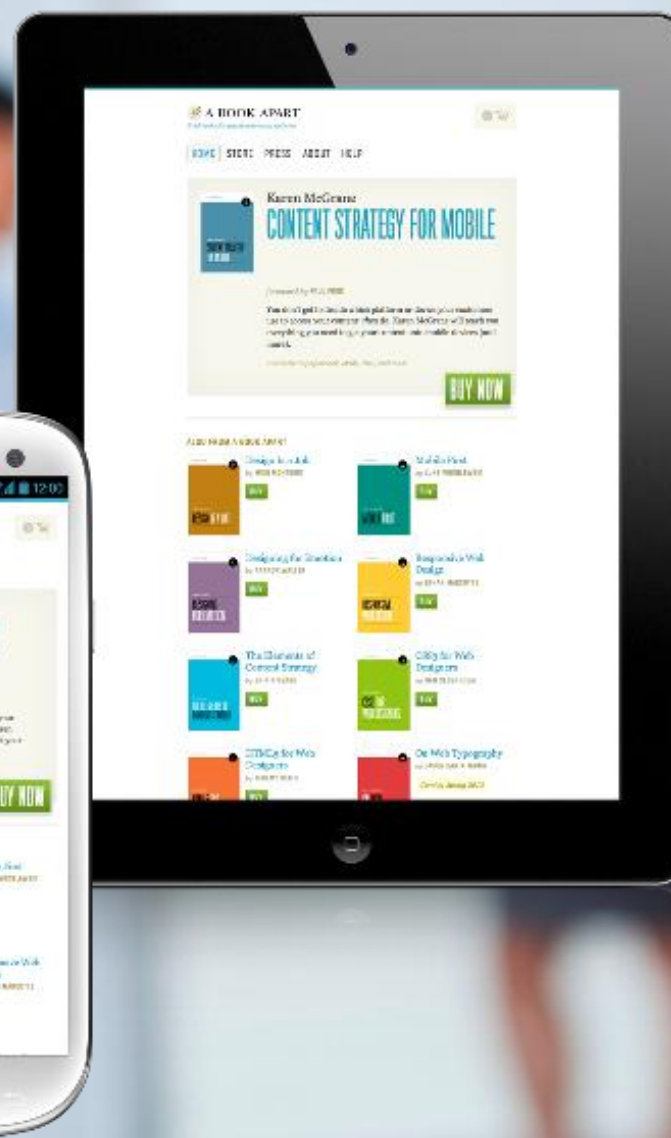Spectrum of mobile app development approaches

It's rely a 2 horsemen race at the moment

39%

19%

Designing for mobile is different: An information architect perspective

30%
of the value
and effort is
visible
(mobile UI)

User engagement

Connect to back-end

Efficient and flexible push notifications

Track and leverage location

Offline availability

B2E app distribution

Operations

Manage and enforce app versions

Track problems that affect UX

Ensuring continued support in a quick-changing landscape

70%
of the value
and effort lies
under the
surface

Security

Push upgrades

User authentication

Malware detection

Data protection

Mobile apps go deeper than front-end UI

The next generation is all about data and workflows

* Accelerate business transformation

* Minimize the risks

* Connect with systems of records

* Customer insight

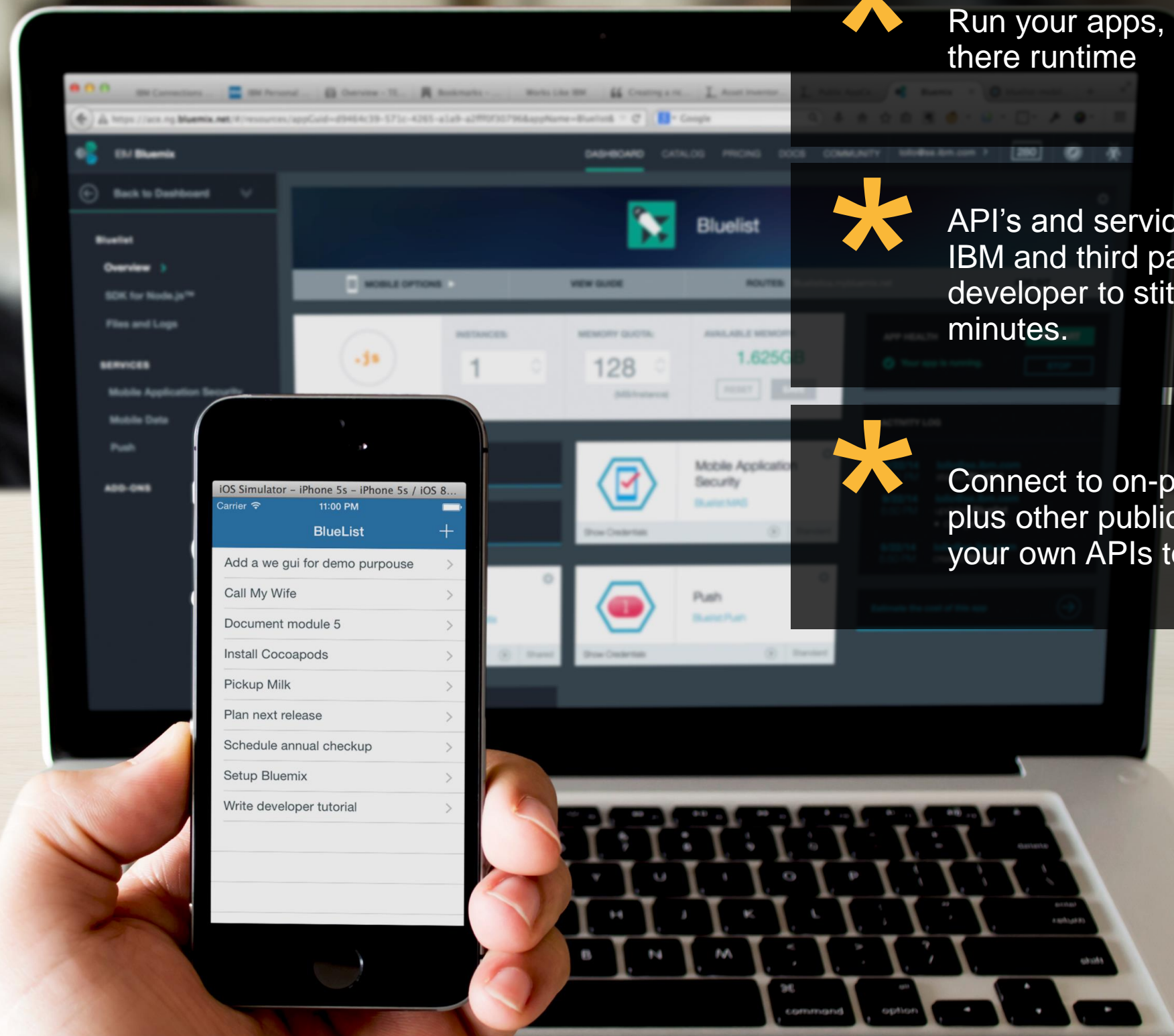IBM MobileFirst can help organizations evolve their mobile strategies

* Run your apps, developers can choose there runtime

* API's and service, A catalog of open source, IBM and third party APIs services allow a developer to stitch together an application in minutes.

* Connect to on-premises systems of record plus other public and private clouds. Expose your own APIs to your developers.
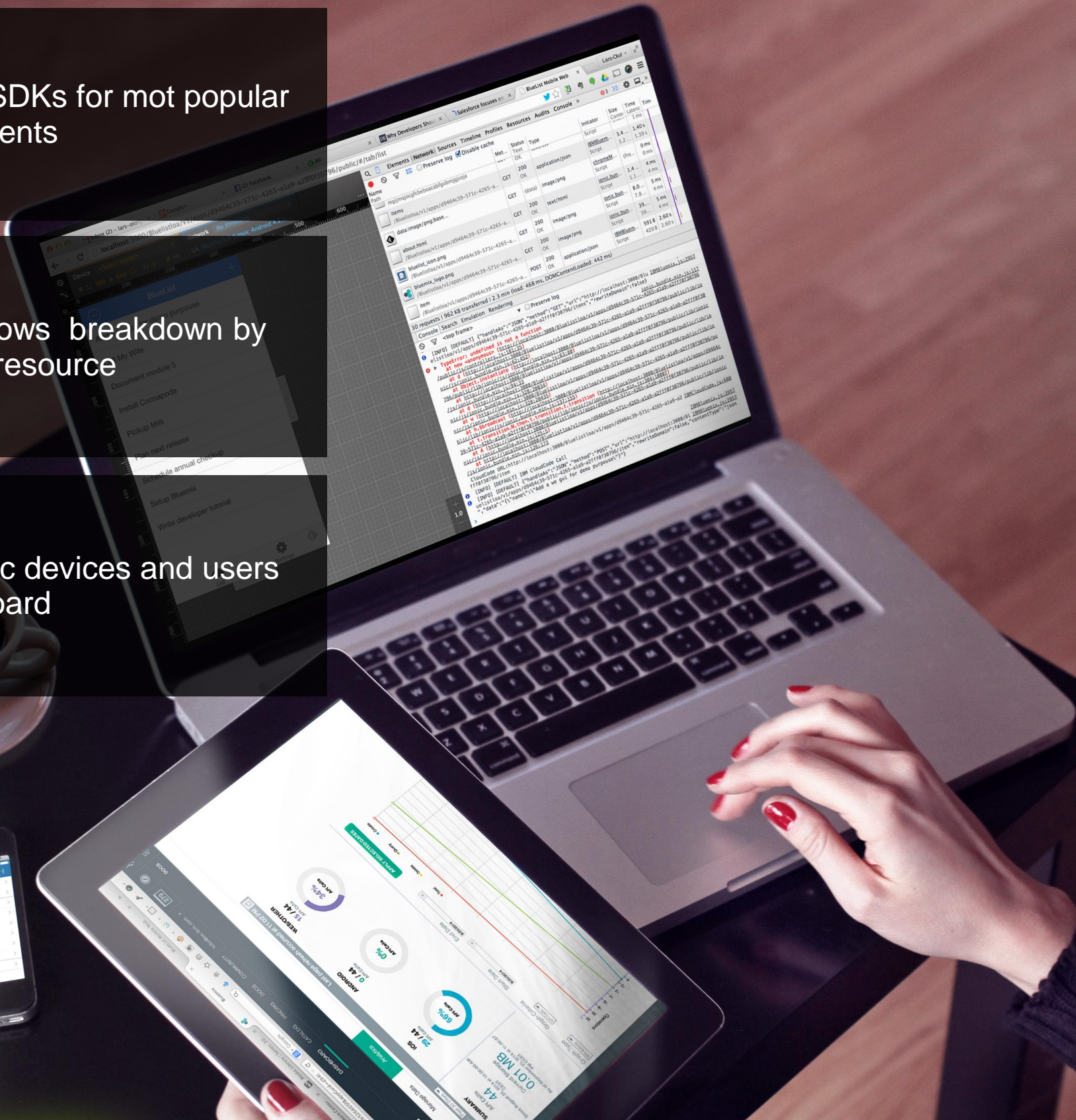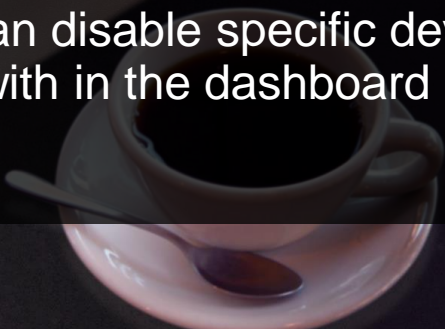
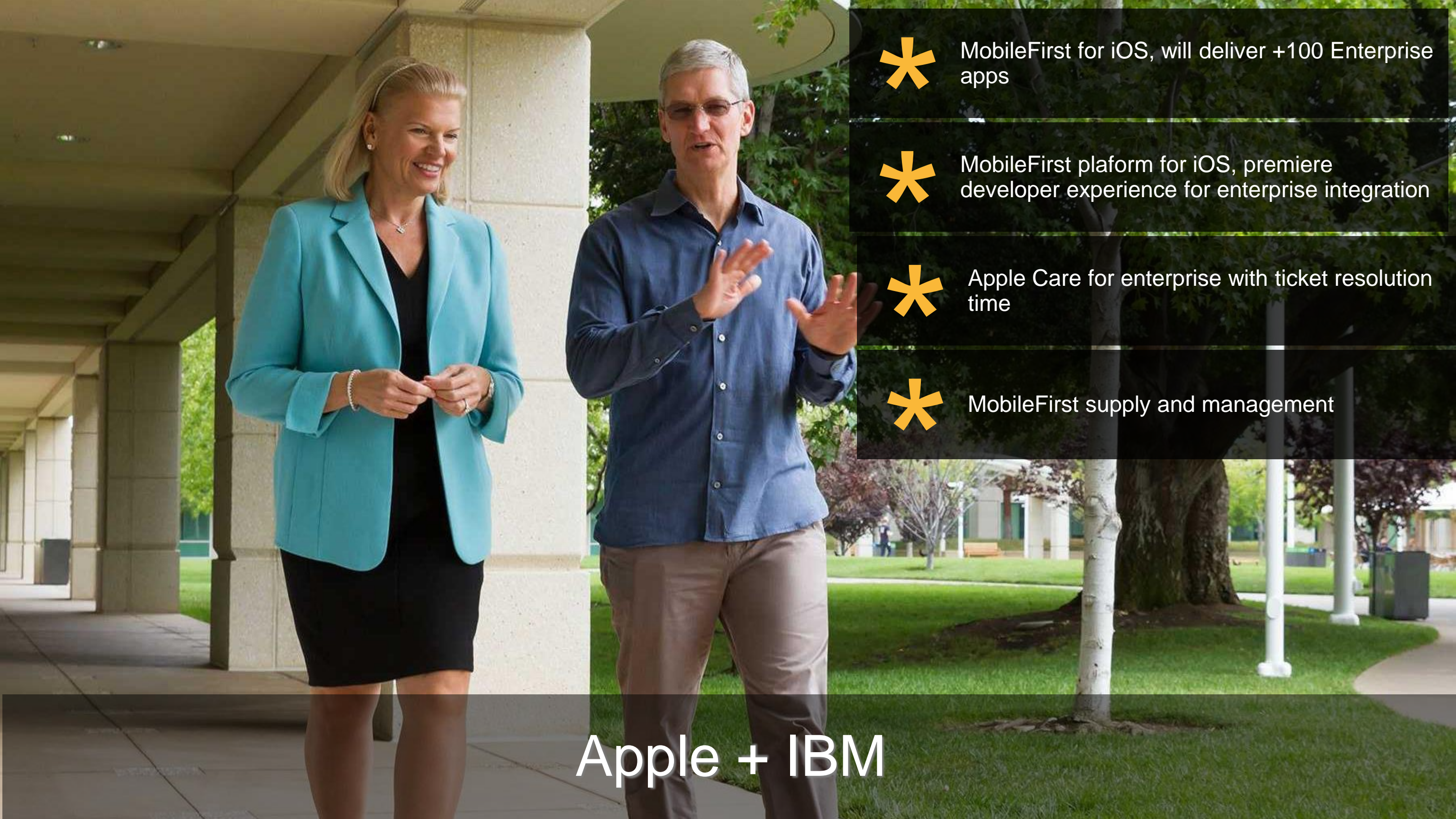Hybrid environments, SDKs for mot popular development environments

Integrated analytics shows breakdown by device and filtering by resource

You can disable specific devices and users from with in the dashboard

* MobileFirst for iOS, will deliver +100 Enterprise apps

* MobileFirst plaform for iOS, premiere developer experience for enterprise integration

* Apple Care for enterprise with ticket resolution time

* MobileFirst supply and management

Apple + IBM

* Download the IBV mobile study: http://ibm.co/ibvmobile

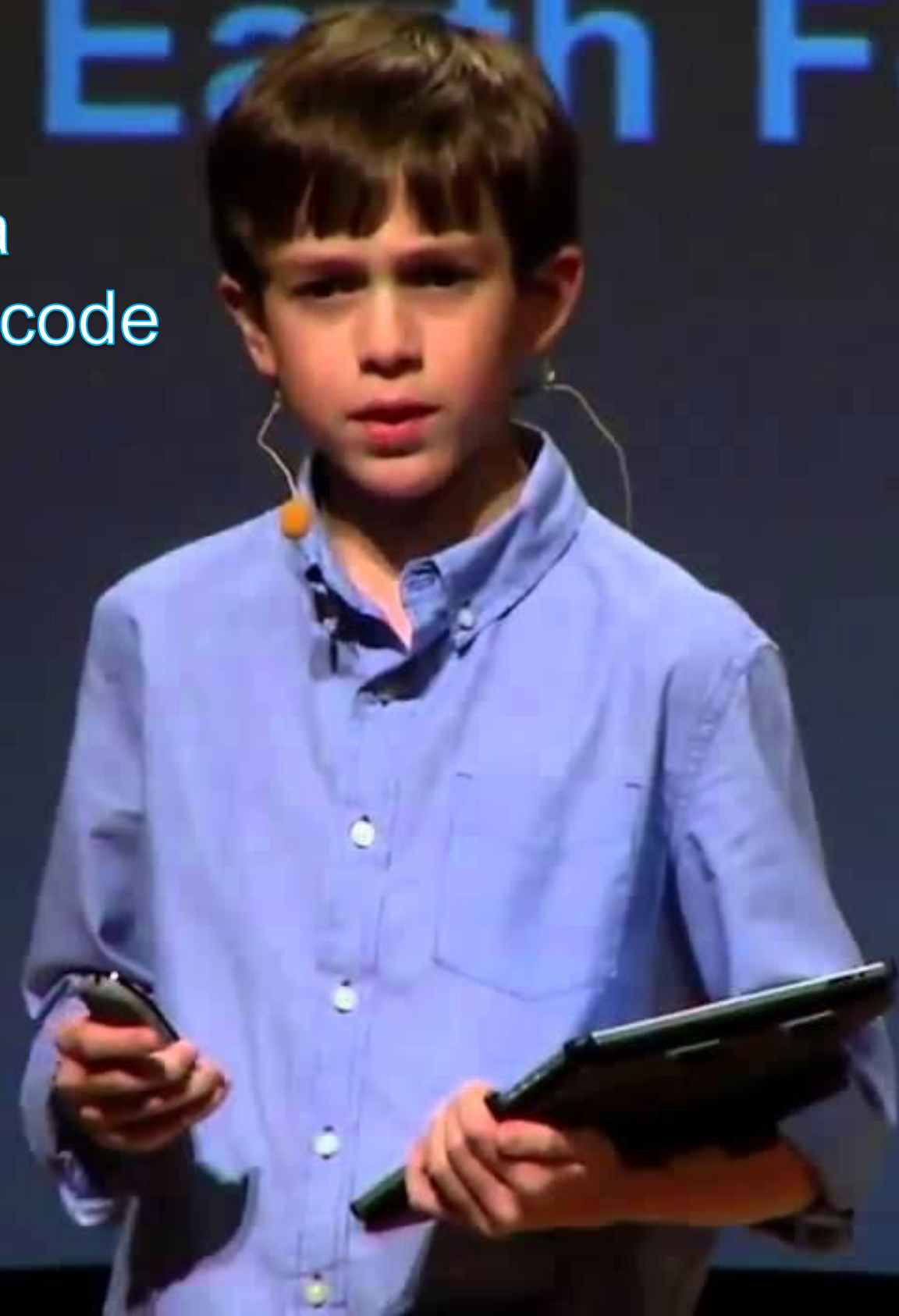***** For information on mobile products, services & use cases visit ibm.com/mobilefirst

* Work with an IBM sales rep to schedule a mobile agenda workshop or to visit a MobileFirst studio

Three Ways to Engage with IBM MobileFirst

The next billion dollar idea
starts with a single line of code

Thomas Suarez: A 12-year-old app developer

THINK

IBM

Lars-Olof "Lollo"Allerhed
CTO IBM MobileFirst Europe
lollo@se.ibm.com

@allerhed