

MOBILE FOR  
GROWNUPS



@benhanna



**“MOBILE IS  
GOING CRAZY”**

Smartphones,  
Smashing PC  
sales since

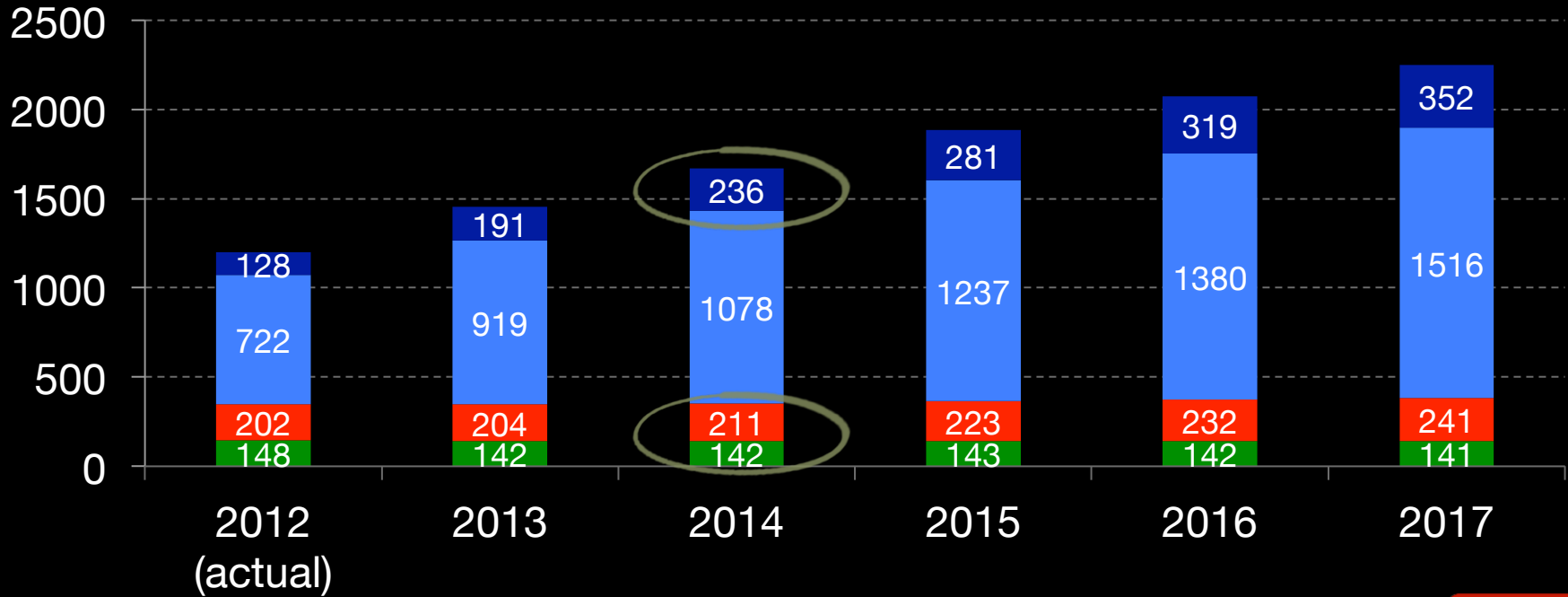
2010.

IDC – Global Connected Device Shipments 2011



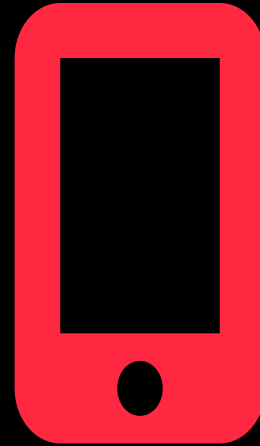
**CERTUS**

■ Desktop ■ Portable PC ■ Smartphone ■ Tablet



76%

of Australians  
surveyed between  
18-75



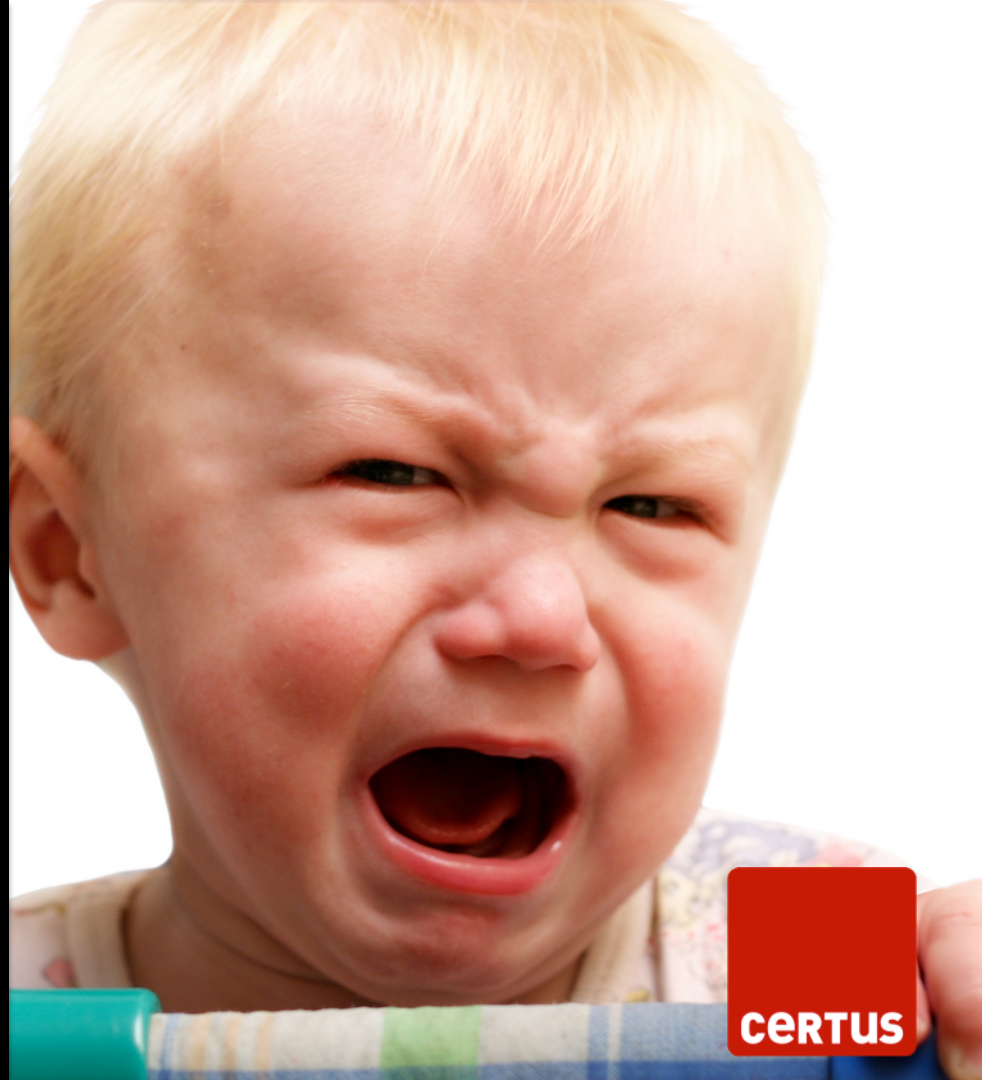
own a smartphone.

GEN-Y make up

**31%**

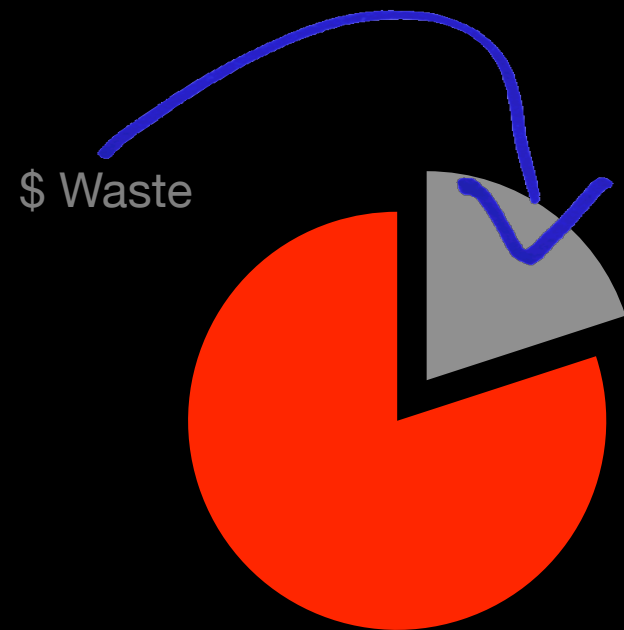
of the Australian  
workforce

Australian Bureau of Statistics 2011 Census



**CERTUS**

# AUSTRALIAN ENGINEERING COMPANIES ARE STILL EXPERIENCING SKILLS SHORTAGES



# 20%

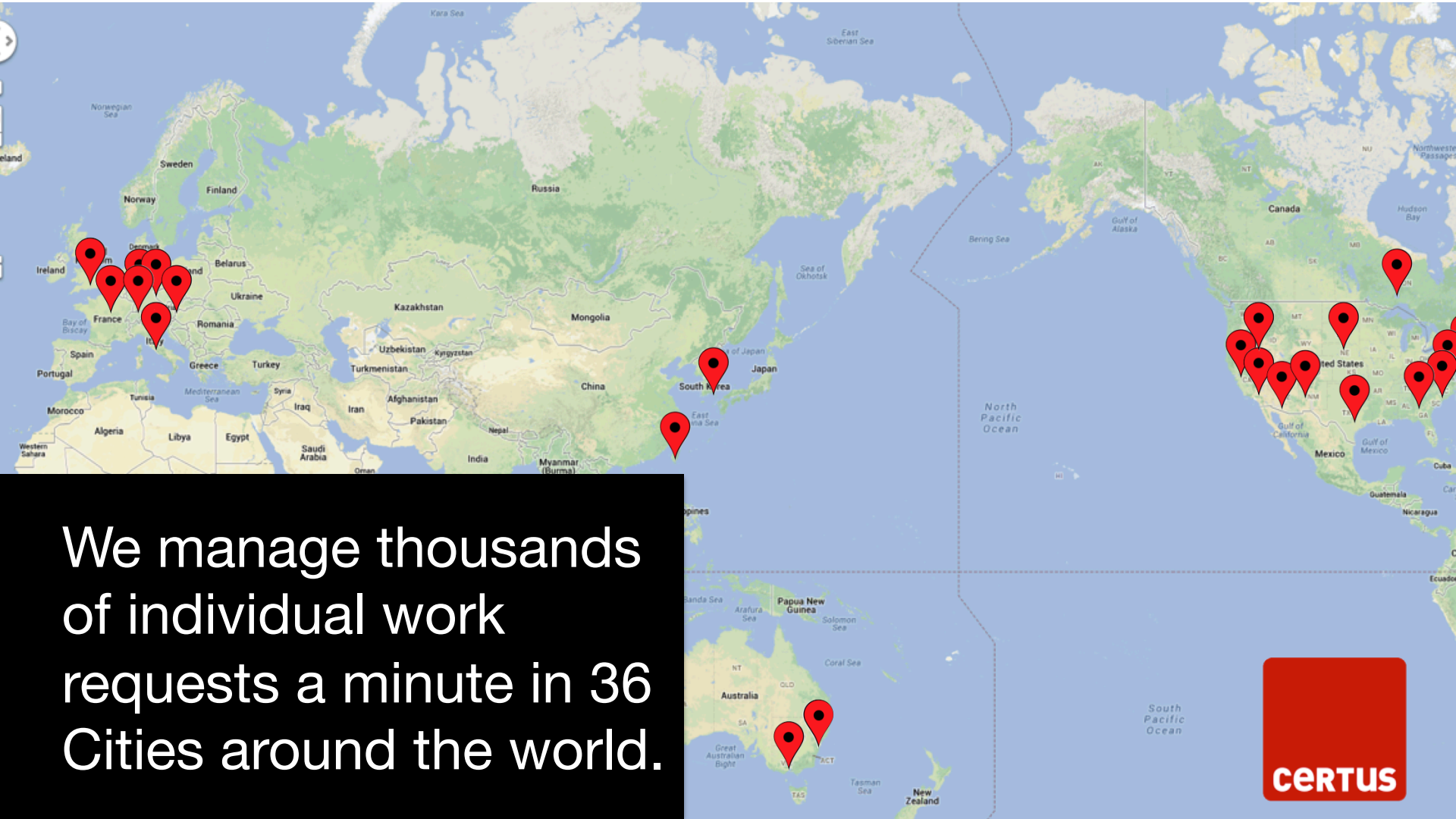
of the costs of major construction projects is wasted due to the shortage of engineers.

WHO AM I?

\$1000







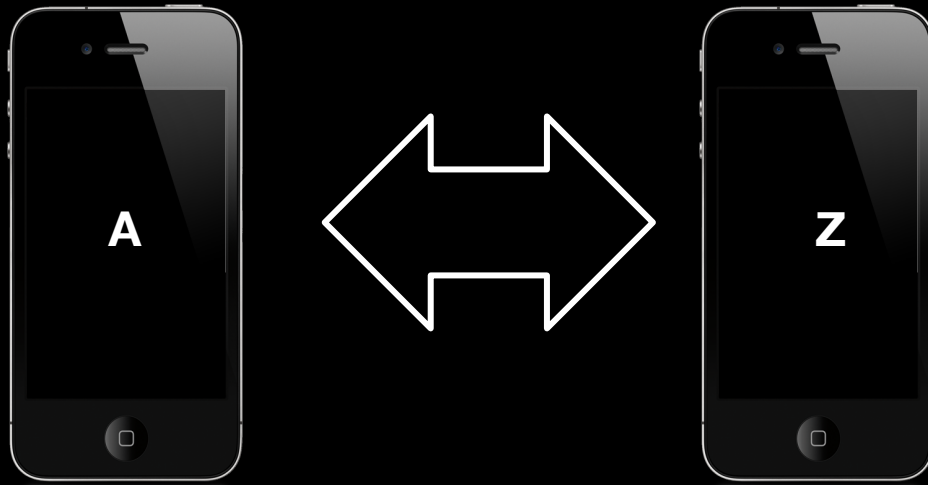
We manage thousands of individual work requests a minute in 36 Cities around the world.



We're celebrating our 3<sup>rd</sup> year  
of operation in July 2013.



Our entire operation end to end from time and attendance, work requests, payments, and customer interactions is Digital.



# WHO AM I?

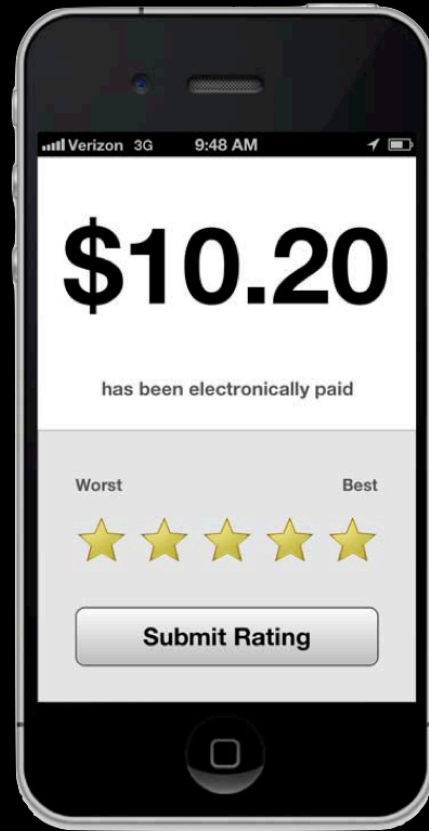
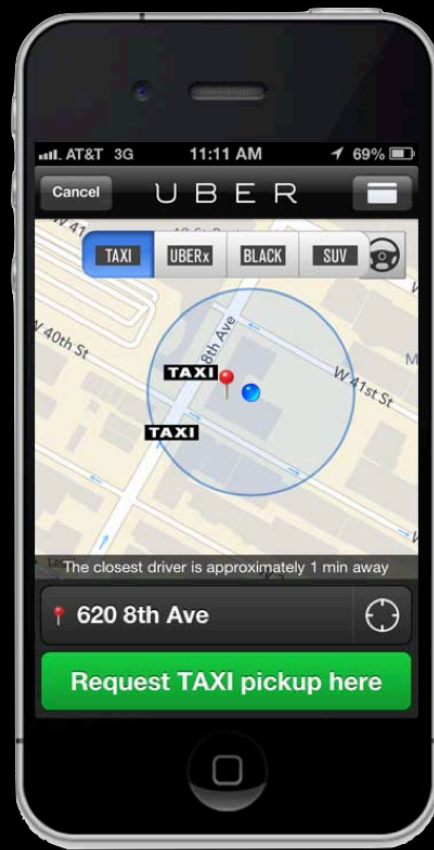
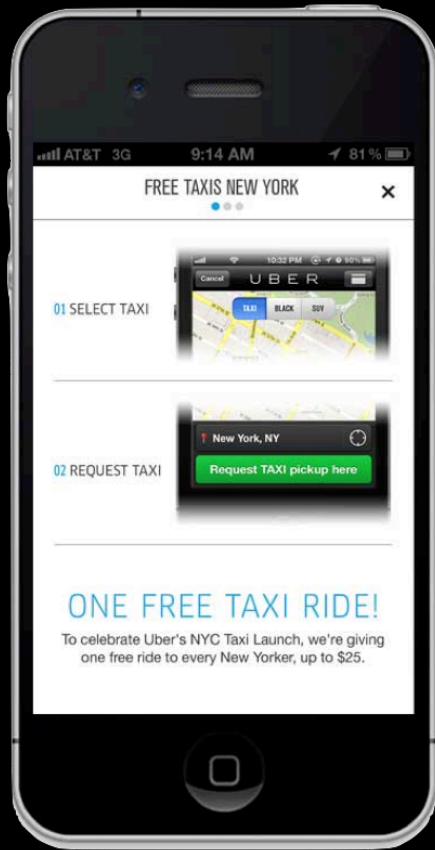
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BAU

INNOVATION



BAU

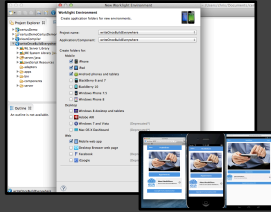
INNOVATION

Platforms





# IBM Worklight MEAP



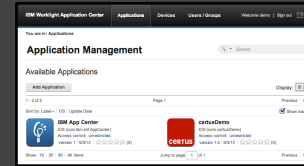
## Studio

Leading tools for cross platform hybrid development that maximise code reuse and enable per-device optimisation.



## Operational Console

Operational management for deployments, version enforcement and infrastructure access. Operational analytics provide real-time insight into application usage.



## Application Center

A cross-platform private mobile application store focused on the needs of a development organisation or a team.



## Application Runtime

Cross-platform services for the mobile channel (including client and server components). Client APIs available for both pure **native** as well as **hybrid** development.

# “5 RULES OF ENTERPRISE MOBILE”



1

FORGET ABOUT THE DEVICE



2

DESIGN FOR THE PERSON FIRST



3

GOVERNANCE IS IMPORTANT



4

DON'T LEAVE IT TO "IT"



# 5 BUY SCALE, BUILD INNOVATION



# Q & A

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