Business Agility Lunch Series.

Innovate. Transform. Grow.
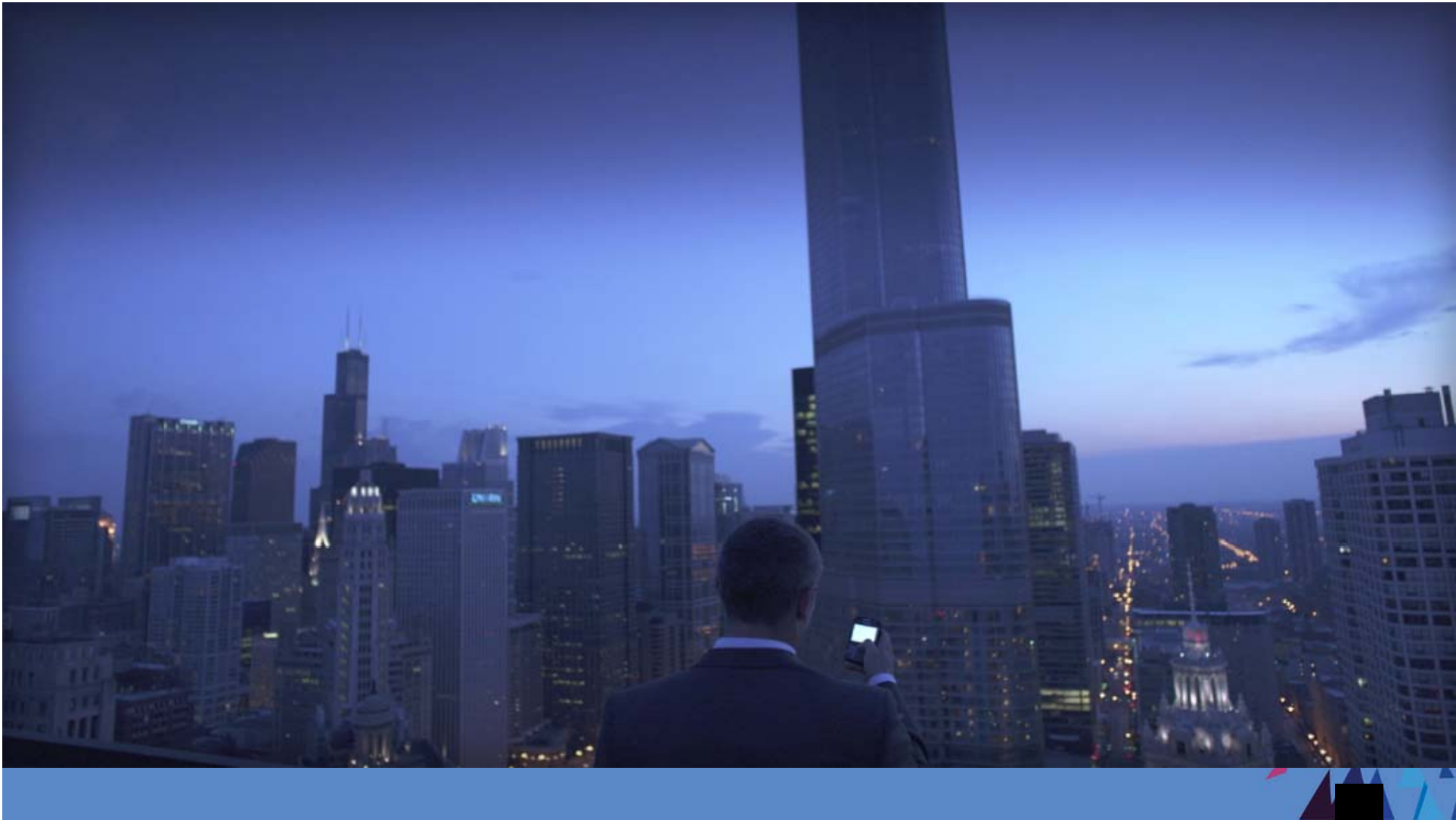
IBM Mobile Enterprise Launch

Colin Gniel

SWG Coverage Unit Executive, Public Sector and Queensland

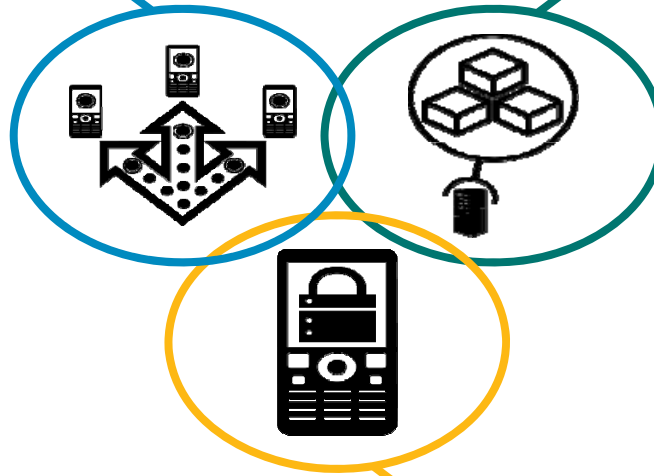# IBM strategy addresses client mobile initiatives

Extend & Transform

Extend *existing business capabilities to mobile devices*

Transform *the business by creating new opportunities*

Key Capabilities
- Strategy, planning and implementation
- Mobile-enabled solutions including BPM, analytics, commerce, and social business
- Mobile as a service

Build & Connect

Build *mobile applications*

Connect *to, and* **run** *backend systems in support of mobile*

Key Capabilities
- Mobile web, hybrid and native app development
- Enterprise data, service, and application integration
- Enterprise wireless networking

Manage & Secure

Manage *mobile devices, services and applications*

Secure *my mobile business*

Key Capabilities
- Mobile lifecycle management
- Device analytics and control
- Secure network communications & management

Key mobile development and delivery challenges

Delivering for multiple platforms

- Highly fragmented set of …
  - Platforms and devices
  - Languages, APIs, and tools
- Native programming models not portable across platforms

Consumerisation of IT and need to deliver high quality apps

- High quality user experience is a requirement
- Quality influenced as much by design as it is by function

Accelerated time to market requirements

- Higher frequency of releases and updates
- Added pressure on teams to deliver on time and with quality

Connecting apps and mobile users with existing enterprise systems

- Existing services typically need to be adapted and extended for mobile
- Enterprise wireless networks are running out of bandwidth to accommodate employee devices

Mobile Devices: Unique Management & Security Challenges

Mobile devices are shared more often

- Personal phones and tablets shared with family
- Enterprise tablet shared with co-workers
- Social norms of mobile apps vs. file systems

Mobile devices have multiple personas

- Work tool
- Entertainment device
- Personal organisation
- Security profile per persona?

Mobile devices are diverse

- OS immaturity for enterprise mgmt
- BYOD dictates multiple OSs
- Vendor / carrier control dictates multiple OS versions

Mobile devices are used in more locations

- A single location could offer public, private, and cell connections
- Anywhere, anytime
- Increasing reliance on enterprise WiFi
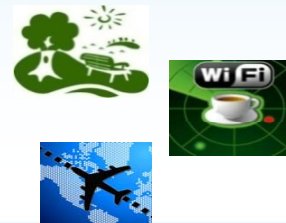
Mobile devices prioritise the user

- Conflicts with user experience not tolerated
- OS architecture puts the user in control
- Difficult to enforce policy, app lists

Rich, cross-platform application development
IBM Worklight V5.0

- Flexible development, back-end integration and ongoing management of rich, cross-platform mobile apps using standards-based technologies and tools

- Mobile-optimised middleware delivering an enterprise-grade services layer that meets the needs of mobile employees and customers
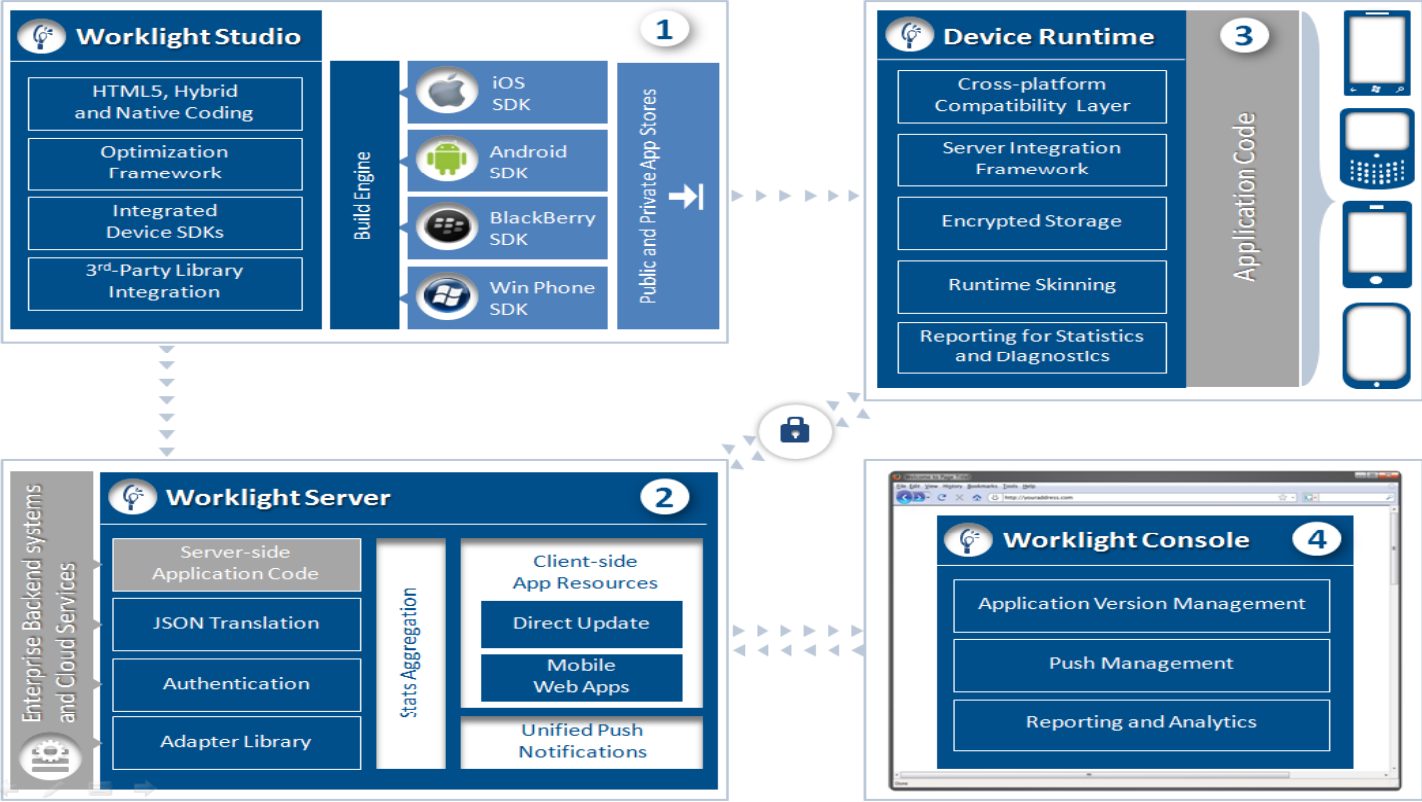
Fast and cost-effective development, integration and management of rich, cross-platform mobile applications
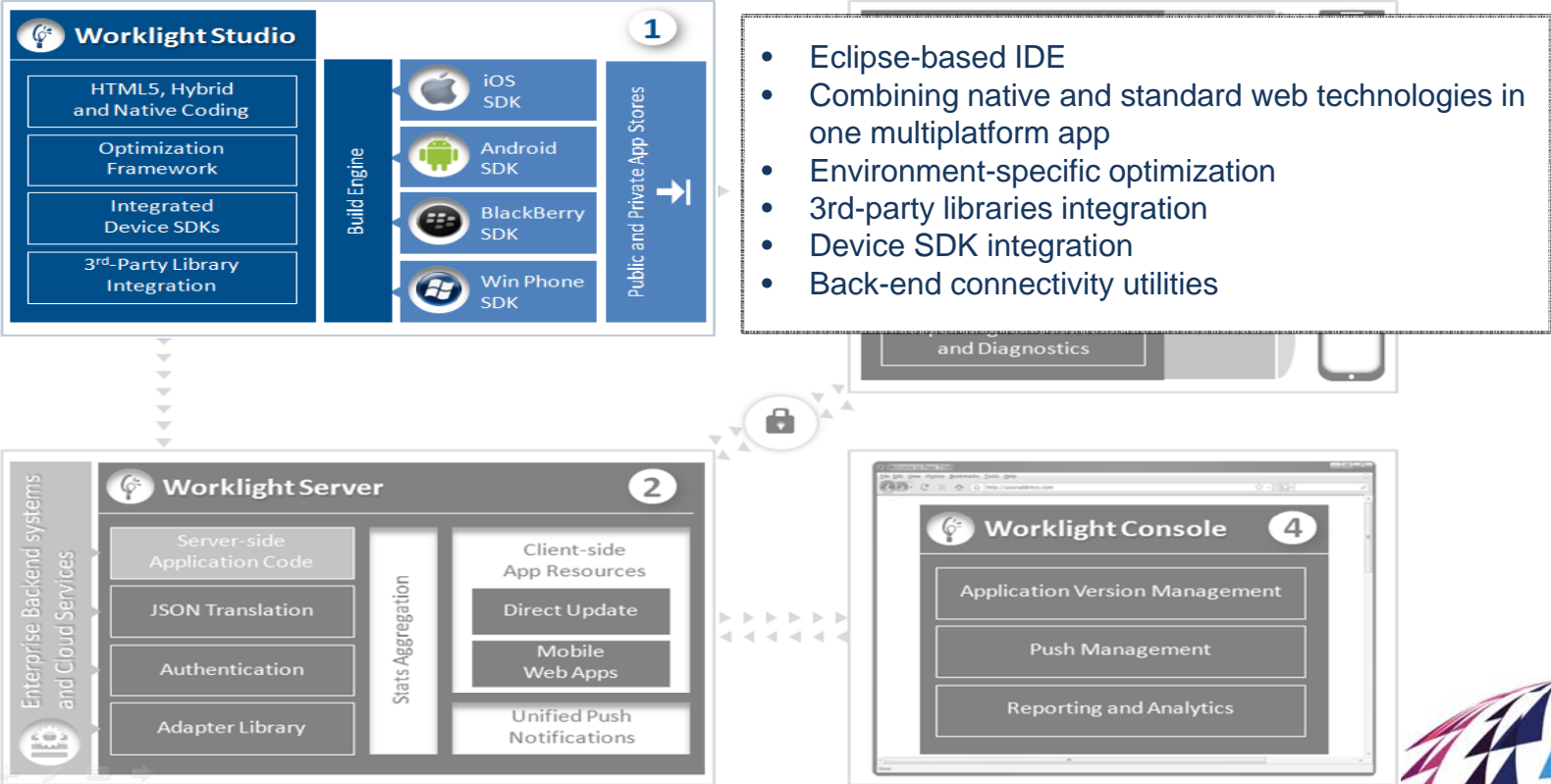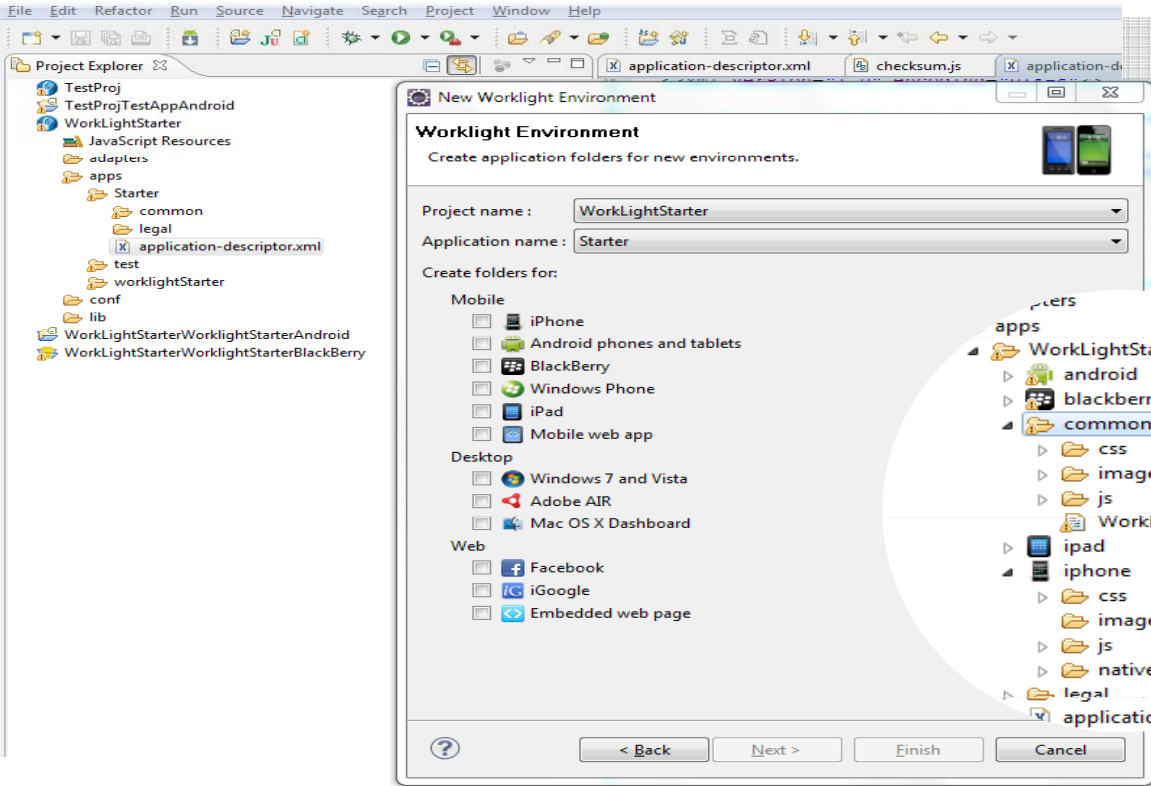
Worklight Architecture

Worklight Studio

- Eclipse-based IDE
- Combining native and standard web technologies in one multiplatform app
- Environment-specific optimization
- 3rd-party libraries integration
- Device SDK integration
- Back-end connectivity utilities
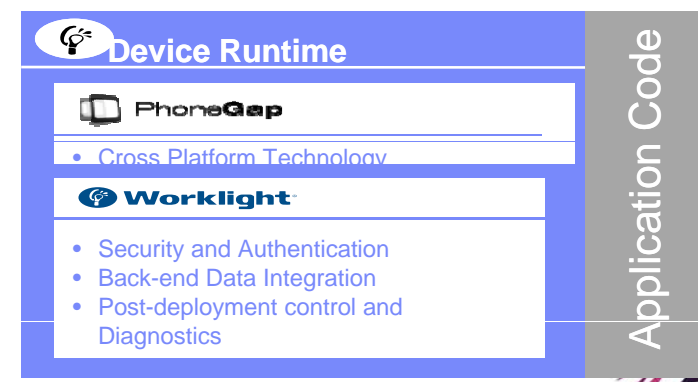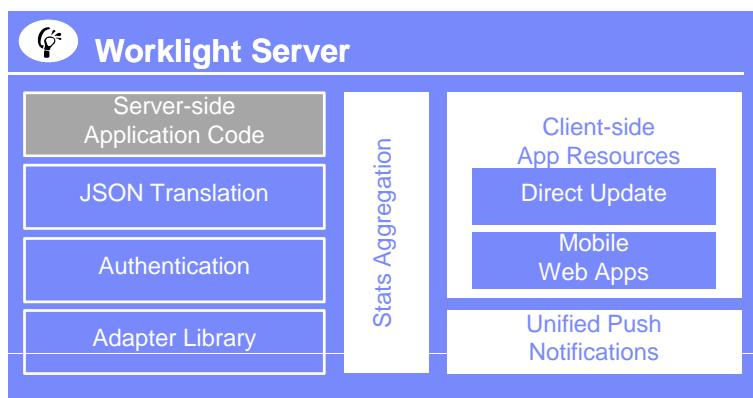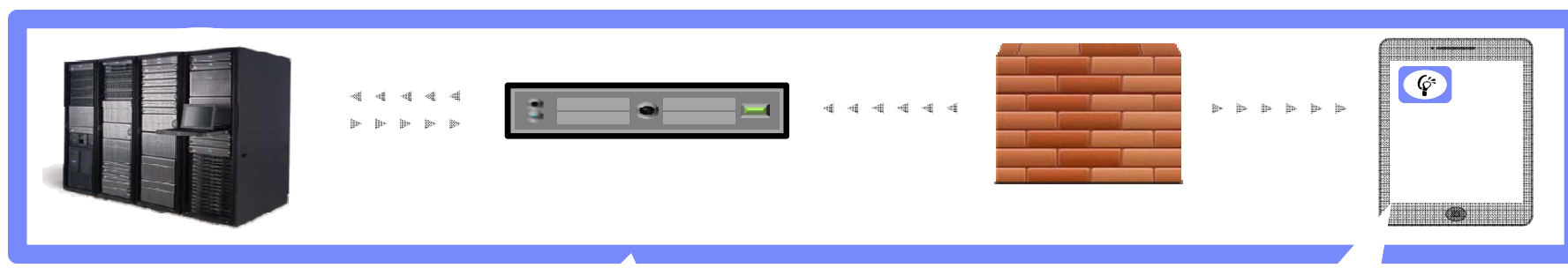
Single Shared Codebase

Common code placed
in primary file

Environment optimisation
code is maintained separately

Worklight Runtime Architecture

Worklight Server

Server-side Application Code	Stats Aggregation	Client-side App Resources
JSON Translation		Direct Update
Authentication		Mobile Web Apps
Adapter Library		Unified Push Notifications

Device Runtime

PhoneGap
- Cross Platform Technology

Worklight
- Security and Authentication
- Back-end Data Integration
- Post-deployment control and Diagnostics

Application Code
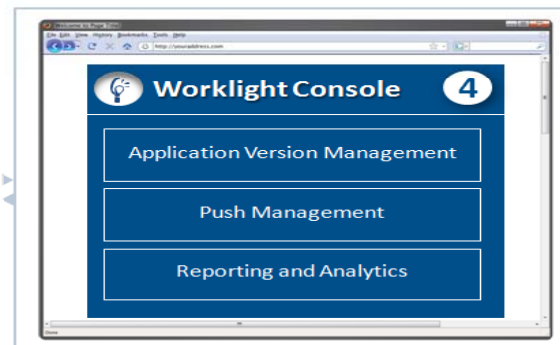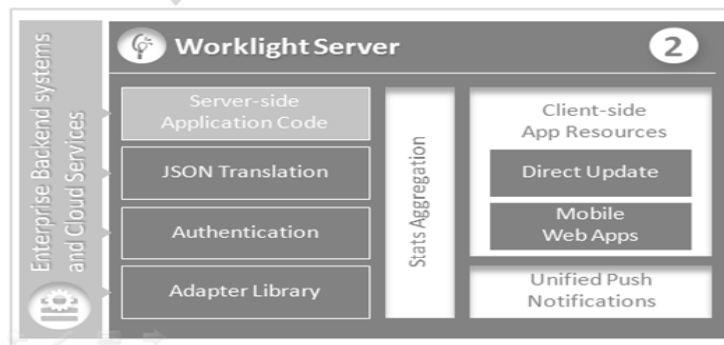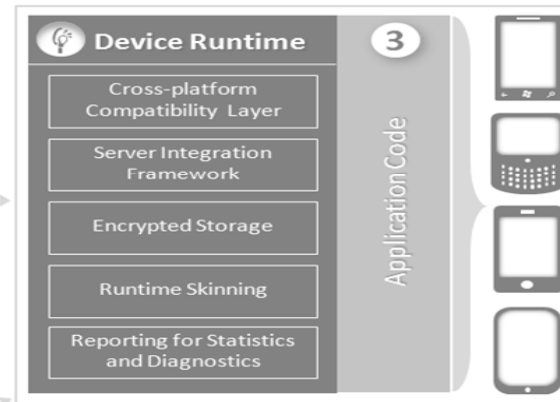
Worklight Console

- Application Version Management
- Push management
- Usage reports and analytics
- Reports of custom application events
- Configurable audit log
- Administrative dashboards for:
  - Deployed applications
  - Installed adapters
  - Push notifications
- Data export to BI enterprise systems

Rich, cross-platform application development
IBM Worklight V5.0

Key capabilities:

➢ Open approach to 3rd-party integration
➢ Strong authentication framework
➢ Encrypted offline availability
➢ Enterprise back-end connectivity
➢ Unified push notifications
➢ Data collection for analytics
➢ Direct updates and remote disablement
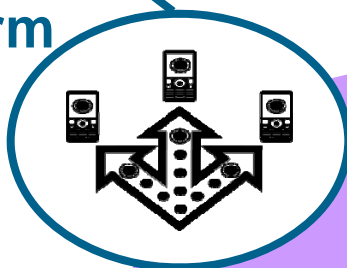➢ Packaged runtime skins

Client initiatives require a mobile foundation

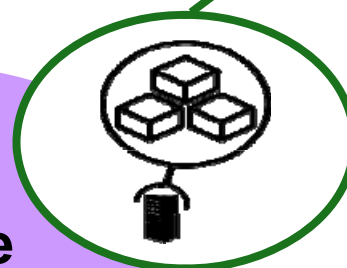## Extend & Transform

Extend existing business capabilities to mobile devices

Transform the business by creating new opportunities

New!

IBM Mobile Foundation V5.0

Mobile Foundation

Build & Connect

Build mobile applications

Connect to, and *run* backend systems in support of mobile

Manage & Secure

Manage mobile devices and applications

Secure my mobile business

Comprehensive solution for mobile delivery

IBM Mobile Foundation V5.0

- A comprehensive suite of mobile products that provides the essential elements needed for mobile development, deployment, and management.

- Mobile Foundation elements:

  - IBM Worklight
    Mobile application development and delivery

  - IBM WebSphere Cast Iron Hypervisor Edition
    Advanced connectivity to cloud and back-end systems

  - IBM Endpoint Manager for Mobile Devices
    Complete end-to-end Mobile Device Management (MDM)
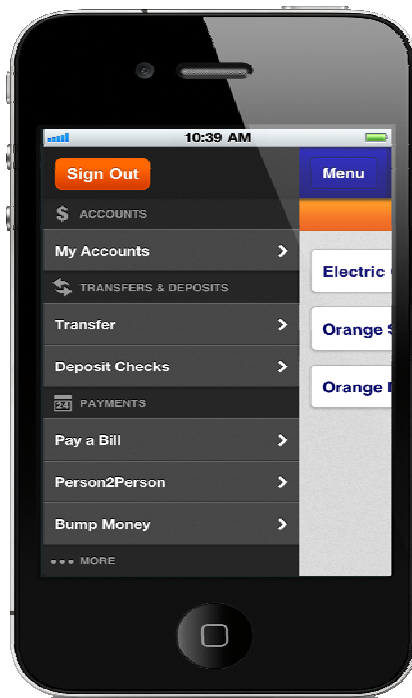
End to end solution for mobile development, device management, and connectivity
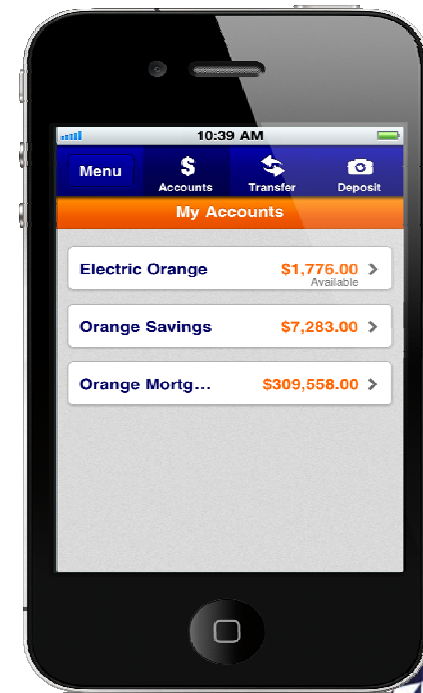
ING Direct creates a "bank branch in your pocket"

- New customer experience with mobile as the channel

- Creates new revenue generation opportunity

- Simplify consumer experiences

- Re-use existing mobile-optimized web content

- Support multiple mobile platforms consistently on a tight schedule

Rapid, Simple & Flexible Connectivity for Mobile Apps

WebSphere Cast Iron Hypervisor Edition

- **Native connectors** and template integration processes (**TIP's**) to connect mobile apps to backend & cloud systems, **reducing project costs up to 80%**

- **Bidirectional connectivity and business** logic to increase data quality and streamline business processes

- **Centralised monitoring** for all connectivity projects

- **Simple** and **flexible**, user-friendly, wizard-based, "configuration, not coding" architecture provides **best-practices** and enable repeatable mobile integration project success

Integrate Cloud & On-Premise Systems with Mobile Apps
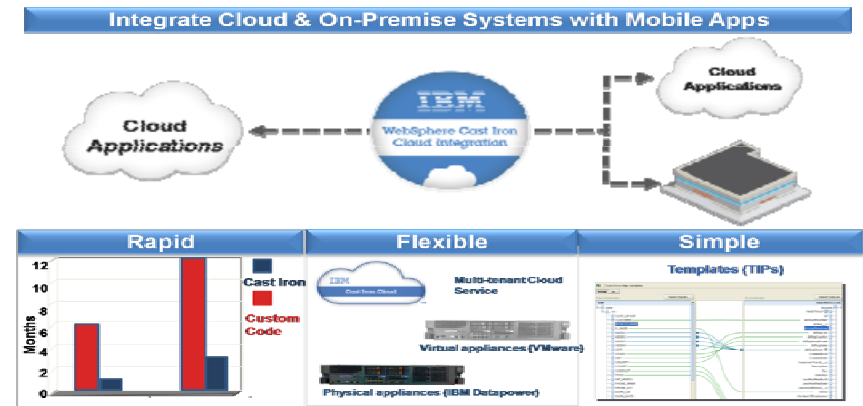
Simple and flexible integration for all connectivity projects, allowing you to rapidly integrate SaaS and back-end systems with mobile apps

360 degree customer view through cloud integration

A leading manufacturer of personal safety devices

Centralised management of all integrated end-points

"Taser International's sales force has become almost completely mobile, from iPads to iPhones, Blackberrys, every single one of our varied devices are now clued in through Salesforce.com"

Kevan Bray
Taser International

Customer Needs

Needed a full 360-degree view of the customer from orders to sales to customer service to marketing initiatives

Key Features & Outcomes

- 100% user adoption from field and enablement of mobile app usage on devices
- $135K/year savings on eliminating "paper mailers" in favor of integrated web-forms
- Increased accuracy & productivity in Sales department
- 50% reduction in order processing
- Savings of thousands a year eliminating mis-keyed orders

Unified Device Management

IBM Endpoint Manager

- Addresses the issues of application deployment, security, complexity and BYOD policies that challenge support for an increasingly mobile workforce

- "Single pane" for mobile devices, laptops, desktops, and servers that scales to can be implemented in hours

- Key capabilities:
  - Agent and e-mail sync based management options
  - Hardware, OS, and app inventory and performance data
  - Enterprise app store and app "push" capabilities
  - Security policy and configuration management
  - Wipe and selective wipe of enterprise apps and data
  - Employee self-service portal
  - Highly scalable and lightweight infrastructure

Real-time visibility and control with the flexibility to address the unexpected.

IBM Office of the CIO

Extending Corporate Access

"IBM's BYOD program "really is about supporting employees in the way they want to work. They will find the most appropriate tool to get their job done. I want to make sure I can enable them to do that, but in a way that safeguards the integrity of our business."

Jeanette Horan, IBM CIO

Customer Needs

- Support BYOD for a variety of mobile platforms securely for a highly mobile population

- Scale to hundreds of thousands of devices

Key Features & Outcomes

- 120,000 mobile devices, 80,000 personally owned, supported in months

- Integrated Lotus Traveler, IBM Connections, IBM Sametime, and IBM Endpoint Manager

IBM Mobile Foundation V5.0

Available configurations

Enterprise Edition

- Business-to-enterprise (B2E)
- Package includes:
  - IBM Worklight
  - IBM Cast Iron Hypervisor Edition
  - IBM Endpoint Manager for Mobile Devices
- Used by enterprises to manage internal apps

Consumer Edition

- Business-to-consumer (B2C)
- Package includes:
  - IBM Worklight
  - IBM Cast Iron Hypervisor Edition
- Used for commercial and customer-facing apps

Take your business with you wherever you go

Business Process Management

IBM makes it possible to integrate BPM into your mobile strategy

Client Challenge

Every day you are challenged to do more, better, and faster

Key Capabilities

- Gives peace of mind that comes from knowing that important and time sensitive tasks will find employees wherever they might happen to be.

- Finding expertise is instant, and innovation doesn't have to wait for that mythical "down time".

- Provides a single view that consolidates tasks from multiple IBM process sources

Applying expertise anytime to accelerate results

IBM solutions for social business

IBM provides a comprehensive portfolio of mobile solutions for social business and analytics.

Client Challenge

Provide employees with anytime access to the social collaboration tools – on the devices they use -- to help drive business results

Key Capabilities

- Mobile solutions for social collaboration:
  - Push email, calendar, contacts
  - Presence, IM chat and telephony
  - Online meetings
  - Social software for access to your professional network
  - Business document viewer
  - Web experiences on multi-channel sites
- Business analytics
- Device appropriate interfaces for the leading mobile devices
  - Apple®, Google Android, Research In Motion® BlackBerry®, Nokia

Visit www.ibm.com/socialtogo

Embrace mobile across buy, market, sell, and service

IBM Smarter Commerce

Applying mobile to enhance business performance across the commerce value chain

Client Challenge

Improve engagement with customers, employees, and partners

Key Capabilities

- Empower employees and partners with extend mobile access to critical commerce processes

- Reinvent customer interactions with mobile sales and service

- Extend marketing reach with mobile campaigns and location-based services

- Refine the mobile customer experience with analysis of mobile usage

Next Steps
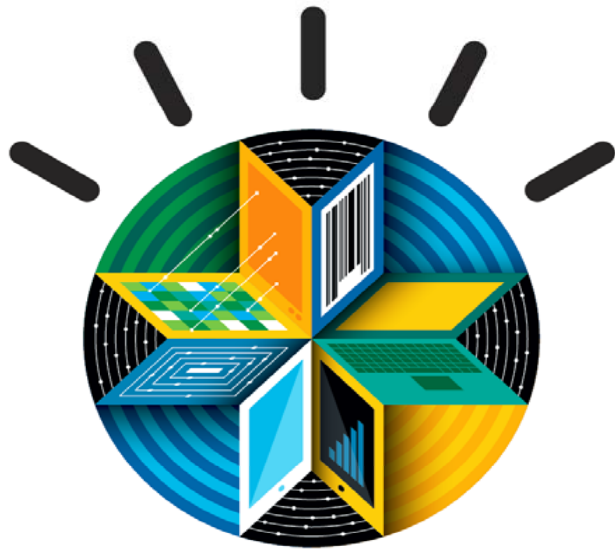
- Google "IBM Worklight Developer Edition" to download a complimentary trial

- Attend an IBM Mobile Proof of Technology workshop - 25 October 2012 at Cliftons

- Learn more at:

  www.ibm.com/mobile-enterprise

  - Access white papers and webcasts
  - Get product and services information

- Talk with your IBM representative or IBM Business Partner to find the right next steps for you and the special offers we have available.

Thank you