

# Business Agility Lunch Series.

Innovate. Transform. Grow.



## IBM Mobile Enterprise Launch

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WW Mobile Business Agility Tiger Team





# IBM strategy addresses client mobile initiatives



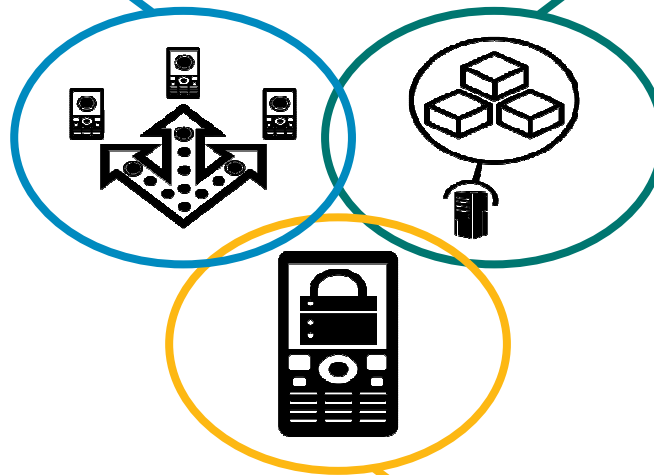
## Extend & Transform

*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





## Mobile Apps – Top Challenges



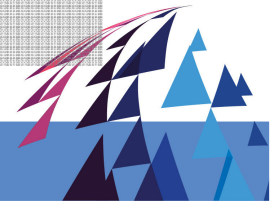
Creating rich, yet cost-effective mobile apps in a fragmented technological landscape.



Connecting the enterprise back-end services in a secure and scalable manner



Controlling the growing portfolio of applications deployed “in the wild”





# 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

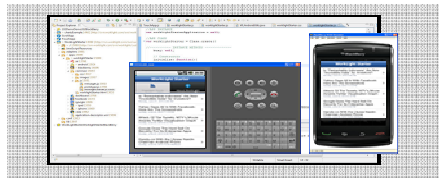


*Fast and cost-effective development, integration and management of rich, cross-platform mobile applications*



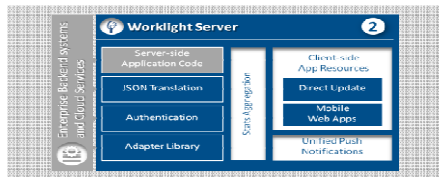


# Worklight Overview



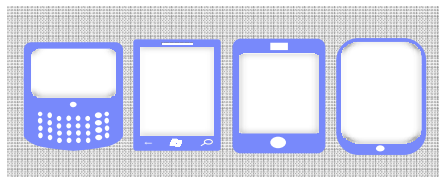
## Worklight Studio

The most complete, extensible environment with maximum code reuse and per-device optimization



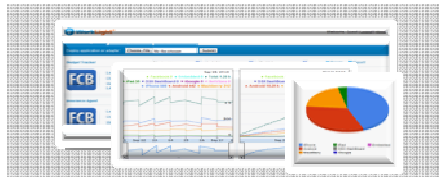
## Worklight Server

Unified notifications, runtime skinning, version management, security, integration and delivery



## Worklight Runtime Components

Extensive libraries and client APIs that expose and interface with native device functionality



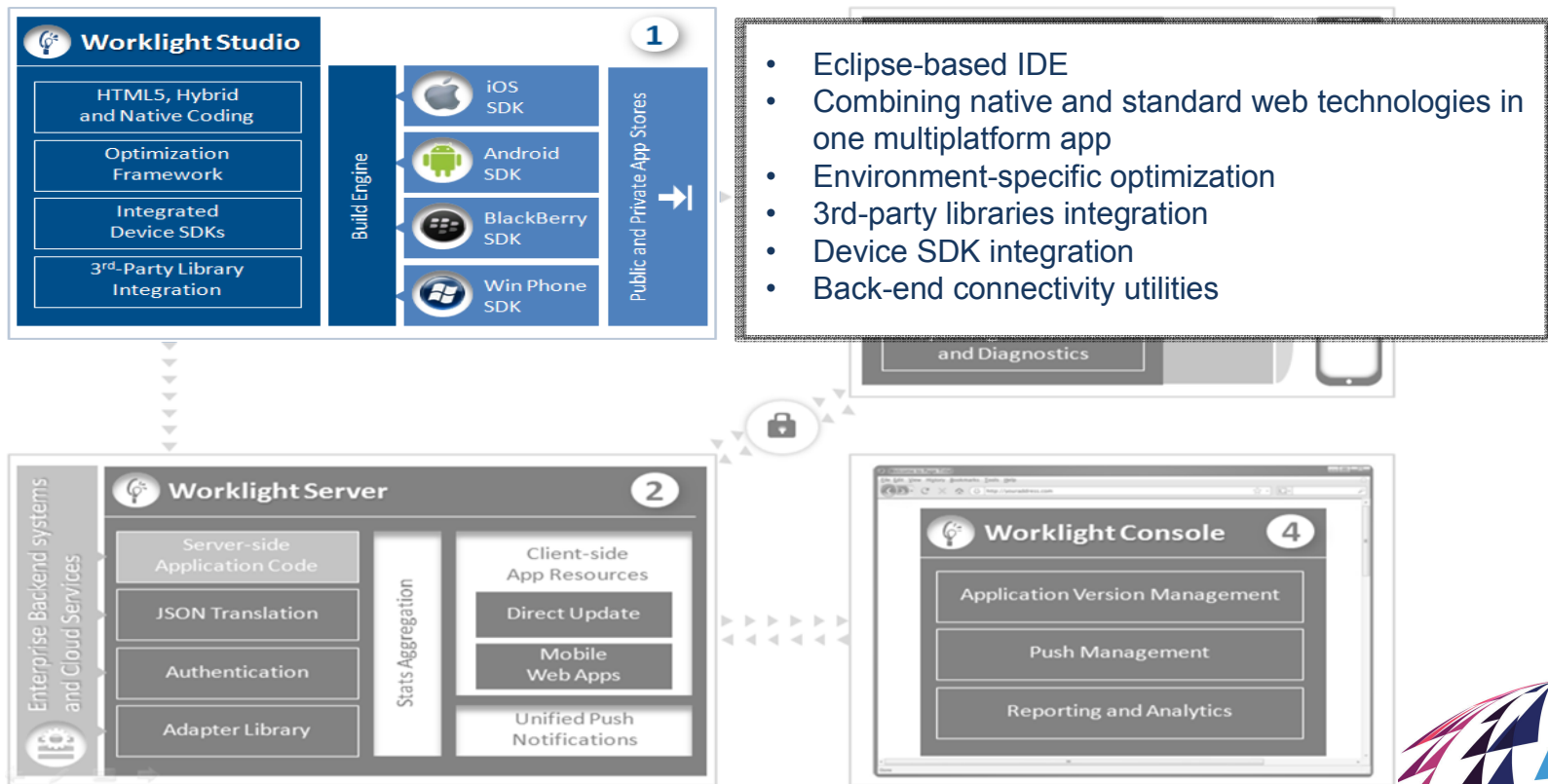
## Worklight Console

A web-based console for real-time analytics and control of your mobile apps and infrastructure





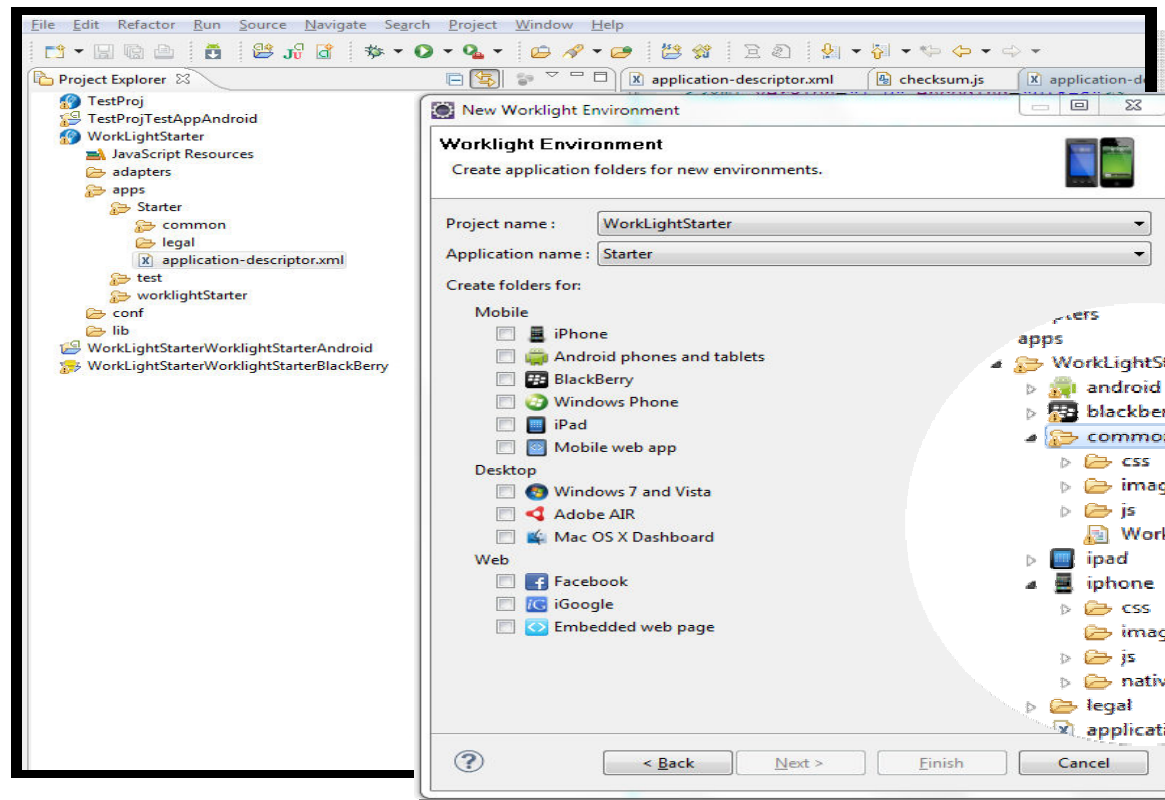
# Worklight Studio







# Single Shared Codebase



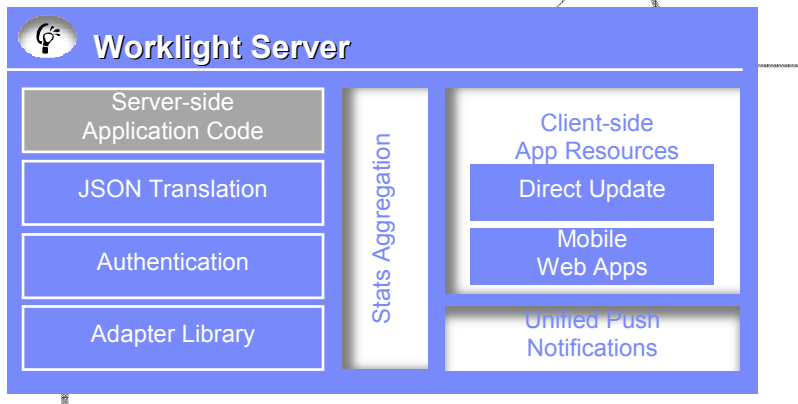
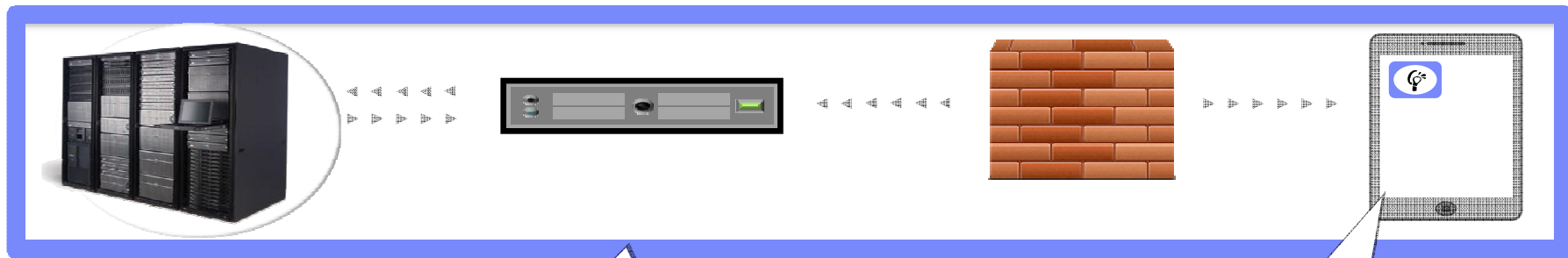
Common code placed in primary file

Environment optimisation code is maintained separately





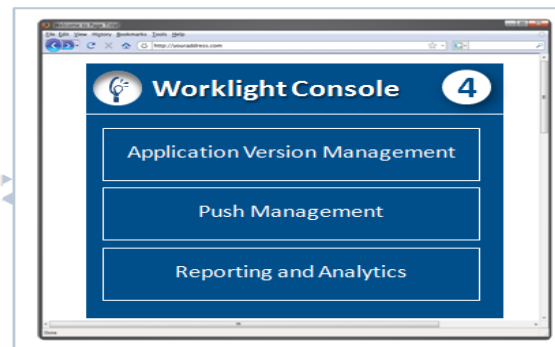
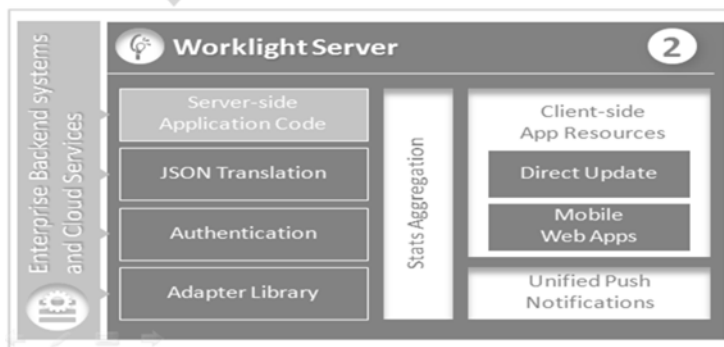
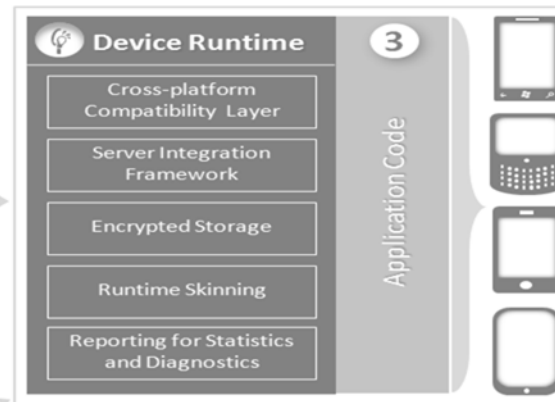
# Worklight Runtime Architecture





# 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



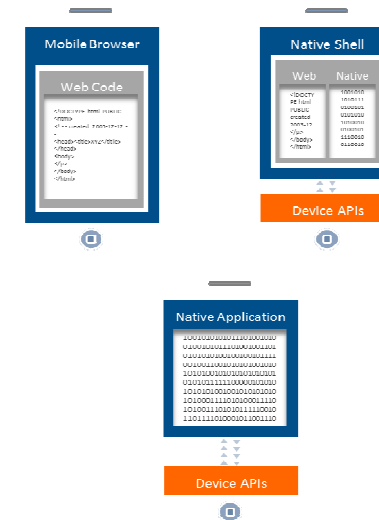


# Rich, cross-platform application development

*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

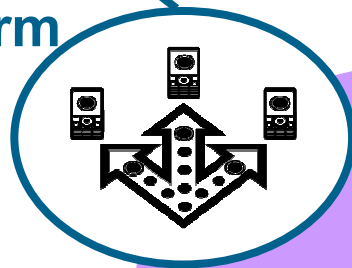




# Client initiatives require a mobile foundation

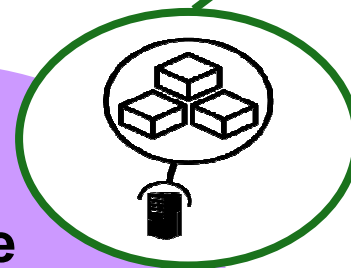
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## Mobile Foundation



**New!**

**IBM  
Mobile  
Foundation  
V5.0**

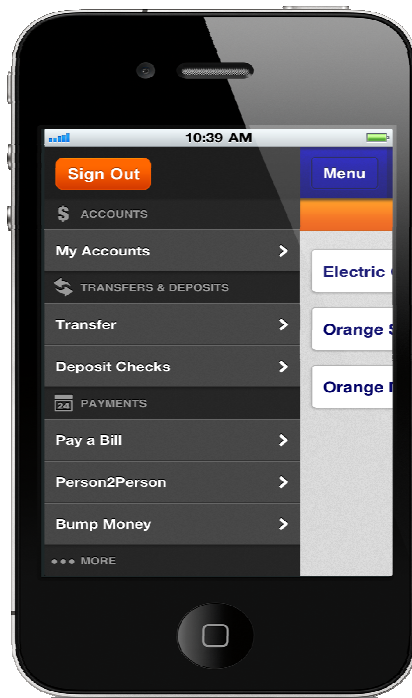
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*Manage* mobile devices and applications  
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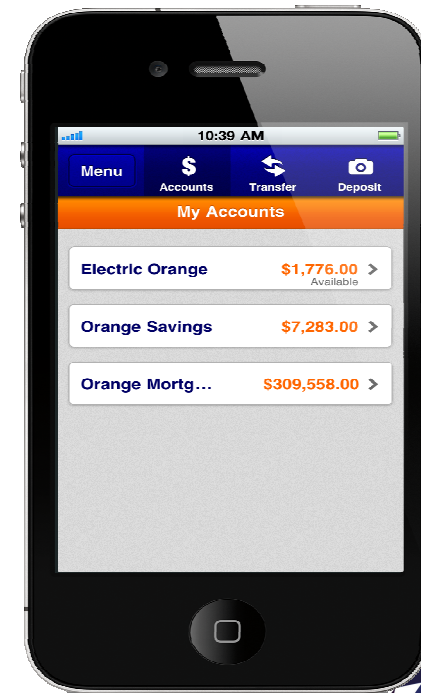




# ING Direct creates a “bank branch in your pocket”



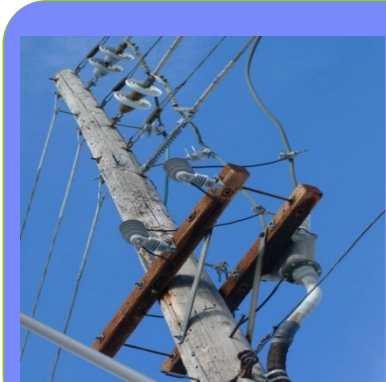
- New customer experience with mobile as the channel
- Creates new revenue generation opportunity
- Simplify consumer experiences
- Re-use existing mobile-optimized web content
- Support multiple mobile platforms consistently on a tight schedule



# Customer Spotlight – Lotte



# Public Utility



## Adding Mobile Devices Without Adding Infrastructure

*Serving 4.5 million customers in the southwestern region of the United States, this electric company of 25,000 employees is a leader in clean energy while exceeding reliability standards and keeping consumer costs below average. They are experiencing a migration from traditional endpoints to mobile devices.*

### Customer Needs

- Support 20,000+ mobile devices
- Corporate and employee-owned, many platforms and OS versions
- High availability for certain devices used in the field
- Adherence to Internal security policies, external regulations

### Key Features & Outcomes

- Scalability to 250,000 endpoints room to grow
- Added mobile devices to existing IEM deployment in days
- Ability to integrate with Maximo, Remedy
- Responsiveness and agility of product and product team







# 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

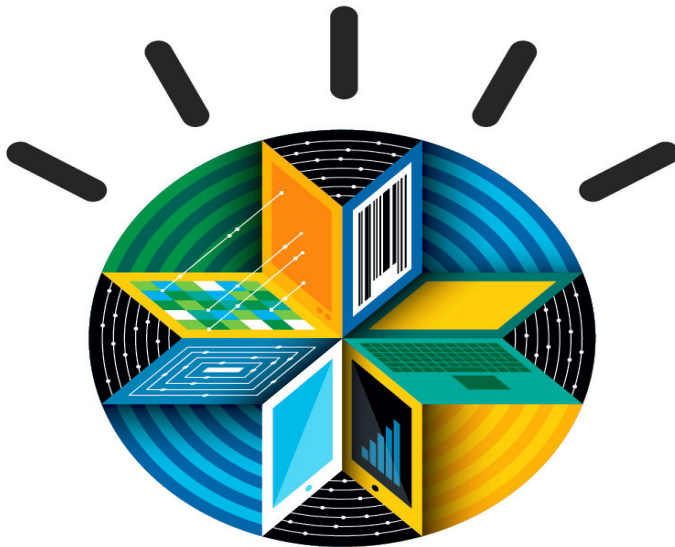


- Business-to-consumer (B2C)
- Package includes:
  - IBM Worklight
  - IBM Cast Iron Hypervisor Edition
- Used for commercial and customer-facing apps





## Next Steps



- Learn more at:  
[www.ibm.com/mobile-enterprise](http://www.ibm.com/mobile-enterprise)
  - Access white papers and webcasts
  - Get product and services information
  - Download and begin using IBM Endpoint Manager
- Talk with your IBM representative or IBM Business Partner to find the right next step for you

