

# ICC Tech Summit 2014 - Worklight

## IBM MobileFirst

Build a mobile enterprise agenda

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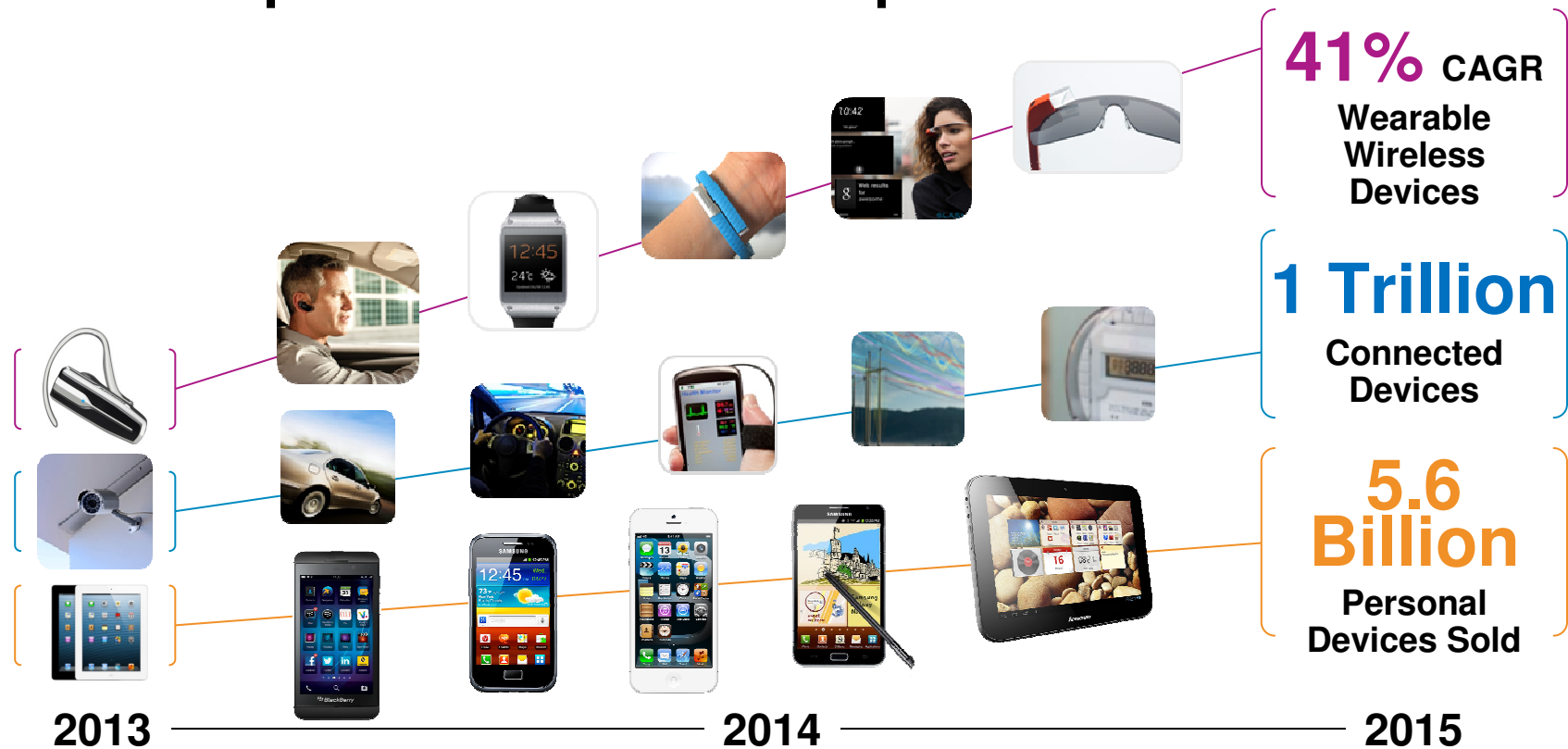
*Business Development Manager*

*Cloud & Smarter Infrastructure*

*IBM Software Group*



# Mobile Adoption Continues to Explode



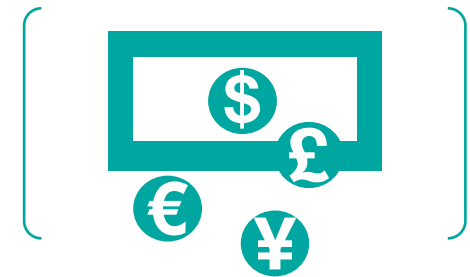
## Mobile Is Changing Interactions Across Industries



**1/3** of citizens **access** the U.S. federal government website by logging in from phones or tablets



**25%** of all online **search** for travel comes from a mobile device

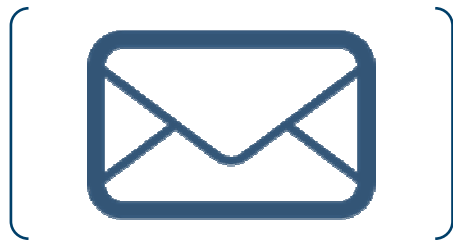


Mobile banking **transactions** grew at **138%** CAGR from 0.3B in 2008 to 9.4B in 2012

## And Ultimately Changing How Individuals Are Getting Things Done



**47%** use devices to read and write docs



**62%** use devices for work related email



**41%** use devices to access work related apps

# These Trends Bring Business and IT Challenges

## Business & IT Changes



- Clients operate in a “4 screen” world
- New process and business designs required for transformation opportunities
- Rapid and disruptive innovation shortening time to value requirements

## Privacy & Security



- Protection of privacy and confidential information
- Policies for client-owned smartphones and tablets
- Visibility, security and management of mobile platform requirements

## Integration

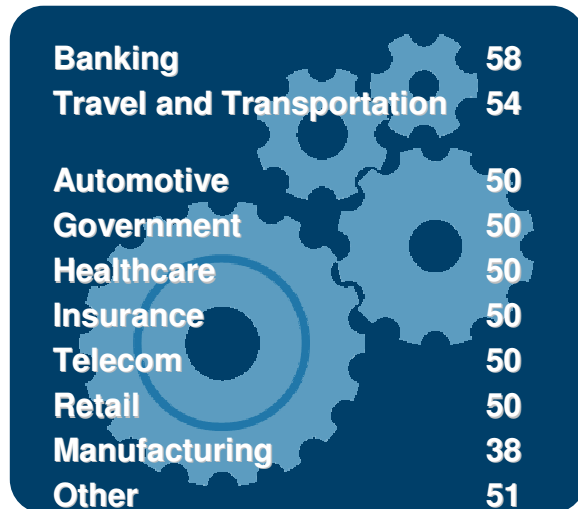


- Developing apps that integrate with information across the enterprise
- Infrastructure complexity from multiple device platforms
- Unique mobile requirements for employees/workers

# The Institute for Business Value and Oxford Economics Provides Insights into the Characteristics of Mobile Leaders

## Survey Respondent by

### Industry



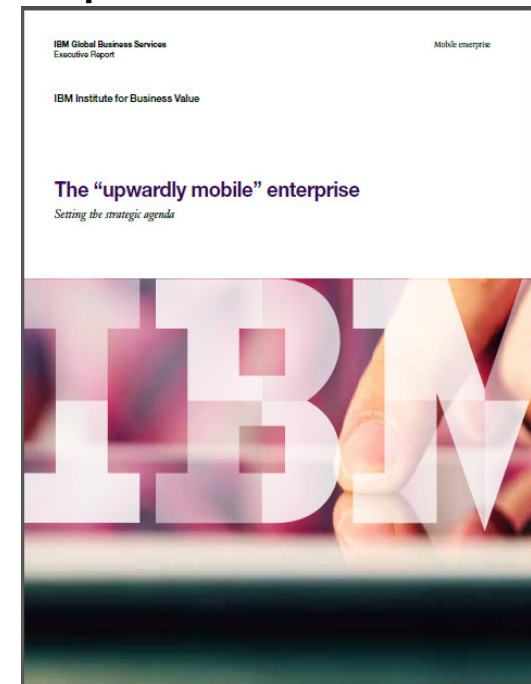
### Market



The study represents 601 mobile strategy experts

<sup>1</sup>Research was conducted by IBV and Oxford Economics in 1Q13

Read the report:  
<http://ibm.co/ibvmobile>



# A Mobile Strategy Leader is Defined as Being ...

<b>DELIBERATE</b>	Is aligned to areas where mobile can fundamentally change business processes and models to generate new revenue streams, lower costs or redefine the organization's role in the value chain
<b>RESOURCEFUL</b>	Has designed to leverage common technology tools, partnerships, platforms and development resources across business units
<b>COLLABORATIVE</b>	Has an established governance structure for mobile initiatives that involves all relevant stakeholders, including LoB, IT, HR and Marketing
<b>THOROUGH</b>	Takes into account both external as well as internal initiatives
<b>FINANCIALLY-SAVVY</b>	Ensures that business cases take into consideration both direct costs as well as benefits that accrue in areas not directly bearing the cost of the initiative

Source: Institute for Business Value, Mobile Enterprise Study

## Mobile Strategy Leaders Agree on Key Imperatives

50%

Mobile strategy is aligned with the overall business strategy

47%

There is executive-level oversight for mobile initiatives

45%

Organization has a well-defined, enterprise-wide mobile strategy

49%

Organization has clear funding mechanism for mobile initiatives

44%

There is an established governance structure for mobile initiatives



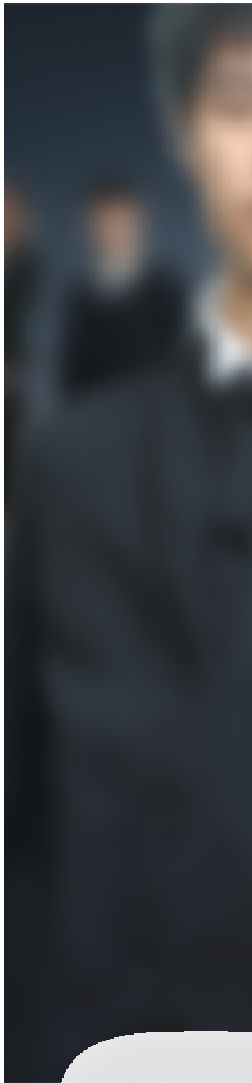
## The Findings Give Us Insight into the Things that Mobile Leaders Are Doing Differently

**1** They **BUILD** apps that unlock core business knowledge for mobile uses

**2** They secure and manage the mobile enterprise to **OPTIMIZE** performance

**3** They use insights to **ENGAGE** their customers wherever they are

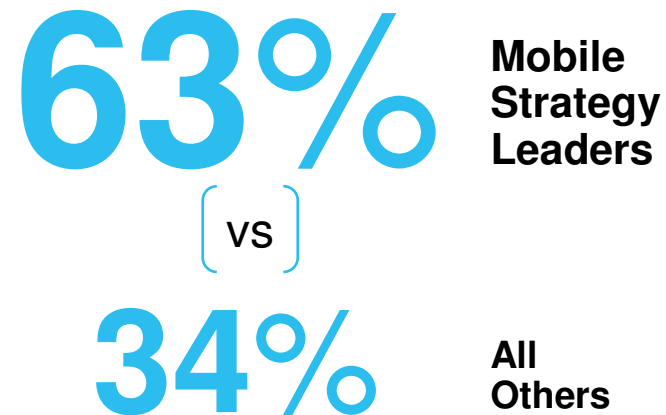
**4** They use mobile to fundamentally **TRANSFORM** the way they do business



1

They **BUILD** apps that unlock core business knowledge for mobile uses

Those indicating that they excel at integrating existing systems with mobile



“Users do not forgive you for having something that works on the website but doesn’t work on the iPhone app.”  
Chief Architect, Travel services company



2

They secure and manage the mobile enterprise to **OPTIMIZE** performance

Those indicating that they are effective at addressing mobile data security issues

90%

Mobile  
Strategy  
Leaders

VS

55%

All  
Others

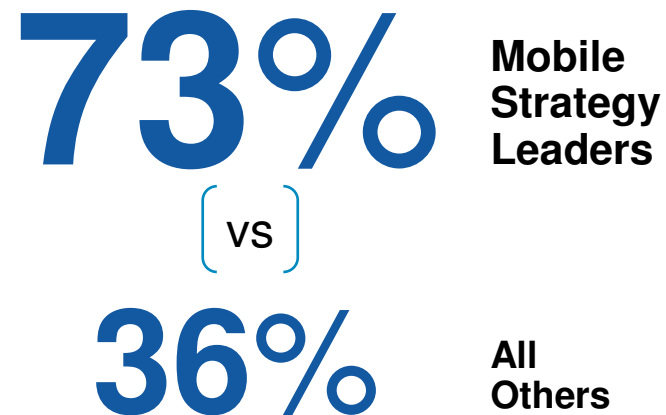
“Our main challenges are data, security, privacy, and intellectual property risk. As vehicles collect more and more data, we will be challenged with determining the owner of the data and what is personal versus private.”  
Director Strategy and Planning, Global IT, Automotive



3

They use insights to **ENGAGE** their customers wherever they are

Those indicating that they are effective at taking action based on mobile data



“Make sure the voice of the customer is heard by the engineer”

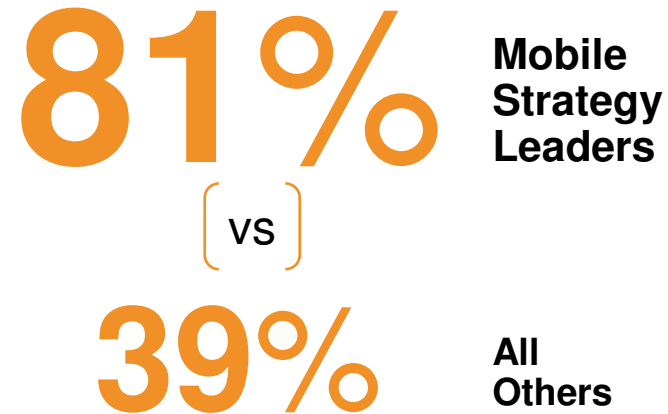
Senior Advisor, Consumer Electronics company



4

They use mobile to fundamentally **TRANSFORM** the way they do business

Those indicating that mobile is fundamentally changing the way their organization does business



“ If we don't invest in mobile, over time we will reduce our ability to acquire new customers and make acquisitions; our customer metrics will decline.”  
Head of Group Digital Deployment, Banking

Backed by these findings we have identified a four part strategic approach to helping mobile enterprises put their businesses in motion

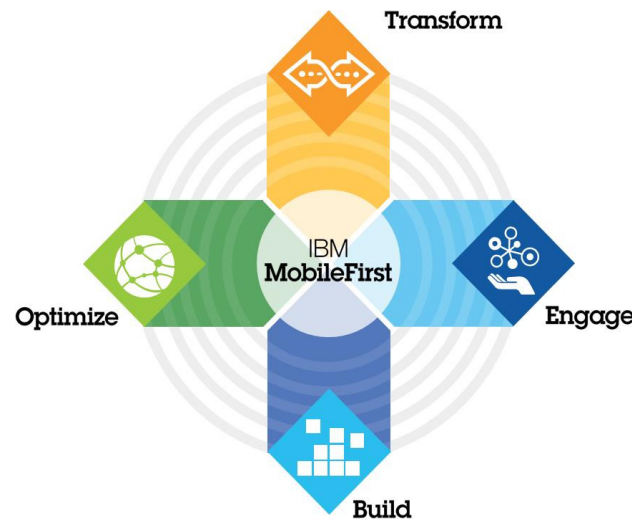
# IBM MobileFirst

*Secure Management*  
**Management**

*Fiberlink, IEM for MDM, PIDS, Device Management, Network Mobile Infrast.*

**Security**

*AppScan, Trusteer*



**Customer Engagement**

*Tealeaf, Xtify, The Now Factory*

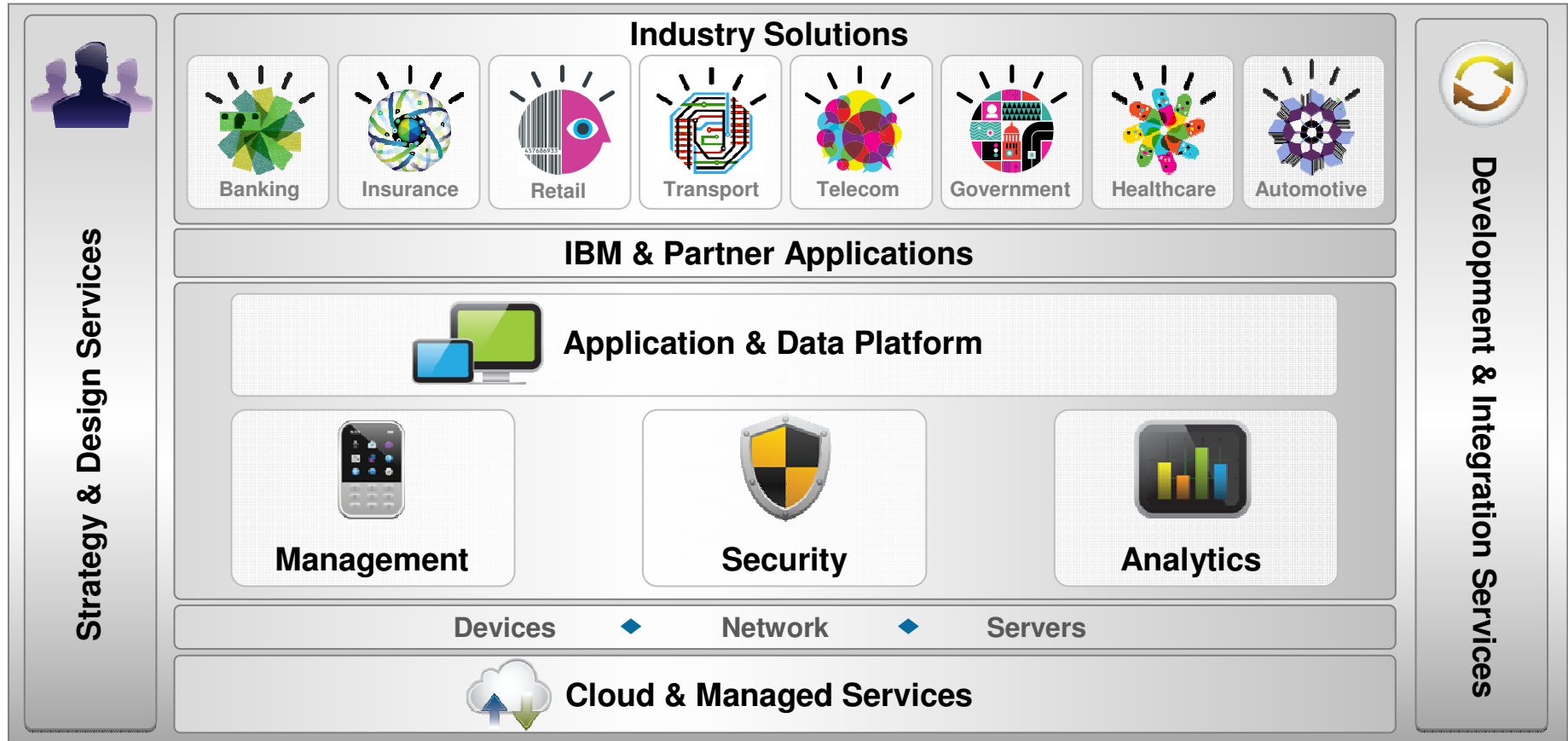
*Applications*  
**Quality&DevOps**

*Mobile Quality Assurance*

**Platform**

*Worklight on premise / SaaS*

# IBM MobileFirst Offering Portfolio





Learn more at: [www.ibm.com/mobilefirst](http://www.ibm.com/mobilefirst)

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