

**BusinessConnect and SolutionsConnect**

It's time to make bold moves.

# Driving a Customer Activated Enterprise: Reinventing Engagement with Mobile and Social



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 federal 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


## We Have Moved From...

Single transactions to  personalised engagement

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Millions of PCs to  billions of mobile devices


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Structured data to  massive amounts of unstructured data

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Static applications to  dynamic services

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Rigid infrastructure to  an elastic cloud infrastructure

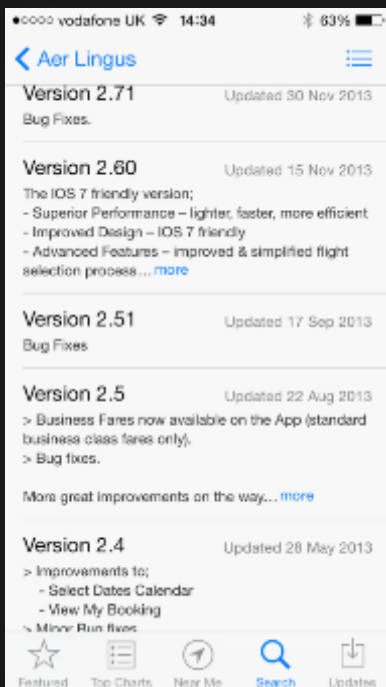
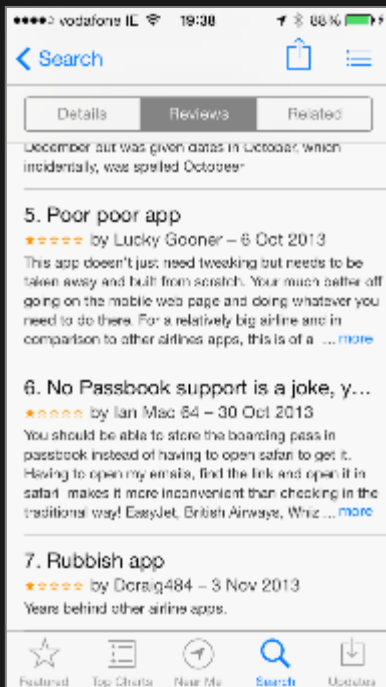
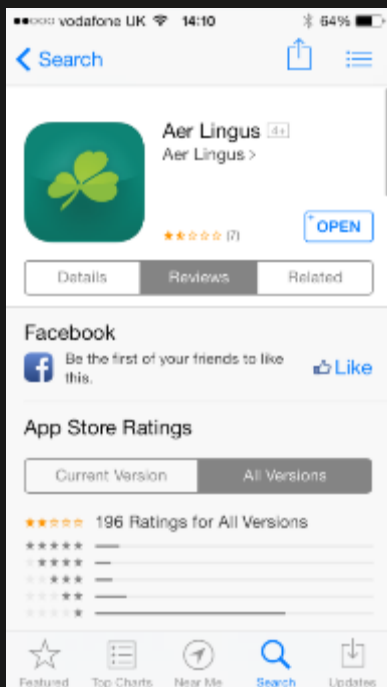


Between 2012 and 2013 there were 1 million new Apps created



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\*Reaching the million app mark signifies that in an unprecedented amount of time a whole new technology sector has reached maturity and capitalized on an immense consumer demand. History has never seen as great a democratization of creative development work. ©Edward Murphy, Mobile Marketing expert and CEO of BrandScan 360, LLC



## What's Holding Back Mobile Innovation?

### Mobile Apps are different

- They are context-aware – sensor richness provides constant stream of context information
- Always on – An opportunity to deliver greater value since always within arms' reach
- Immediacy – users expect instant everything and have little patience

### Management is different

- AppStore Terms of Service present challenges for managing B2C apps
- Greater challenges of application governance, distribution, and version management
- Smaller screens pulling content from more sources: need to choreograph content from multiple repositories and applications , both on premises and in the cloud

### Development is different

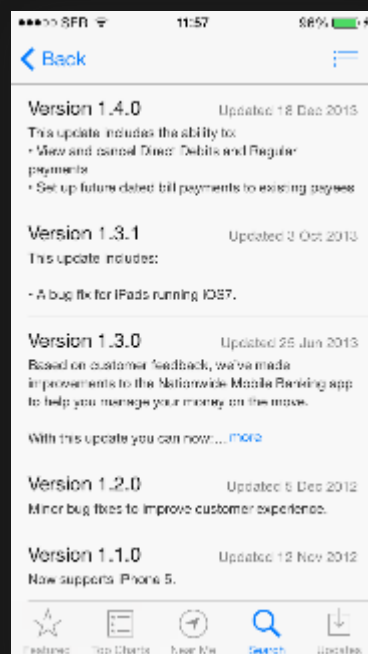
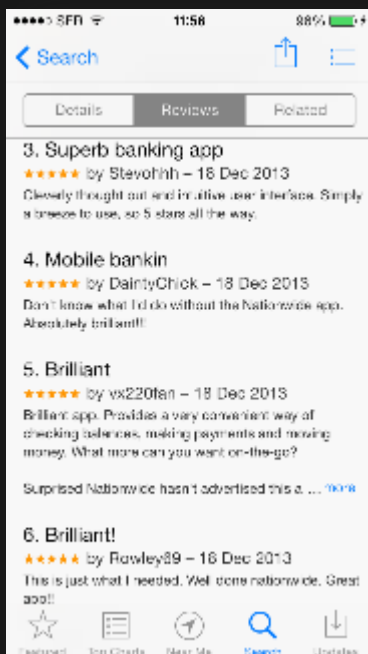
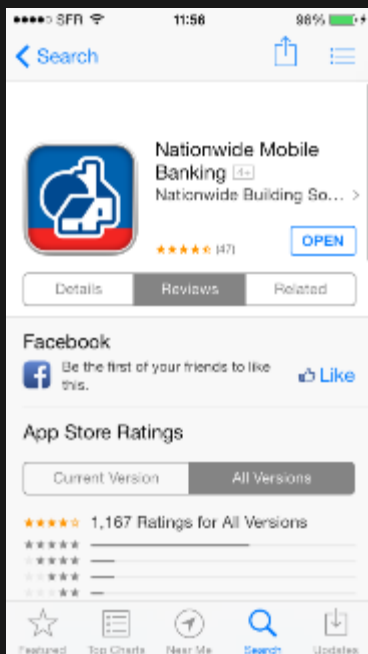
- More devices to support, each with its own set of capabilities, OS and UI behaviors
- More development approaches to choose from – Web, HTML, Native or a mix
- More third-party and open-source tools, frameworks and libraries to choose from
- Extremely short development cycles

### Security is different

- Greater risks of exposing applications and data on small, light and always on portable devices
- Greater authentication challenges associated with content mashups
- AppStore Terms of Service can limit security options







## 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)

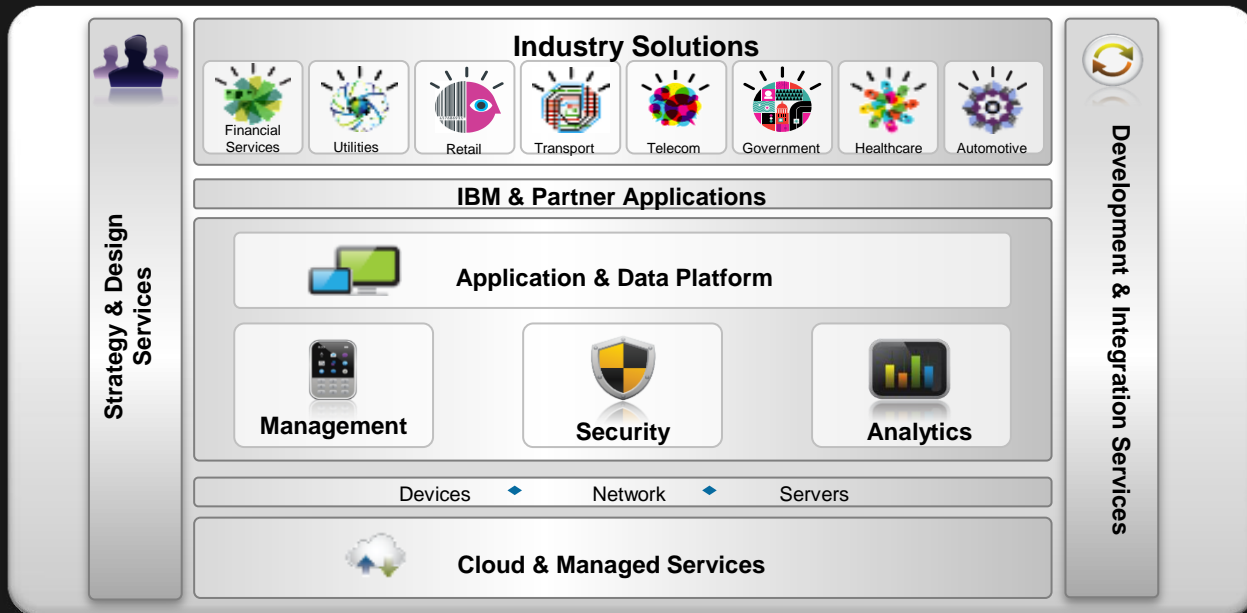
# IBM MobileFirst Enterprise App Life Cycle



# IBM's Industry-leading MobileFirst Portfolio



# IBM MobileFirst Offering Portfolio



# Mobile apps go deeper than front-end UI

Short time to market

Web? Hybrid? Native?

Front-end

Teamwork

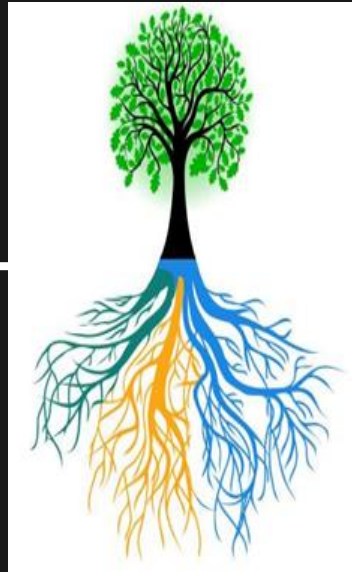
Industrialize app dev

Integrate with SDLC

30%

of the value and effort is visible (mobile UI)

Back-end



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

User engagement

App responsiveness

Efficient and flexible push notifications

Track and leverage location

Offline availability

B2E app distribution

Security

Push upgrades

User authentication

Malware detection

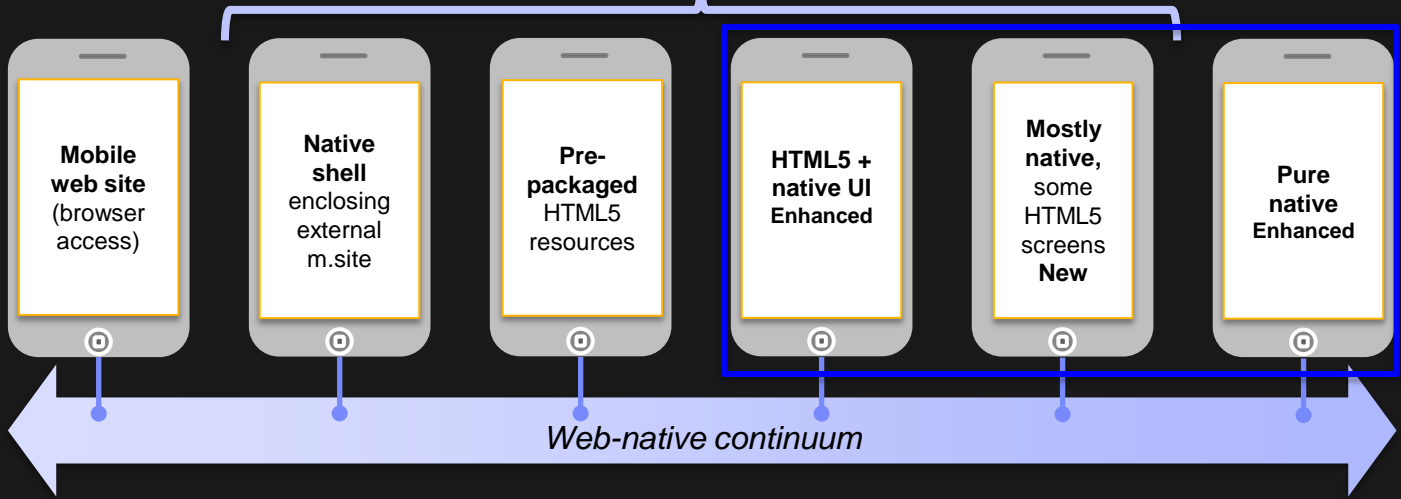
Data protection

# Spectrum of mobile app development approaches

Pure web

Hybrid

Pure native



Web-native continuum

- HTML5, JS, and CSS3 (full site or m.site)
- Quicker and cheaper way to mobile
- Sub-optimal experience

- HTML5, JS, and CSS
- Usually leverages Cordova
- Downloadable, app store presence, push capabilities
- Can use native APIs

- As previous
- + more responsive, available offline

- Web + native code
- Optimized UX with native screens in startup and during runtime, controls, and navigation

- App fully adjusted to OS
- Some screens are multi-platform (web) when makes sense

- App fully adjusted to OS
- Best attainable user experience
- Unique development effort per OS, costly to maintain

## The impact of enterprise mobility

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

 Banking & Insurance	 Retail	 Natural Resources, Energy & Utilities, Telecom	 Transport	 Government	 Healthcare
<ul style="list-style-type: none"> <li>• Mobile Banking</li> <li>• Sales Force</li> <li>• Wealth Management Apps</li> <li>• Insurance Customer Apps</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Apps</li> <li>• Store Availability Apps</li> <li>• Delivery Management Apps</li> </ul>	<ul style="list-style-type: none"> <li>• Field Service Management</li> <li>• Inspections</li> <li>• Asset Management</li> <li>• Safety</li> <li>• Operations Mgmt</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Apps</li> <li>• Workforce &amp; Operations Management</li> <li>• Asset Management</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile Workforce</li> <li>• Field Service</li> <li>• Citizen access to Services</li> <li>• Business access to Services</li> </ul>	<ul style="list-style-type: none"> <li>• Salesforce Automation</li> <li>• Community Care Apps</li> </ul>
     	     	   	 	   	  



## Make Your Enterprise More Mobile ...Three Ways to Get Started

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

**2** Stick around to hear more info on Mobile and Social as the day continues

**3** Evaluate your Mobile current state through an Enterprise Mobile Strategy Workshop