

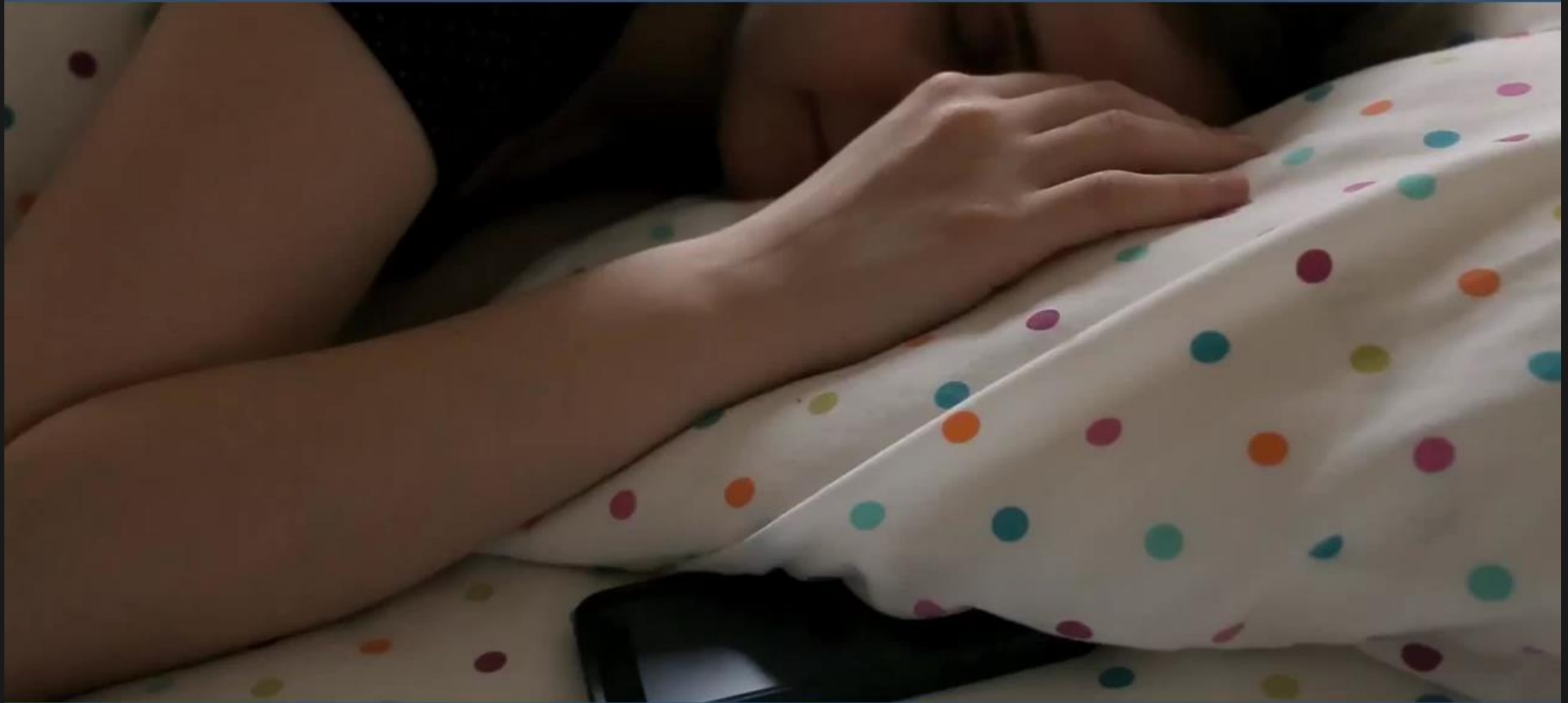
**BusinessConnect and SolutionsConnect**

It's time to make bold moves.

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

MM/DD/YY





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!


## 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

# 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

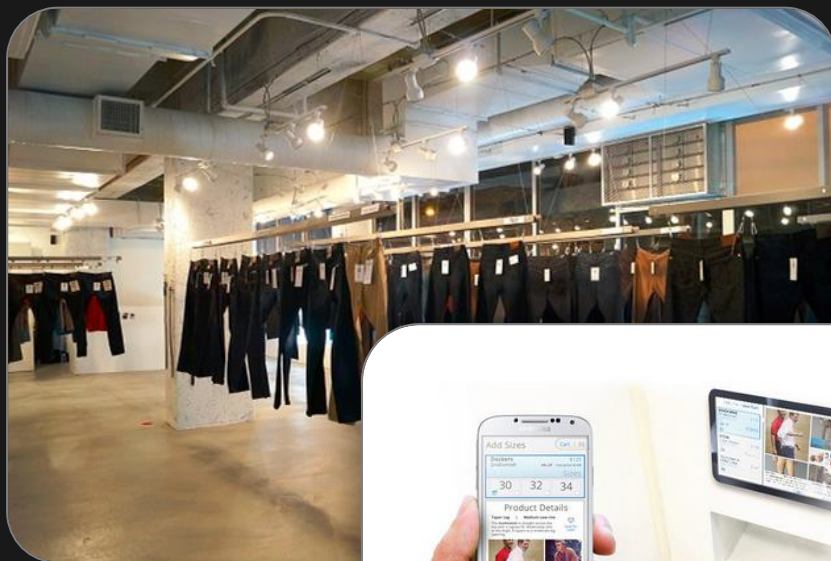


**94%** of smartphone owners report using their mobile device while in-store



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

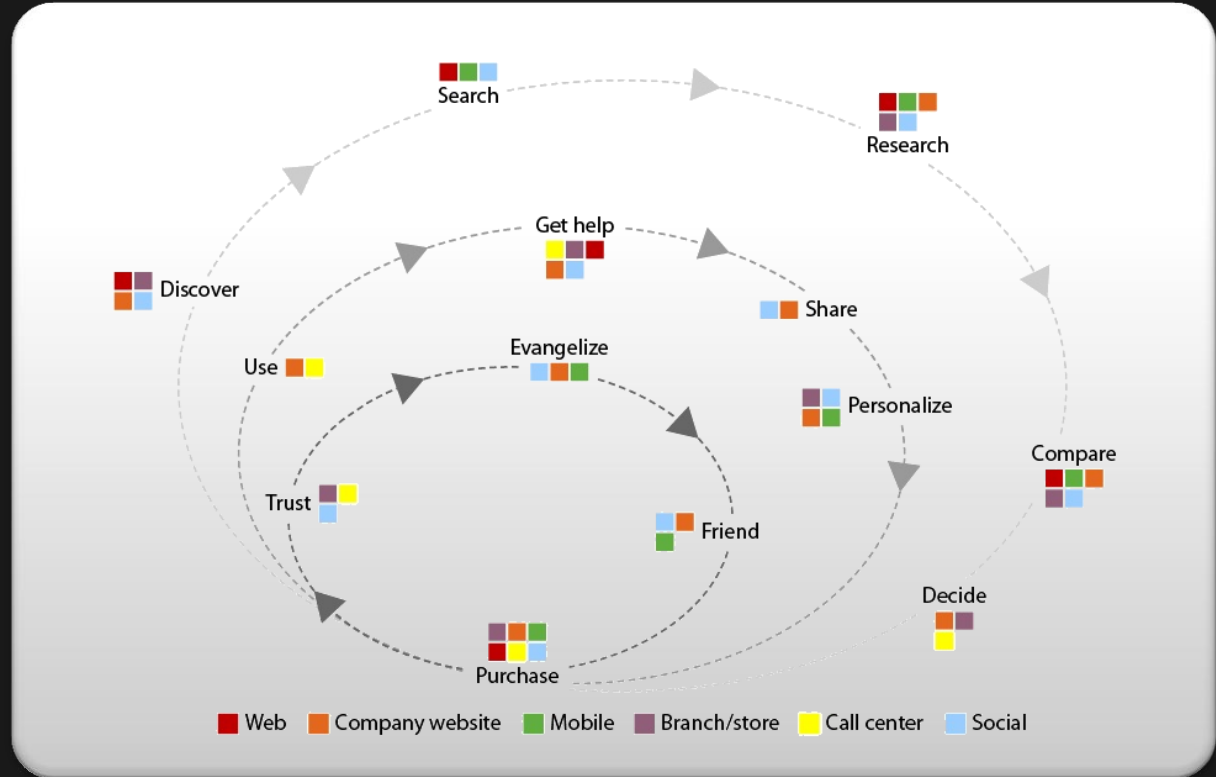
# Hointer – An example of the retail revolution – powered by mobile



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



# Social has changed How We Communicate and 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

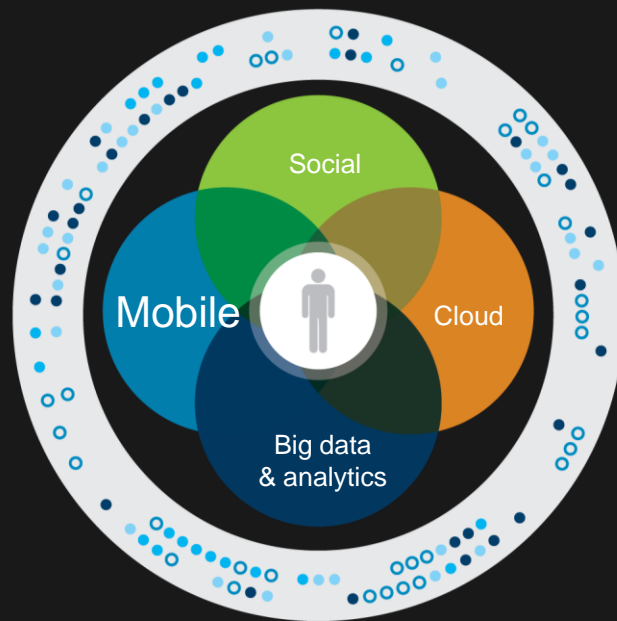
Emerging reality

Clicks plus bricks

Data collection

Customer listening

Automated call centers



Clicks within bricks



Data is a strategic enterprise asset



Co-creation with customers



Cognitive Computing

# There are five key mobile and social transformation dimensions that are emerging

## Transformation Dimensions

## Business Value



### Customer Insight:

*Developing a deep and holistic understanding of your customer*

Driving customer loyalty and satisfaction



### Engagement Model:

*Leveraging Mobile and Social for deep, seamless customer & employee relationships*

Incremental sales uplift / employee productivity



### Platform Transformation:

*Mobile and Social platforms that accommodates fully integrated backend environment*

New product opportunities and revenue at scale



### Process Innovation:

*Applying Mobile and Social to hone and streamline processes*

Applying mobile context to improve performance and efficiencies



### Organizational Agility:

*Driving innovation, productivity, and scale*

Business agility and measureable ROI

# Qantas Freight improves performance with advanced analytics and integrated online and mobile services

## Speeds delivery

processing from up to 60 minutes to as little as 60 seconds

## Improves visibility

into service level agreements and key performance indicator metrics

## Satisfies customers

by optimizing operations

*“This project has delivered on the holy trinity: it delivered financial benefits on time and on budget; customer feedback has been outstanding; and the staff loves it.”*

— Lisa Brock, executive manager



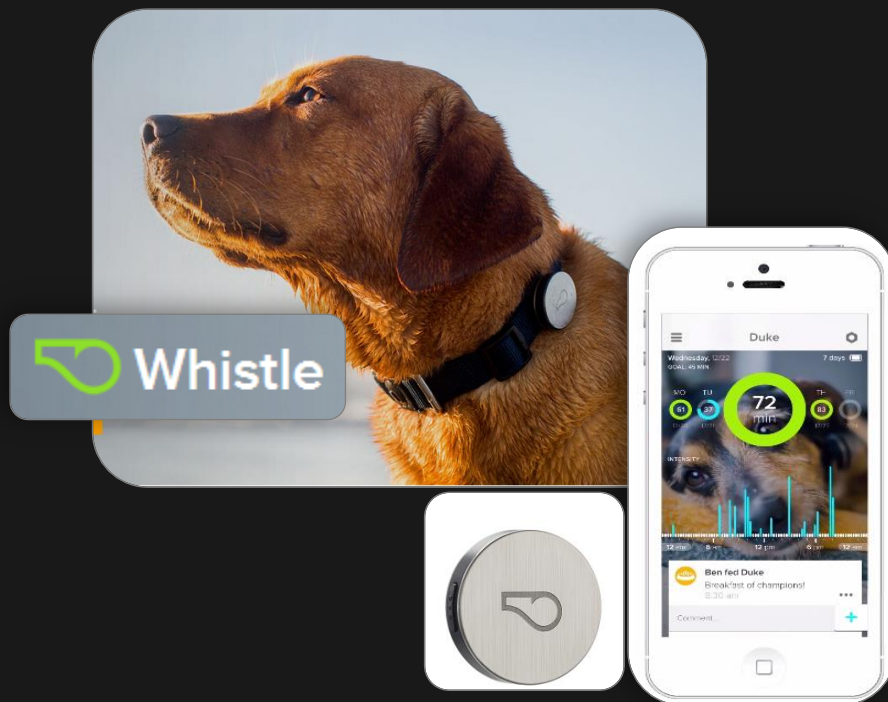
# How to take off in the digital era

Mobilising to transform business

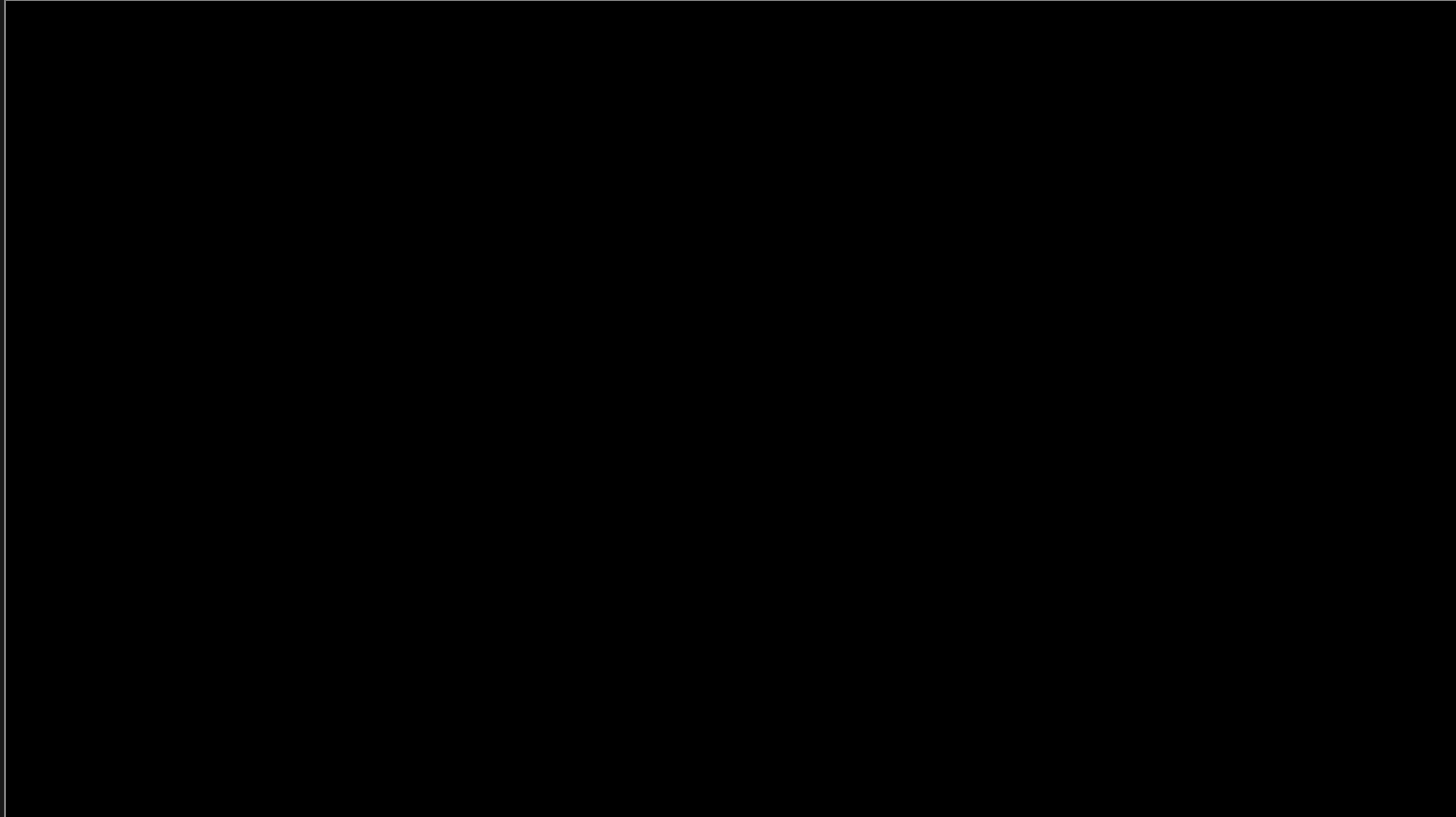
# Using mobile to reduce friction across the customer experience



# Including everything in the connected world



# Including everything in the connected world



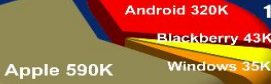
Between 2012 and 2013 there were 1M new Apps created

## A Landmark Event - 1 Million Mobile Apps

(Apple, Android, Blackberry, Windows Marketplaces)  
Compiled by Mobilewalla



### Current App Count (Dec 1, 2013)

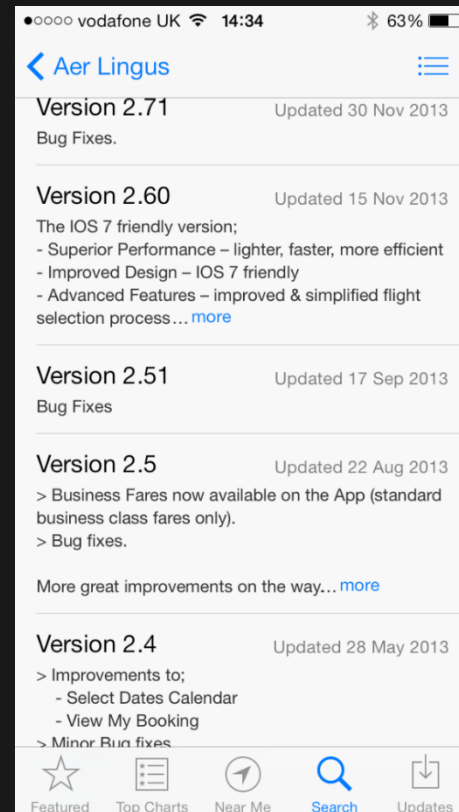
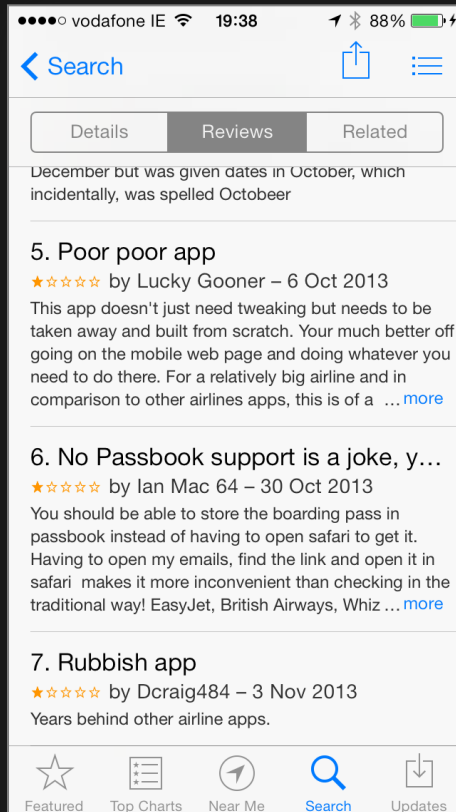


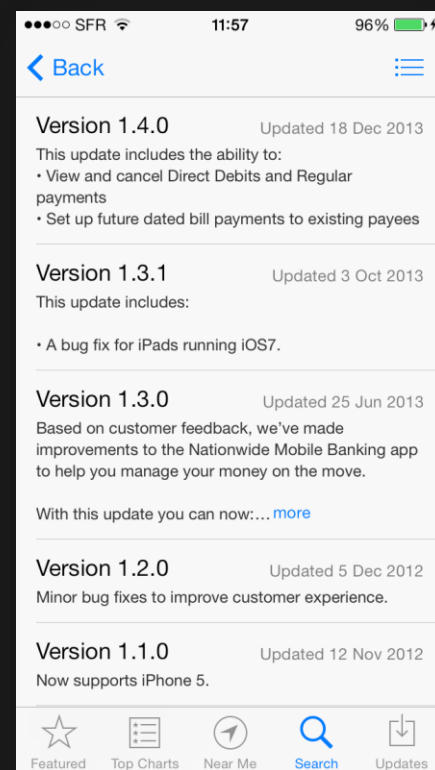
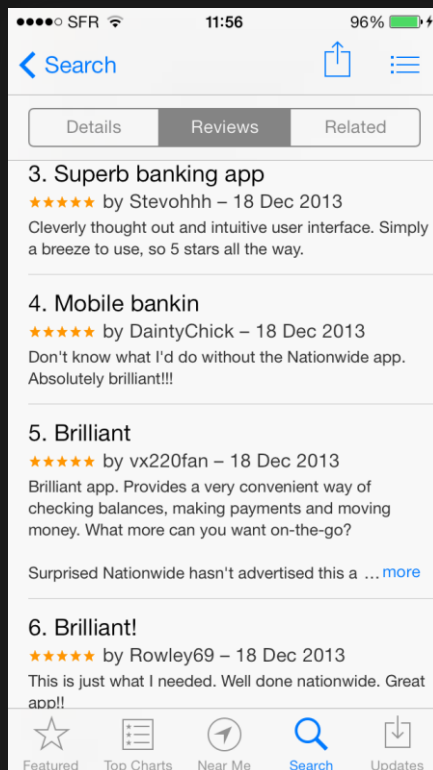
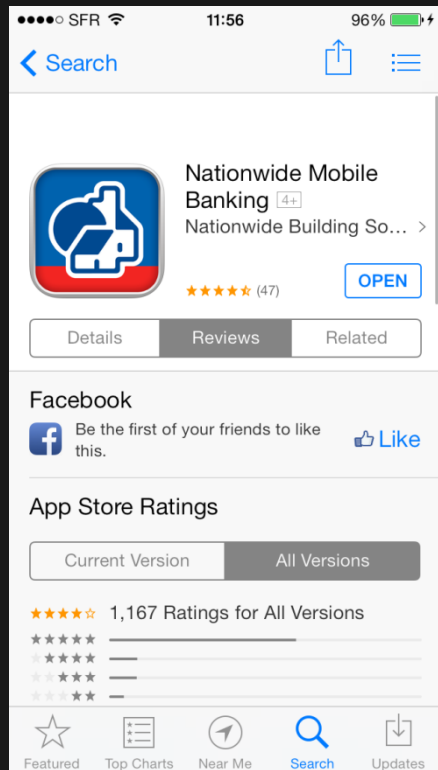
**2013 - 2M Apps**

- App Count Games: 94K vs 31K Android
- Top Android phone - Samsung Galaxy 2
- 43% Android, 28% Apple
- 18% Blackberry, 7% Windows US Smartphone marketshare
- 300M Mobile users
- 165M Shazam users
- March 2011 - iPad 2 released
- Apps 667 minutes per user per month
- Top 10 Android apps account for 43% of the time spent by Android consumers
- Oct 2011 Windows Phone Marketplace launches
- 1 in 4 downloaded apps used 11 times or more
- June 2010 - 5B App Store downloads
- April 1 - App World launches
- 140K Total Apps (2010)
- 81% App Store downloads are free. 98% of Android downloads are free
- May 2009 - 57K iOS Apps, 40% are games
- 15K Total Apps (2009)
- Oct 2008 - Android Market launches
- July 2008 - App Store launches w/ 500 Apps
- 2008
- June 2007 - iPhone launches
- 2007
- 2012 - 1M Apps!
  - Dec 2011 - 7B Android downloads
  - Nov 2011 - 18B Apple downloads
  - 72% of iOS rev from in-app purchases
  - 2011 Virtual goods app revenue - \$3B
  - Aug 2011 - Average Android rev per app \$2437
  - 17% have paid more than \$20 for an app
  - 17% smartphone users report using no apps on a regular basis
  - May 2011 - 3B Android downloads
  - Feb 2011 - 500M downloads
  - Jan 2011 - 10B Apple downloads
  - 2011 484K Total Apps
  - 2.5 - Avg apps added per month
  - July 2010 - 1B Android downloads
  - Avg iOS owner downloaded 83 apps
  - 1 in 4 downloaded apps are never used again
  - April 2010 - Apple released the first iPad.
  - Top 4 Categories as a % of Total App Count:
    - Utilities 7%
    - Entertainment 16%
    - Lifestyle 8%
    - Games 13%

"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." - Leonard Marjix, Mobile Marketing expert and CEO of BrandScan 360, LLC



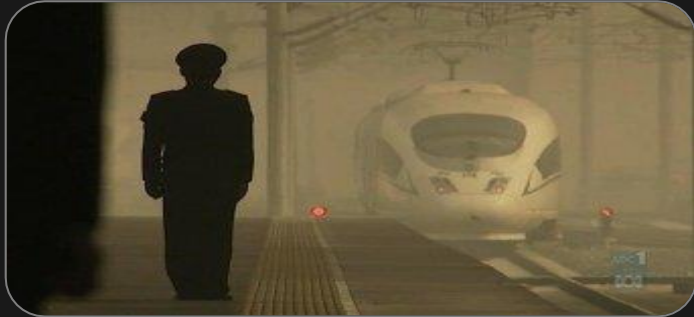




# ING innovatively increased customer satisfaction by 50%



## 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

**200+**  
**IBM SOFTWARE APPS**  
 are available today in App Stores,  
 with almost **1,000,000 downloads**

**IBM named  
 A LEADER  
 among Global  
 Digital Marketing  
 Agencies**

**IBM LEADS in**  
 Worldwide Mobile  
 Application  
 Development, Testing,  
 Management &  
 Infrastructure Services

**100%**  
**OF THE TOP 100**  
 communication  
 service providers  
 use IBM software

**IBM named  
 A LEADER  
 in Mobile  
 Application  
 Development  
 Platforms**

IBM has helped transform  
**NEARLY 4,000  
 COMPANIES** with mobile

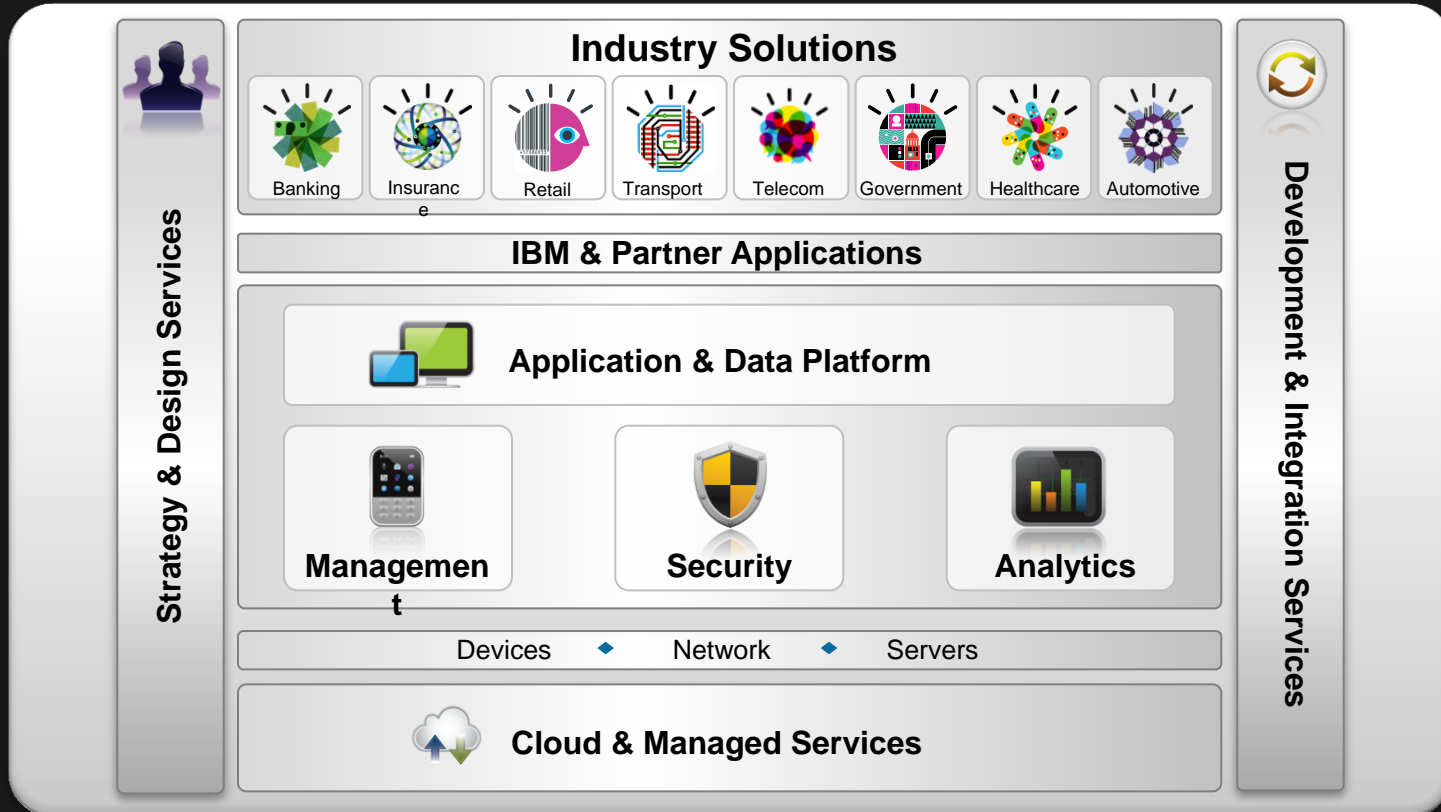
**IBM is cited as  
 A LEADER  
 in app design and  
 managed services**

**OVER  
 250**  
 business partners  
 working with IBM  
 to deliver mobile  
 solutions

**Software & Information  
 Industry Association (SIIA)  
 honored IBM**  
 for Best Mobile Development  
 Solution  
 (May 2013)

**//CODiE//**  
 2013 SIIA CODIE WINNER
















# IBM MobileFirst Offering Portfolio





# The impact of enterprise mobility

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

|  <p><b>Banking &amp; Insurance</b></p>   |  <p><b>Retail</b></p>  |  <p><b>Natural Resources, Energy &amp; Utilities, Telecom</b></p>  |  <p><b>Transport</b></p>   |  <p><b>Government</b></p>  |  <p><b>Healthcare</b></p>  |
|---|---|---|---|---|---|
| <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 as the day continues
- 3** Evaluate current state readiness through an Enterprise Mobile Strategy engagement
- 4** Interact with us @ibmmobile and #ibmmobile







