



# IBM BusinessConnect 2014

## A New Era of Smart

5th May 2014 | Armani Hotel Dubai



# IBM BusinessConnect 2014

A New Era of Smart



## Put your Business in Motion : Become a Mobile Enterprise

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- Do you have a mobile strategy?
- → How will you manage the ever more demanding customer, exponential growth and associated complexity?





# Business with anyone, anytime, anywhere is...



## ...Business. In Motion.



# The planet is getting smarter

**2.5 Quintillion**

bytes of new data  
generated daily



**Internet of information**

**96% of GenYers**

have joined  
a social network



**Internet of engagement**

**9.6 Billion**

connected  
devices



**Internet of “things”**



# New technologies present opportunities for business

Big Data



Cloud

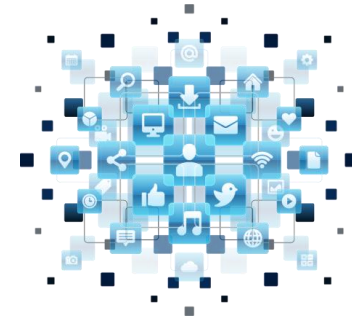


Mobile

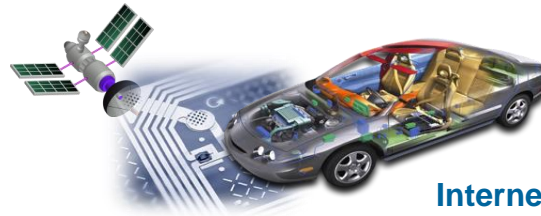


Business

Customers . Partners . Employees



Social



Internet of Things



# A new kind of system is required

## Systems of Interaction

### Systems of Engagement



Continuous client experience

### Systems of Record

CRM

HR

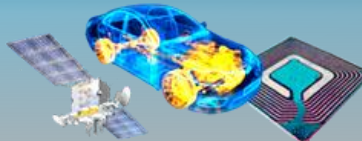
DB

ERP

Partner value chain

Cloud-based  
Services

### Internet of Things





# This new system enables businesses to successfully ...

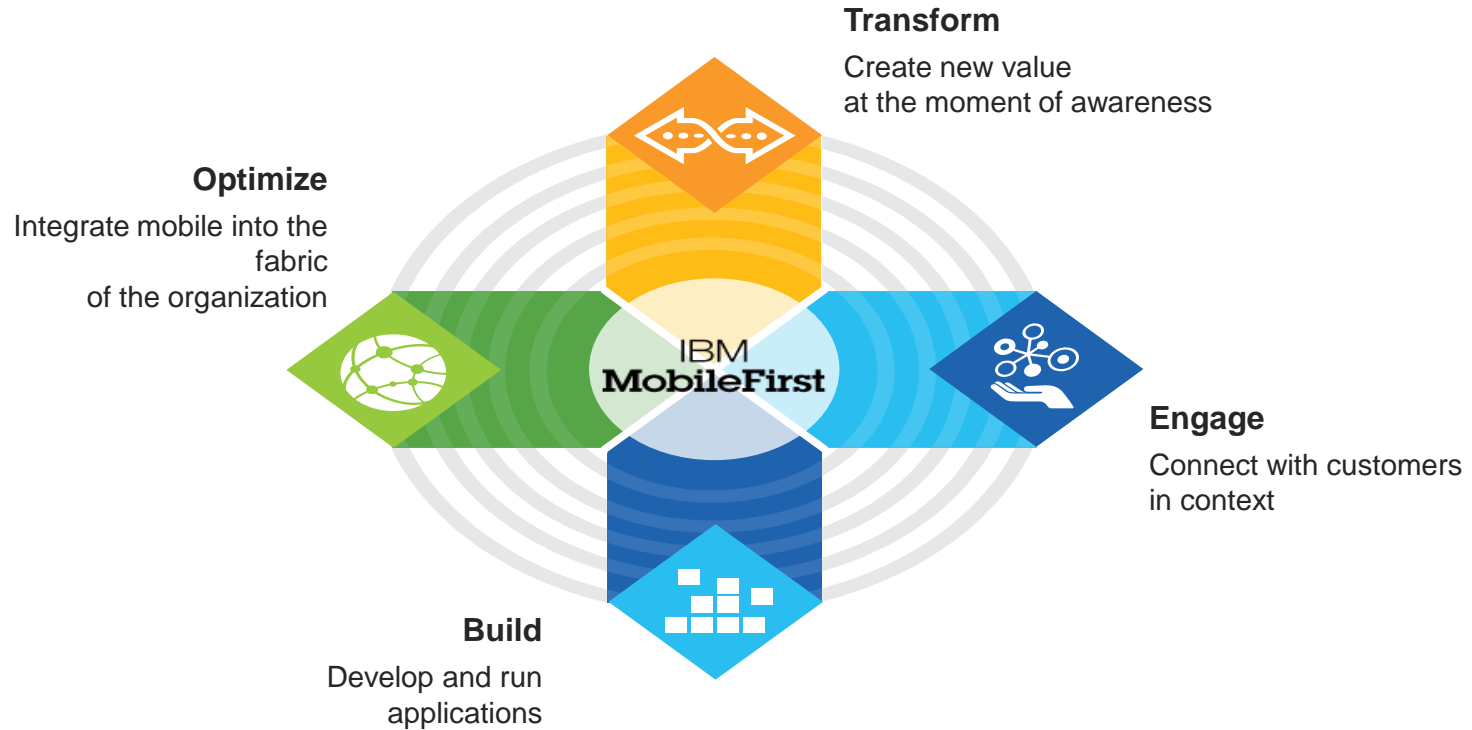
- Transform **strategy and operations**
- Build and deploy **multi-platform mobile applications**
- Optimize **mobile experience** to build loyalty
- **Leverage analytics** to turn information into insights
- Extend enterprise to mobile with **data, service, and application integration**
- Manage and optimize **mobile devices, data, and expenses**
- **Support BYOD** and a smarter workforce
- **Oversee security**, risk and compliance







# Introducing IBM MobileFirst



## Transform the Value Chain

CEMEX, UK-based manufacturer  
enables drivers to make **68%**  
more shipments per day

I want **a provider**

That prioritizes **my convenience**

Versus **their processes**

Which **streamlines our  
engagement**

In ways that **build loyalty**





## Deliver Contextually Relevant Experience

Large retailer delivers personalized and contextually relevant real-time shopping experiences based on known shopping patterns

I want **a retailer**

That helps me **find what I want**

And gives me **customized offers**

Before, not after, **I need them**

In order to maximize **my shopping experience**



## Leverage Industry Transformations

Region of Eindhoven captures data from cars and road sensors to notify commuters via smart phone app

**I want to tag things** through auto ID technologies like RFID

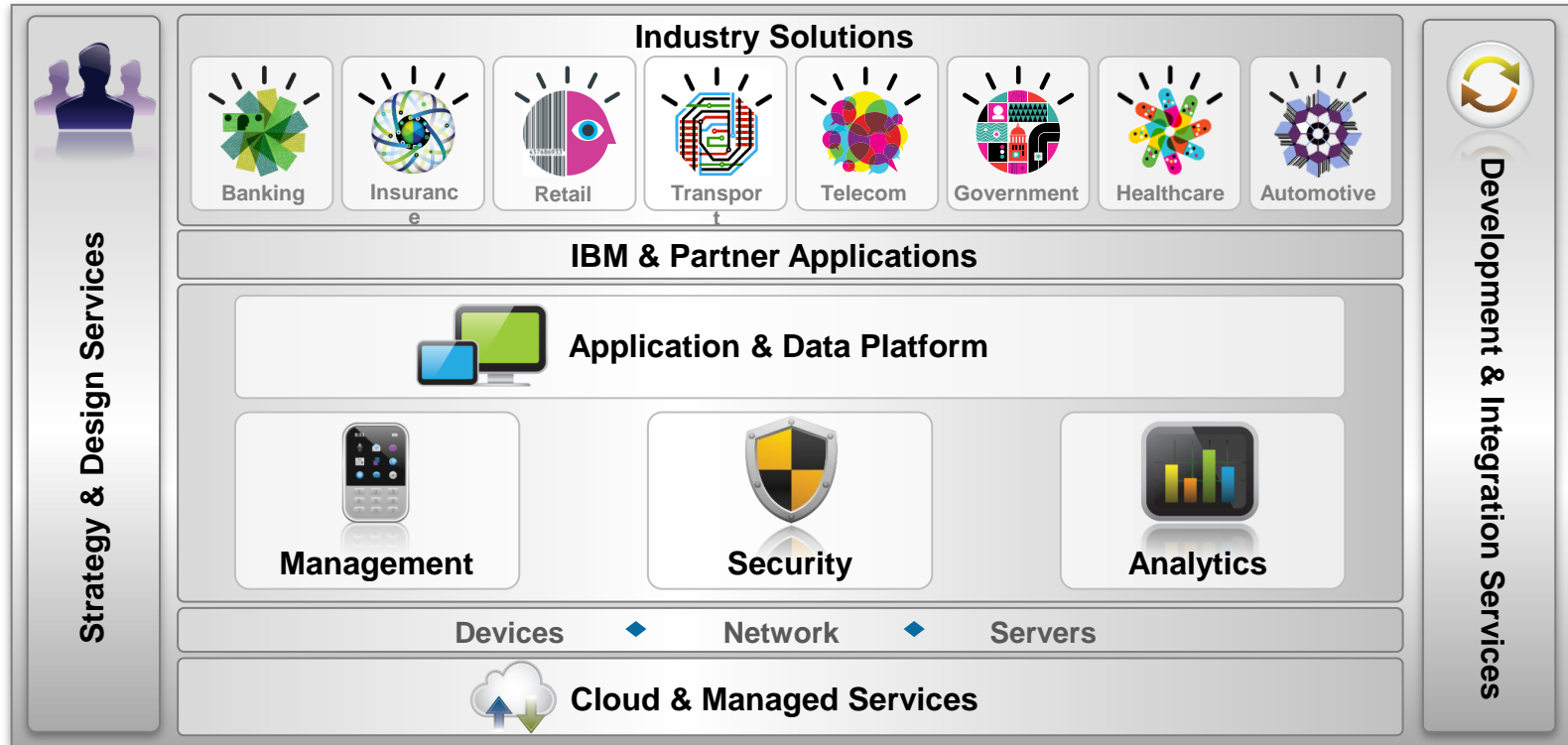
**Sense things** through sensors and actuators

**Shrink things** through developments in miniaturization and nanotechnology

**Create Thinking Things** by imbedding processing power



# IBM MobileFirst offering portfolio





# Expanding our mobile portfolio with new capabilities

125+ patents for wireless inventions in 2012, bringing the total to 270

1H 2012

1H 2013



IBM acquired:  
IBM Worklight

IBM INTERACTIVE

Named leader in  
interactive design



IBM announced:  
IBM Endpoint Manager  
for mobile devices



IBM acquired:  
Urban Code DevOps Platform



Worklight named 'Best Mobile  
Development Solution'



IBM announced:  
IBM MessageSight



IBM acquired:  
Emptoris Rivermine Telecom  
Expense Management



IBM announced:  
IBM MobileFirst

developerWorks Labs

IBM announced:  
IBM mobile cloud services



IBM acquired:  
Tealeaf CX Mobile



IBM announced:  
Managed Mobility and MAPM Services



IBM announced:  
IBM Security Access  
Manager for Cloud  
and Mobile



IBM announced:  
IBM Connections Mobile

2H 2012



# The IBM mobile application development lifecycle





# IBM MobileFirst Platform

## For clients who need to:

- Quickly develop and deploy high quality mobile apps across multiple platforms
- Seamlessly connect rich mobile applications to enterprise data and services



## Key offerings:

- IBM Worklight
- IBM Rational Test Workbench
- IBM Mobile Application Platform Management Services

## IBM MobileFirst Platform offers:

- ✓ Native, web, or hybrid app development
- ✓ Tools to build & test high quality apps for many devices
- ✓ Management, security, continuous delivery & distribution of apps
- ✓ Easy connectivity to existing data & services for mobile usage
- ✓ On-premises or managed service delivery





# IBM MobileFirst Management

## For clients who need to:

- Implement **BYOD** with confidence
- Manage **secure sensitive data**, regardless of the device
- Manage, **track and optimize** mobile **expenses**
- Handle **multi-platform complexities** with ease



## Key offerings:

- IBM Endpoint Manager for Mobile Devices
- IBM Emptoris Rivermine Telecom Expense Management
- IBM Mobile Enterprise Services for managed mobility

## IBM MobileFirst Management offers:

- ✓ Unified management across devices
- ✓ Selective wipe of corporate data
- ✓ Configuration & enforcement of password policies, encryption, VPN access & camera use
- ✓ Streamlined workflow between development & operations with an integrated Enterprise App Store
- ✓ Optimize telecom expenses with detailed usage analyses
- ✓ End-user portal for management of mobile equipment, carrier plans, and usage tracking
- ✓ On-premises or managed service delivery



# IBM MobileFirst Security

## For clients who need to:

- Protect devices and data
- Defend the network
- Ensure secure access
- Safeguard mobile apps
- Preserve user experience without compromising security



## Key offerings:

- IBM Security Access Manager for Cloud and Mobile
- IBM Security Appscan

## IBM MobileFirst Security offers:

- ✓ Context aware risk – based access control
- ✓ Mobile threat protection
- ✓ Strong session management & Single Sign–on
- ✓ Vulnerability analysis for mobile apps
- ✓ Visibility and analysis of security events from the device, network, user end app behavior



# Identify vulnerabilities in web and mobile application source code

*IBM Security AppScan*

- **Native Android** and **iOS** application support
- Better vulnerability detection from:
  - **Risk assessment of over 40,000 APIs**
  - **Full call and data flow analysis** for Java, JavaScript, Object-C (Mac OS X)
- Provides identification of **sensitive data leak** sources
- Helps reduce **malware susceptibility** of mobile apps



## What's new in IBM Security AppScan V8.7

- ✓ Native support extended for iOS to accelerate enterprise usage
- ✓ Enhanced support for JavaScript analysis in hybrid mobile apps





# IBM MobileFirst Analytics

## For clients who need to:

- Optimize digital & mobile experiences to drive online conversion
- Analyze mobile behaviors and quantify business impact of user struggles
- Improve customer service resolution and drive loyalty



### Key offerings:

- IBM Tealeaf CX Mobile

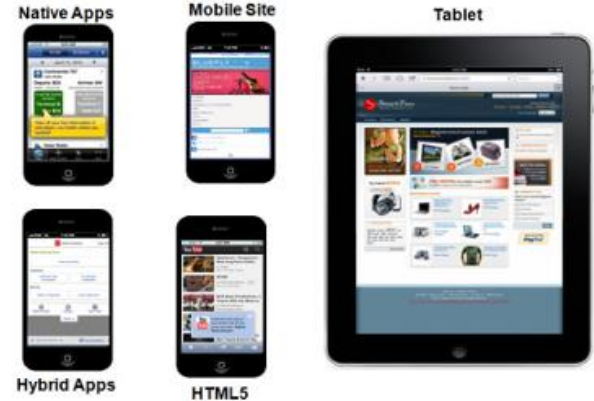
### IBM MobileFirst Analytics offers:

- ✓ Automatic detection of customer issues through user and mobile device data
- ✓ User behavior drill down with high fidelity replay & reporting of the user experience
- ✓ Correlated customer behavior with network and application data
- ✓ High conversion and retention rates with quantifiable business impact analysis



# Visibility into the customer mobile experience to improve conversions and grow revenue - *IBM Tealeaf CX Mobile*

- Automatically **detect customer struggles, obstacles** or **issues**
- Drill down into **actual user behavior**, complete with gestures
- **Translate customer feedback** into actionable improvements
- **Correlate customer behavior** with network and application data



## What's new in IBM Tealeaf CX Mobile V8.8

Enhanced browser-based replay with added support for Google Chrome and WebKit  
Hybrid replay and Browser Based Replay parity improvements  
Improved Document Object Model (DOM) rendering for Android-based devices



# IBM Business Connect 2014 Fine-tuned segmentation for personalized mobile campaigns



Xtify: Redefining Mobile Customer Engagement

## Guided message creation

- Drag and drop targeting with dynamic content insertion and event triggers
- Set behavior-based campaign rules

## Advanced customer segmentation

- Tailor messages to individual clients
- Segment on demographics, location, device, recent activity, CRM data, etc.

## Enterprise support and services

- Optional campaign management, analytics, Worklight app integration



*“Together, Xtify and IBM will provide marketers with a new opportunity for client engagement anytime, anywhere, as consumers traverse across multiple digital channels – browsing in stores, shopping on mobile web sites or other online channels” – IBM media release, 3 October 2013*



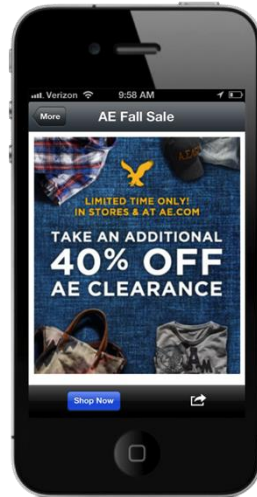
Xtify enables multiples levels of customer engagement and supports mobile channels including Push, SMS, MobileWeb, Wallet

### Broadcast

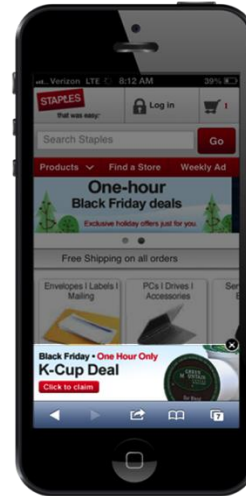


*Native Simple Push and SMS Messaging*

### Narrowcast



*Rich Push Notifications*



*Mobile Web Notifications*

### 1:1 Cast



*iOS and Android Wallets*



# Automated Mobile App Functional Testing

*IBM Rational Test Workbench*

## Comprehensive

- Android and iOS, Native, hybrid, and web

## Complete

- Record, edit, and run on mobile devices

## Resilient

- Same test runs across multiple devices

## Simple

- Natural language scripts for developers and non-developers alike
- Leverage production-like environments using virtualized services

The image displays four overlapping screenshots from the IBM Rational Test Workbench interface, illustrating different stages of the testing process:

- Playback:** Shows a mobile device screen with a 'Playback' overlay, indicating a test run in progress.
- Recording:** Shows a 'Recording' overlay with details for a 'Touch' action, including version (1.0), state (Available), and creation/import dates.
- Authoring:** Shows a 'Natural language Case' editor with a list of steps:
  - Click on Edit text
  - Click on Storage button to the right of Edit text
  - Press Back
  - Click on Manager when the text of Search is...
  - Press Back
- Reporting:** Shows a 'Reporting' overlay with test results:
 

| Step | Assertion                                     | Time since start | Value      |
|------|---|------------------|------------|
| 6    | Verify that Text equals 4.0 on Edit text      | 5 seconds        | Value=4.0  |
| 7    | Verify that Is focus equals true on Edit text | 6 seconds        | Value=true |
| 8    | Press Back                                    | 8 seconds        |            |





# Continuously deliver high quality mobile applications

*IBM Mobile Quality Assurance (beta)*





# Deployment Automation for Mobile DevOps

IBM UrbanCode Deploy v6.0

## What's New

- Automatic deployment of apps IBM Worklight
- Support for app deployments to Cloud
- Test virtualization support for application
- Integrations with Application Lifecycle (ALM)

## Features/Business

## Value

- Automated deployment to SIT, Staging, etc
- Environment and configuration management
- Securely store deployment artifacts to
- Middleware configuration management
- Security, approvals and notifications

## Client Benefits

- Accelerating time to market and reducing cost by shrinking manual efforts from days to minutes with automation, while reducing risk by cutting deployment errors by up to 90 percent.

The screenshot displays the 'uDeploy' interface for a process named 'Process: Deploy'. The process flow includes steps like 'Install .NET Framework - Install', 'enable IIS - Enable\_IIS', 'Deploy DB - deploy', and 'PetShop-APP - Deploy'. A 'NEW' badge is present in the top right corner. Several callout boxes provide additional information:

- This process is versioned.**
- Manage infrastructure components as well as application code. Deep integrations down the stack.**
- Assemble a high-level orchestration using processes you've defined at the component level. Include test, verification, and config changes.**
- Decoding the peach boxes: "On every target DB server, install each database upgrade we want, but don't already have on there."**



# Deepen Engagement



Grand Slam events improves user experience and increases productivity by 10 percent by providing a consistent multi-channel experience

I want **a relationship**

That enables me to **take action**

At the **right time**

In a **meaningful context**

In ways that **build trust**





- Thank you
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