BusinessConnect and SolutionsConnect
It's time to make bold moves.

Driving a Customer Activated Enterprise:

Reinventing Engagement with Mobile and Social

Jason Laufer
Natalie Krivushenko

IBM

Meet Lily…….

FACT : By 2016 there will be more mobile devices deployed than people on earth

There are 7.4 billion people on the planet…

6 billion of them have access to mobile phones…

……..only 3.5 billion of them use a toothbrush

Mobile has changed customer expectations

Glued to the phone
The average mobile phone user checks their phone 150 times a day

Transactions are increasing.
People are making transactions on everything from banking to finding a date and everything in-between

138% CAGR
growth in Mobile banking transactions ($0.3B in 2008 to $9.4B in 2012)

1/3
of citizens access government websites by logging in from phones or tablets

94%
of smartphone owners report using their mobile device while in-store

One chance to make a good first impression
80% of apps are used once then deleted

Mobile adoption continues to EXPLODE!

41% CAGR

Wearable Wireless Devices

1 Trillion

Connected Devices

5.6 Billion

Personal Devices Sold

2013   **2014**   **2015**

We Have Moved From…

Single transactions to ➤ personalized **engagement**

Millions of PCs to ➤ **billions** of mobile devices

Structured data to ➤ massive amounts of **unstructured** data

Static applications to ➤ **dynamic** services

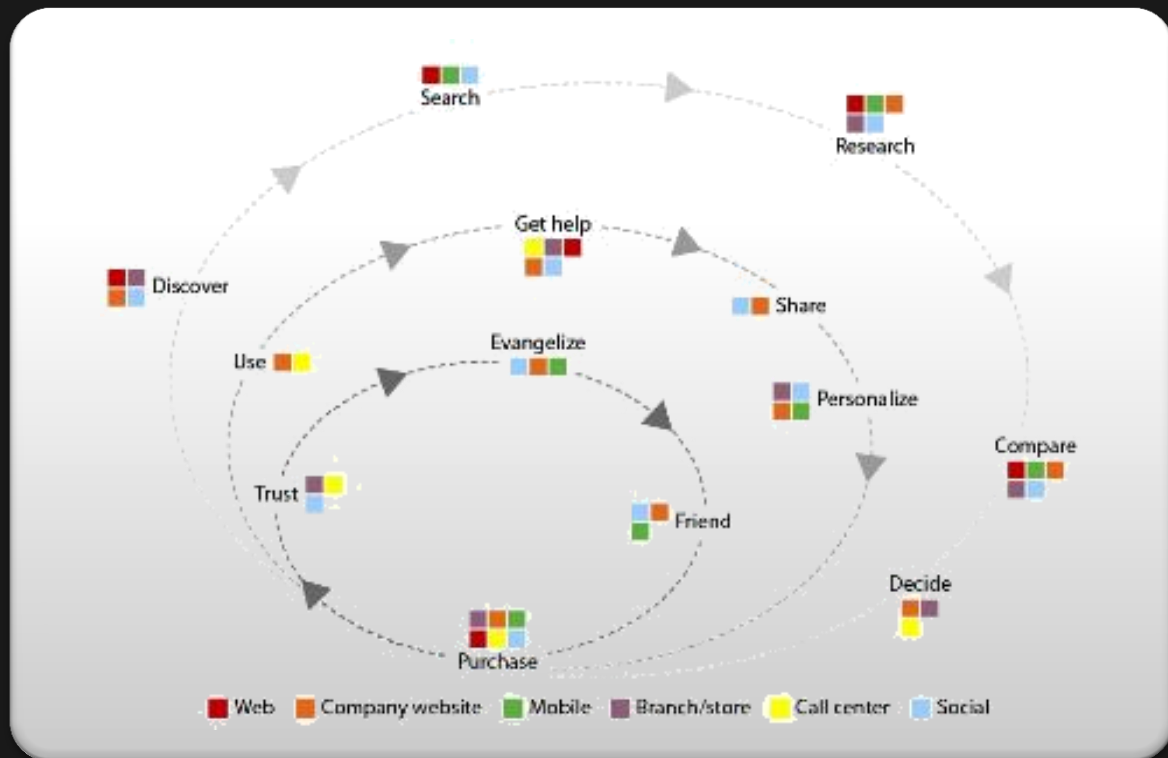**Rigid** infrastructure to ➤ an **elastic** cloud infrastructure

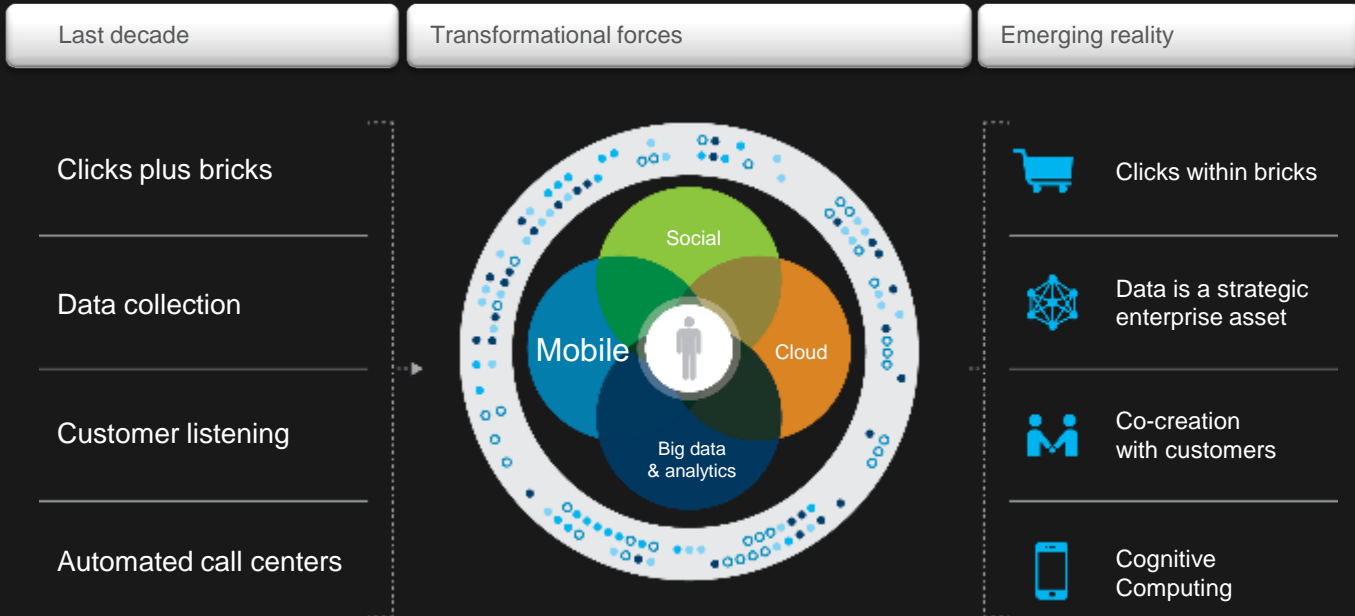# Hointer – An example of the retail revolution – powered by mobile

http://youtu.be/3KSw28CnRhY

Social has changed How We Communicate & How Influential an Individual Can Be

Source: Forrester Research: New Digital Path to Purchase

Digital transformation will continue to **alter the landscape** of life and work

Last decade	Transformational forces	Emerging reality

Last decade

Clicks plus bricks

Data collection

Customer listening

Automated call centers

Social

Mobile

Cloud

Big data & analytics

Emerging reality

Clicks within bricks

Data is a strategic enterprise asset

Co-creation with customers

Cognitive Computing

Using mobile to reduce friction across the customer experience

Including everything in the connected world

http://youtu.be/YSCf-K245BU
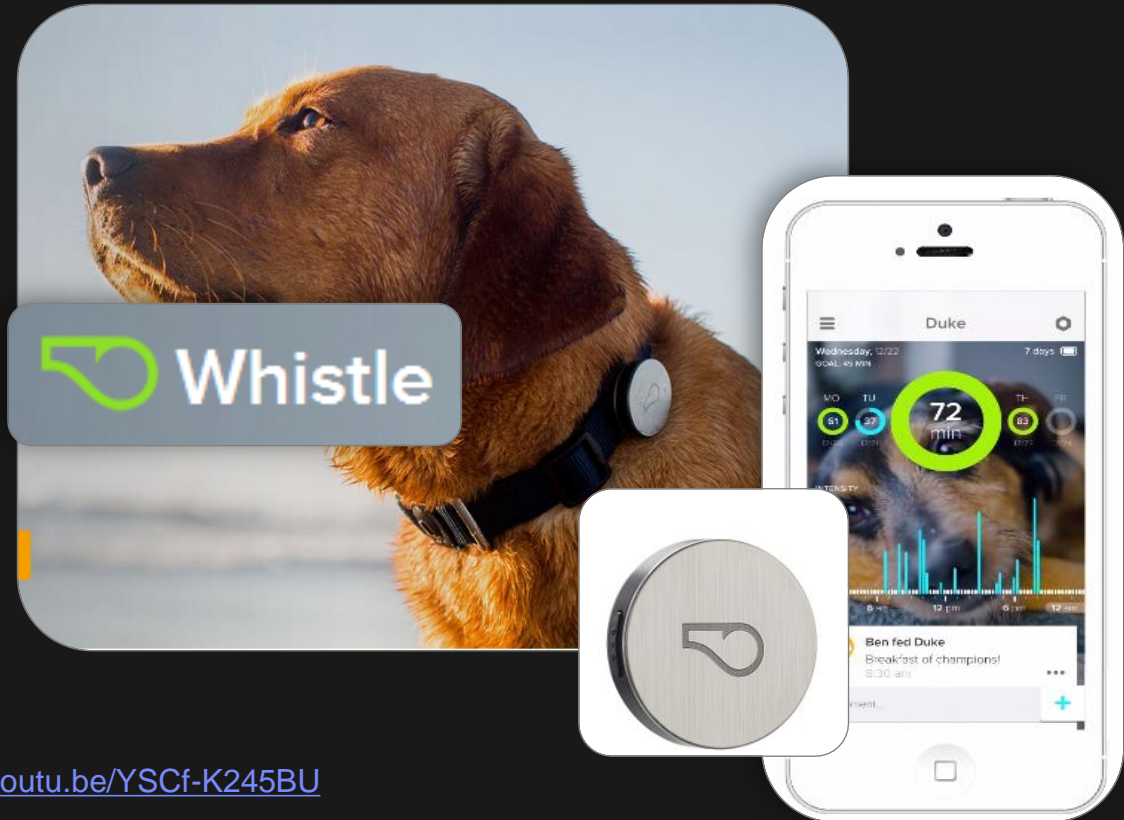
ING innovatively increased customer satisfaction by 50%

Balance Meter

Funds Transfers

Bill Payments

One-click shopping

Save Cheque

e-Gift Vouchers

Branch / ATM

The China Railway Corporation Mobile Application helps 3.9 million passengers per day book tickets

Benefits

- 19 million app installs in first 60 days
- 2 million unique visitors in peak time (daily)
- 0.3 million concurrent user in peak time (daily)
- 0.4 million tickets were sold in peak time (daily)
- 100 million daily hits in peak time (daily)

IBM MobileFirst

IBM **MobileFirst** Offering Portfolio

Industry Solutions

Banking · Insurance · Retail · Transport · Telecom · Government · Healthcare · Automotive

IBM & Partner Applications

Application & Data Platform

Management · Security · Analytics

Devices ◆ Network ◆ Servers

Cloud & Managed Services

Strategy & Design Services

Development & Integration Services

IBM MobileFirst enterprise app life cycle

Design & Develop

Integrate

Obtain Insight

Instrument

Manage

Test

Deploy

Scan & Certify

Mobile apps go deeper than front-end UI

Short time to market

Web? Hybrid? Native?

Front-end

Teamwork

Industrialize app dev

Integrate with SDLC

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

Back-end

User engagement

App responsiveness

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 authenticat'n

Malware detection

Data protection

19

IBM's Industry-leading MobileFirst Portfolio
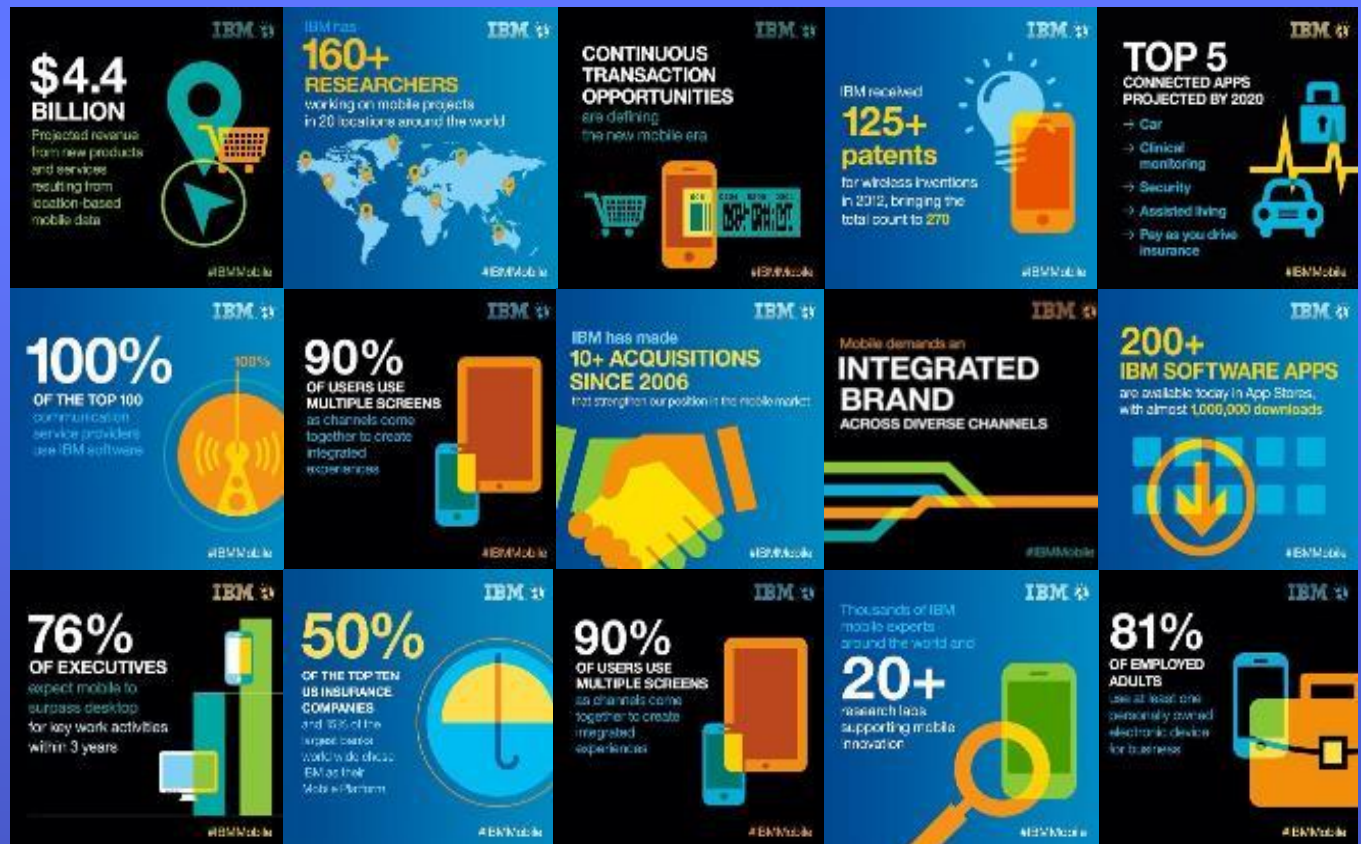
The impact of enterprise mobility

Our clients are transforming their industries by innovating and engaging with mobile solutions.

Banking & Insurance	Retail	Natural Resource Energy & Utilities, Telecom	Transport	Government	Healthcare
- Mobile Banking Sales Force - Wealth Mgmt Apps - Insurance Customer Apps	- Customer Apps - Store Availability Apps - Delivery Mgmt Apps	- Field Service Mgmt - Inspections - Asset Mgmt - Safety - Operations Mgmt	- Customer Apps - Workforce & Ops Mgmt - Asset Mgmt	- Mobile Workforce - Field Service - Citizen access to Services - Business access to Services	- Salesforce Automation - Community Care Apps
ANZ Westpac CommonwealthBank kiwibank SUNCORP BANK ING	coles MYER DAVID JONES Officeworks Waitrose KOHL'S	WATER INPEX Rio Tinto Telstra	QANTAS AIR CANADA	Australian Government Department of Defence Australian Government Australian Taxation Office NSW Fair Trading EINDHOVEN	HIPRA

Make Your Enterprise More Mobile
Three Ways to Get Started :

1. Come and talk to us in the Zones after this session

2. Stay to hear more information on Mobile as the day continues

3. Evaluate your current state of readiness through an Enterprise Mobile Strategy engagement