IBM Mobile Enterprise
Increase your enterprise's agility and productivity

Eric Lutringer - Client Technical Architect

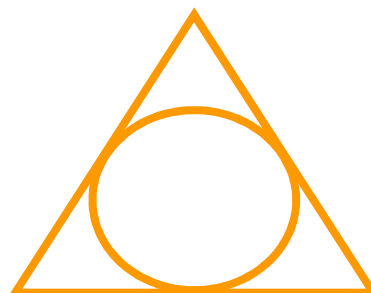**Abdoul Gadiri Diallo - Client Technical Professional**

IBM MobileFirst Offering Portfolio

Strategy & Design Services

Industry Solutions

- Banking
- Insurance
- Retail
- Transport
- Telecom
- Government
- Healthcare
- Automotive

IBM and Partner Applications

Application & Data Platform

Management

Security

Analytics

Devices ◆ Network ◆ Servers

Cloud & Managed Services

Implementation Services
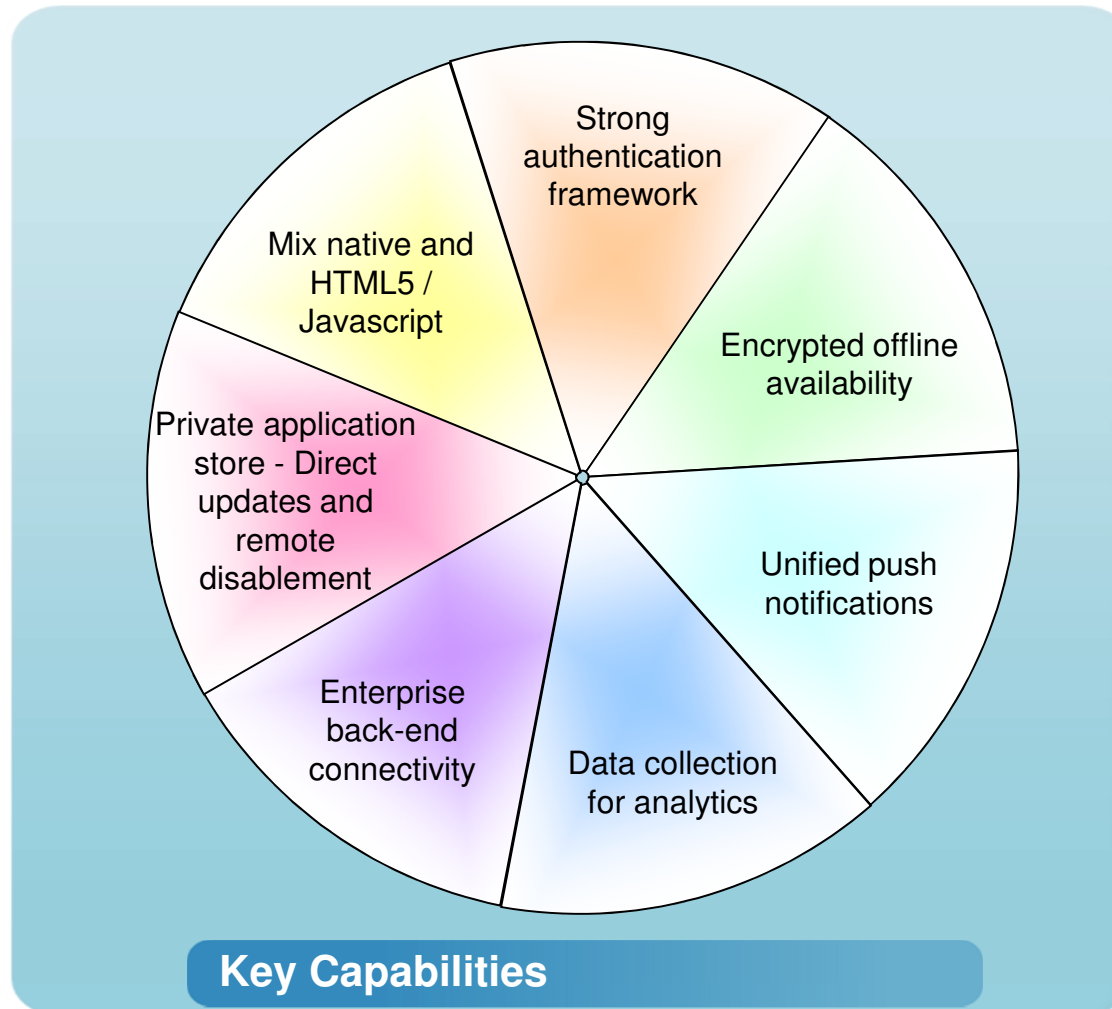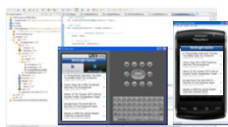
Model doesn't change with time…

Apps

Users

Data

IBM Mobile Platform Overview
Delivering secure manageable apps for multiple mobile platforms

Fast and cost-effective development, integration and management of rich, cross-platform mobile applications, Mobile optimized middleware

Strong authentication framework

Mix native and HTML5 / Javascript

Encrypted offline availability

Private application store - Direct updates and remote disablement

Unified push notifications

Enterprise back-end connectivity

Data collection for analytics

Key Capabilities
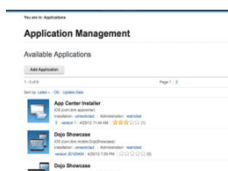
Worklight Mobile Solution

Worklight Studio
A complete, extensible environment with maximum code reuse and per-device optimization

Worklight Server
Unified notifications, runtime skinning, version management, security features, integration and delivery

Worklight Application Center
Development team provisioning, enterprise app provisioning and governance, feedback management

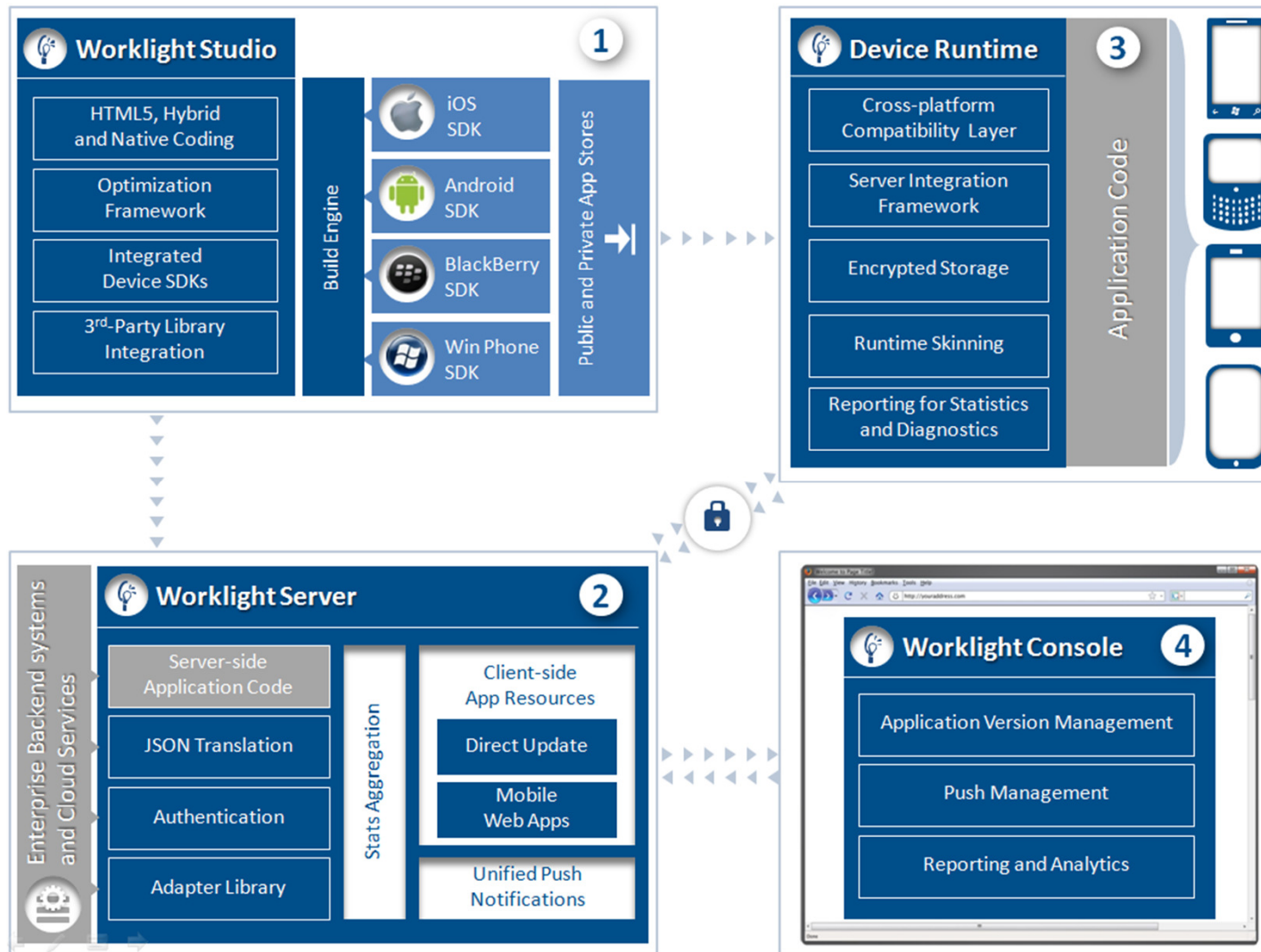### Worklight Runtime Components
Extensive libraries and client APIs that expose and interface with native device functionality and the Worklight server
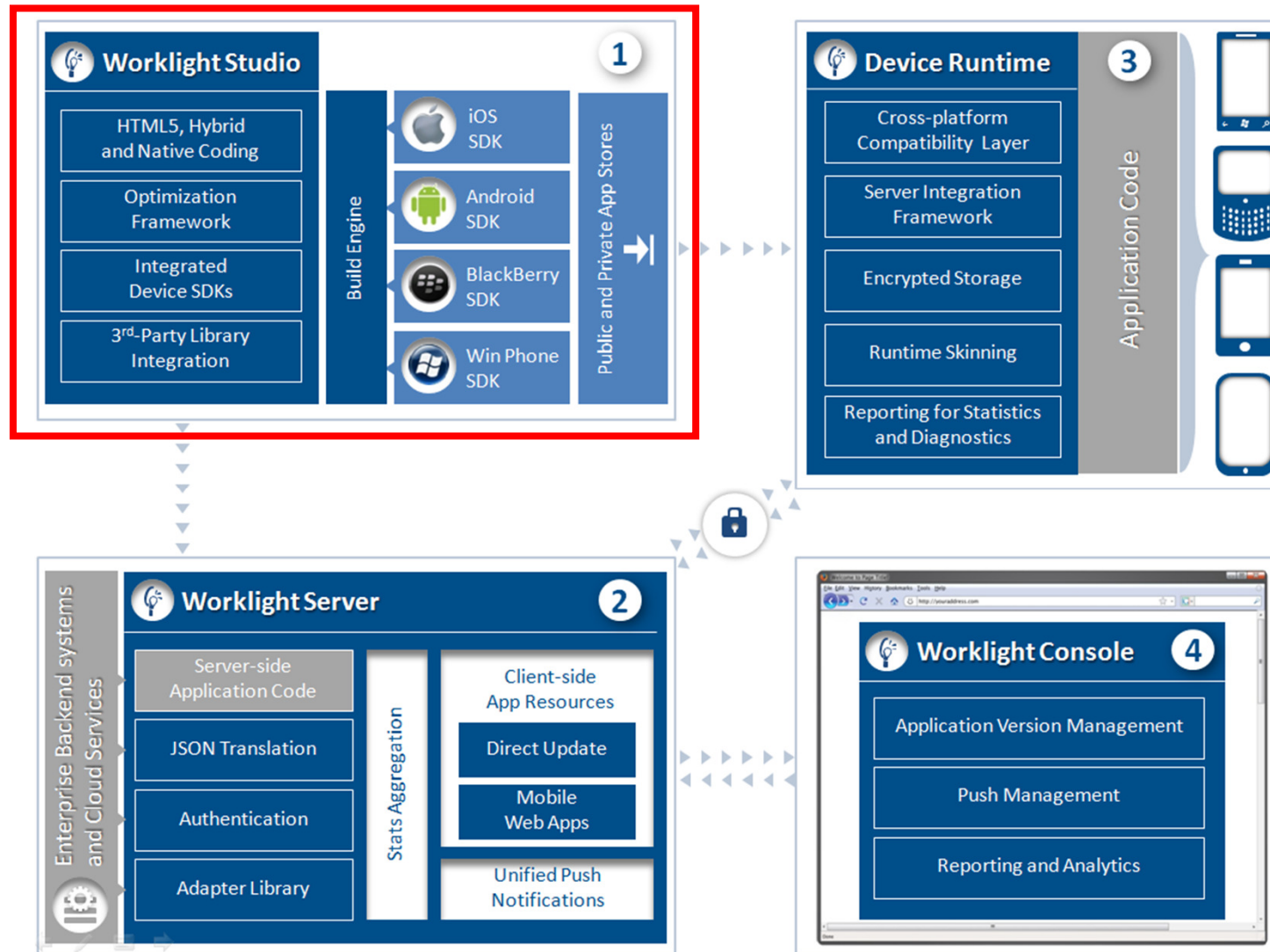

Worklight Console
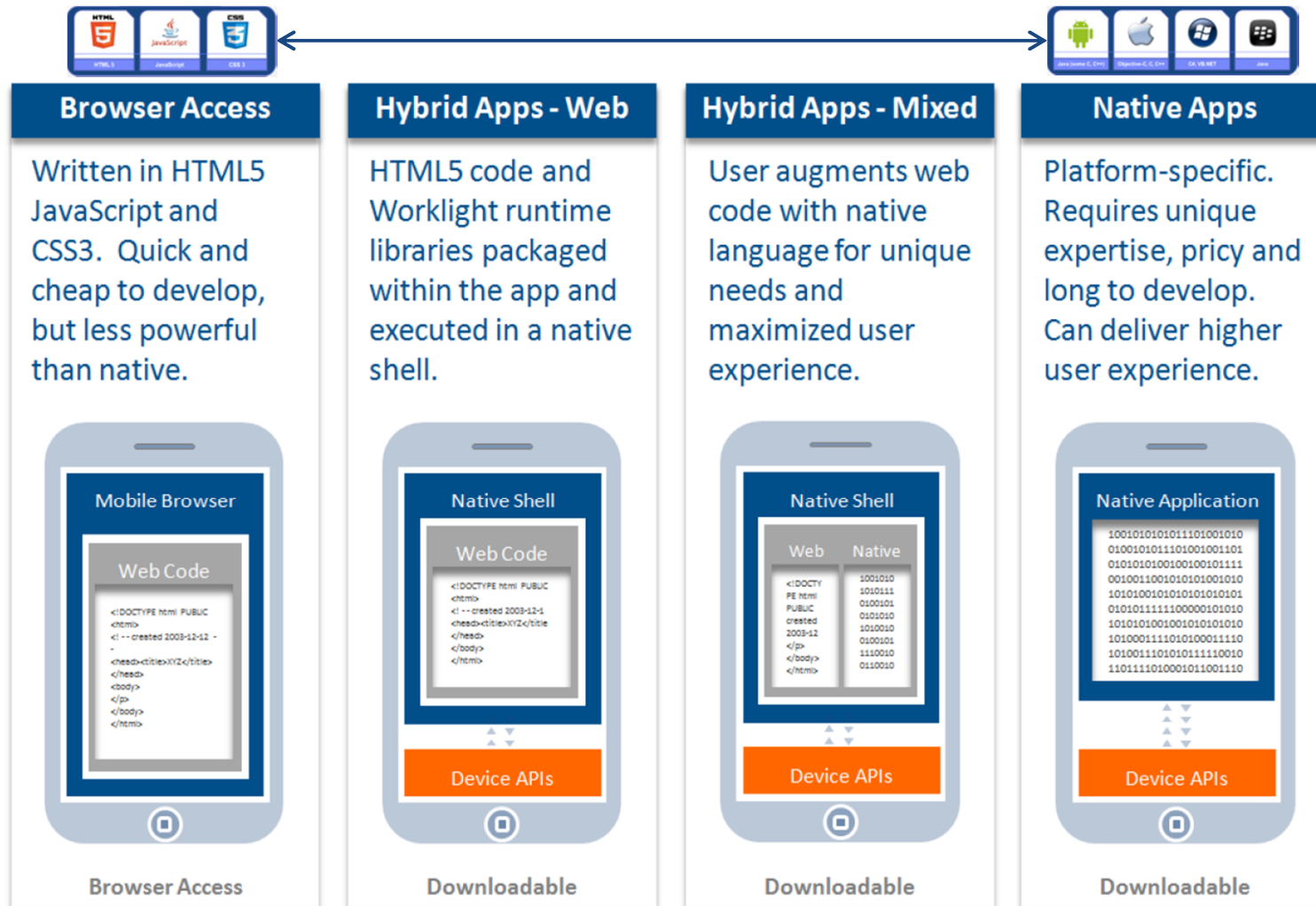A web-based console for real-time analytics and control of your mobile apps and infrastructure

Worklight Architecture Overview

Worklight Architecture Overview

Worklight mobile development models

Browser Access	Hybrid Apps - Web	Hybrid Apps - Mixed	Native Apps
Written in HTML5 JavaScript and CSS3. Quick and cheap to develop, but less powerful than native.	HTML5 code and Worklight runtime libraries packaged within the app and executed in a native shell.	User augments web code with native language for unique needs and maximized user experience.	Platform-specific. Requires unique expertise, pricy and long to develop. Can deliver higher user experience.

Mobile Browser	Native Shell	Native Shell	Native Application
Web Code	Web Code	Web / Native	
	Device APIs	Device APIs	Device APIs
Browser Access	Downloadable	Downloadable	Downloadable

Worklight Studio

Eclipse Based IDE
Native, hybrid and standard web development

Environment-specific optimization
Common code with overrides/extensions
Native development options
Runtime skins

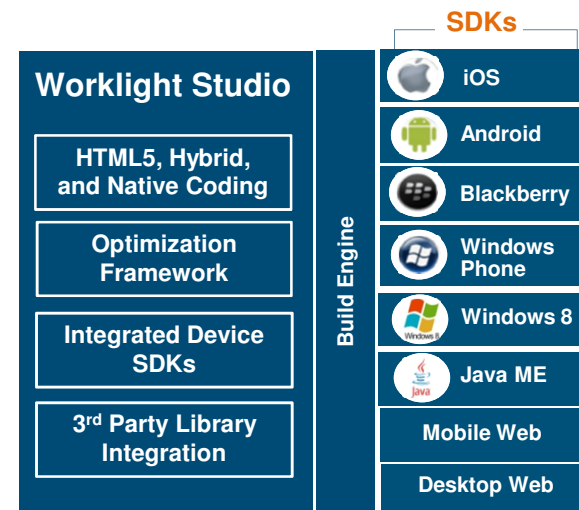**3rd-party library integration**
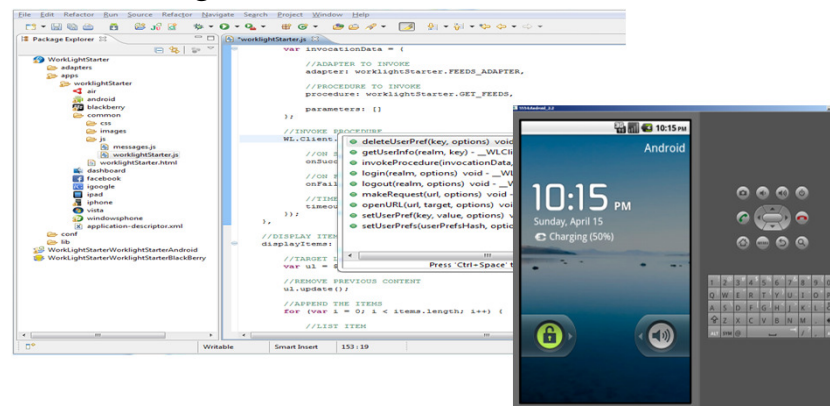
dōjō   jQuery   Sencha

Device SDK integration
Access to emulators and debugging tools

Supports auto-complete and validation
The IDE includes the Tools, Worklight Server and database

Worklight Studio	Build Engine	SDKs
HTML5, Hybrid, and Native Coding		iOS
		Android
Optimization Framework		Blackberry
		Windows Phone
Integrated Device SDKs		Windows 8
		Java ME
3rd Party Library Integration		Mobile Web
		Desktop Web

Worklight Architecture Overview

Worklight Server

Enterprise Backend Systems & Cloud Services

Worklight Server

- User authentication and mobile trust
- Mashups and service composition
- JSON Translation
- Adapter Library for backend connectivity

Stats Aggregation

Client-Side App Resources
- Direct Update
- Mobile Web Apps

Unified Push Notifications
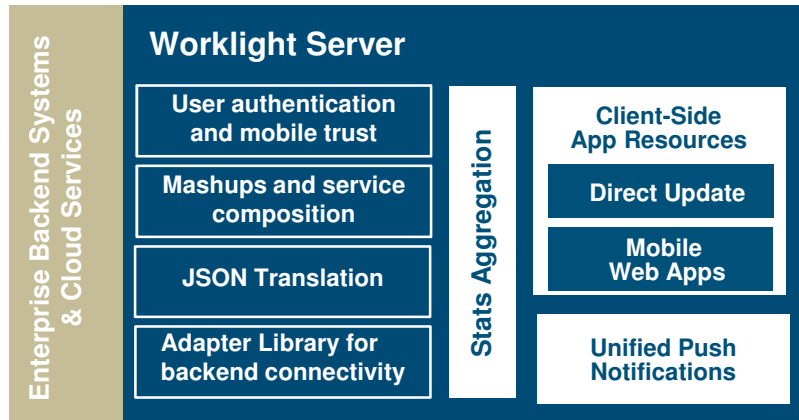
Adapters with support for SAP, SOAP, REST, SQL, JMS, CASTIRON, LDAP and more

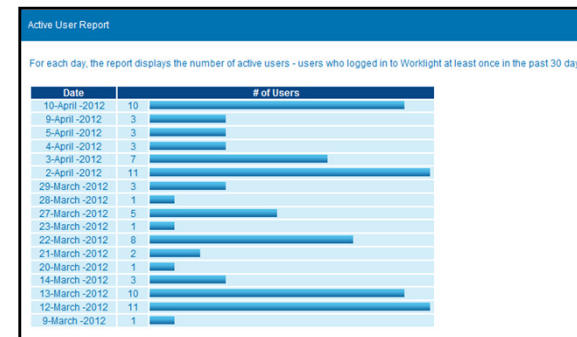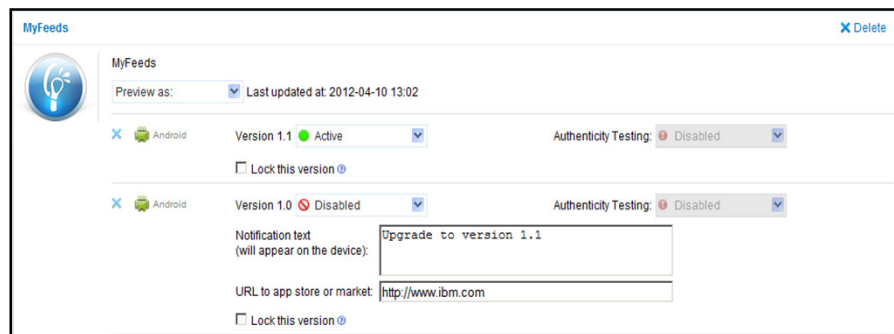Performs **Data Transformation** to streamline back-end data for mobile consumption

Server and device **Security** control

Supports **Physical Clustering** for high availability

Controls **Application Deployment** and **Versioning**

Push Notification administration

Analytics including user adoption and usage data

MyFeeds   X Delete

MyFeeds
Preview as: Last updated at: 2012-04-10 13:02

X Android   Version 1.1 ● Active   Authenticity Testing: ❗ Disabled
             ☐ Lock this version ⓘ

X Android   Version 1.0 🚫 Disabled   Authenticity Testing: ❗ Disabled

             Notification text   Upgrade to version 1.1
             (will appear on the device):

             URL to app store or market: http://www.ibm.com
             ☐ Lock this version ⓘ

Active User Report

For each day, the report displays the number of active users - users who logged in to Worklight at least once in the past 30 days.

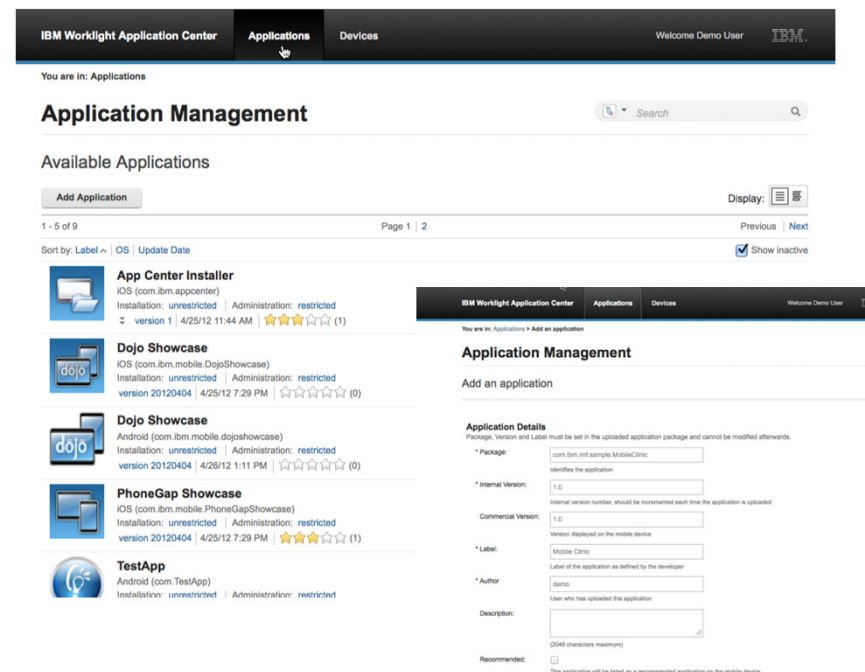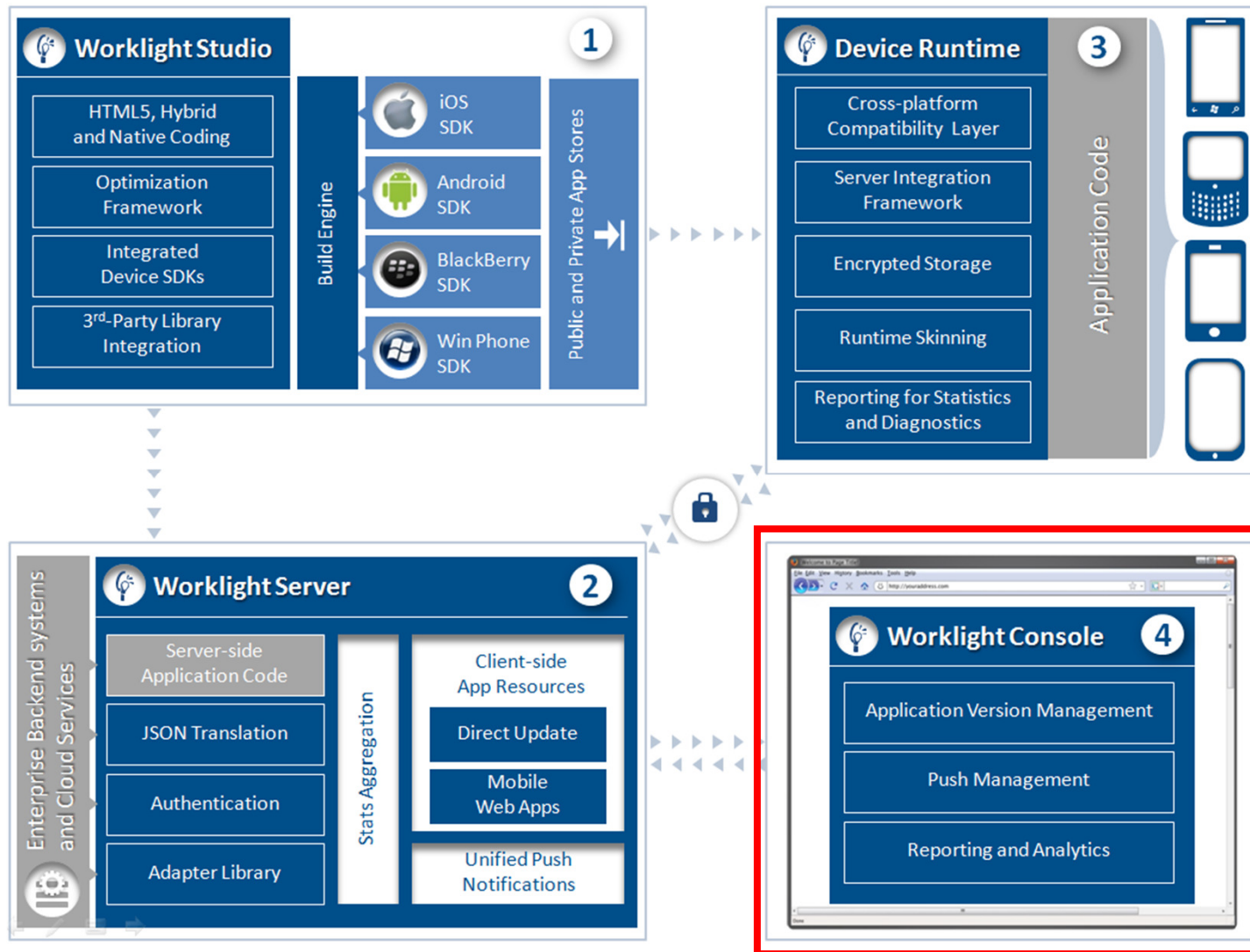| Date	# of Users
10-April -2012	10
9-April -2012	3
5-April -2012	3
4-April -2012	3
3-April -2012	7
2-April -2012	11
29-March -2012	3
28-March -2012	1
27-March -2012	5
23-March -2012	1
22-March -2012	8
21-March -2012	2
20-March -2012	1
14-March -2012	1
13-March -2012	10
12-March -2012	11
9-March -2012	1

Application Center

The Worklight Application Center enables companies to easily set up an enterprise app store for their enterprise.

The Application Center provides:

- **Administrators** with fine-grained control over the distribution of mobile apps across the enterprise, including ACL and LDAP support;
- **Employees** with one-stop shopping for the latest apps needed by their department and optimized for their device;
- **Developers** with an easy way to distribute mobile builds and elicit feedback from development and test team members.

Worklight Application Center

Development Team Provisioning

Enterprise App Provisioning and Governance
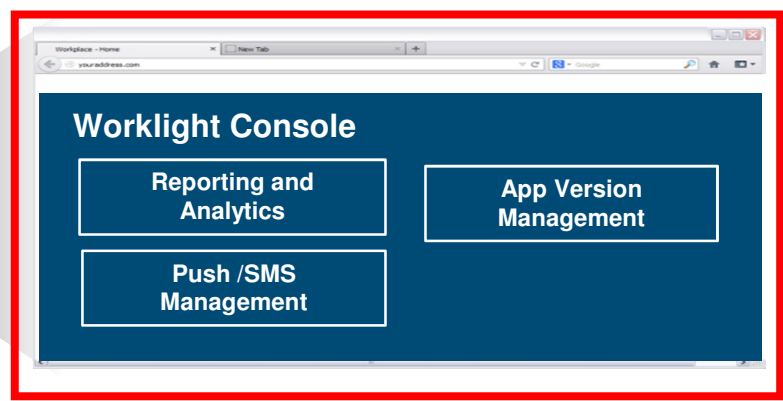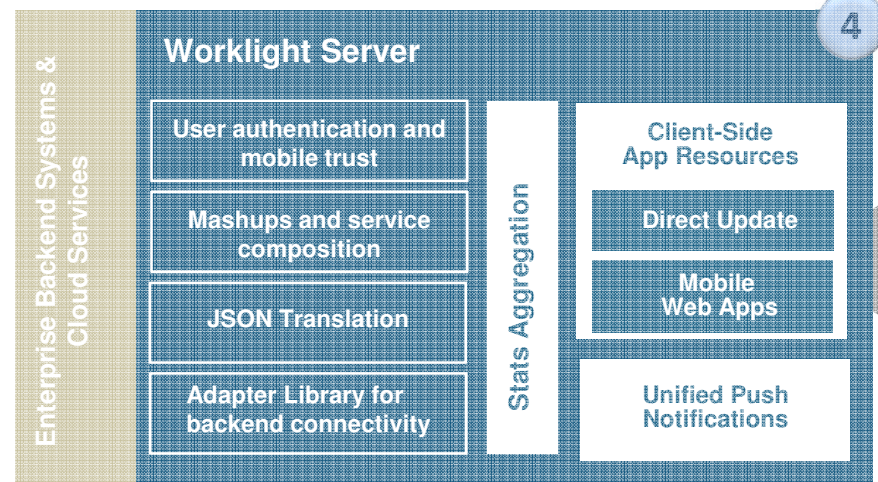
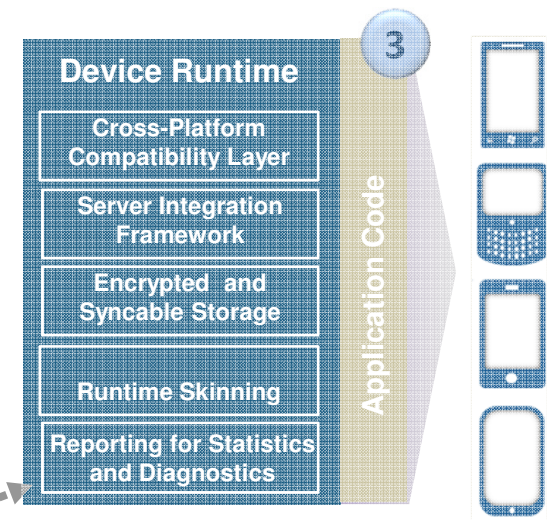App Feedback Management

Public App Stores
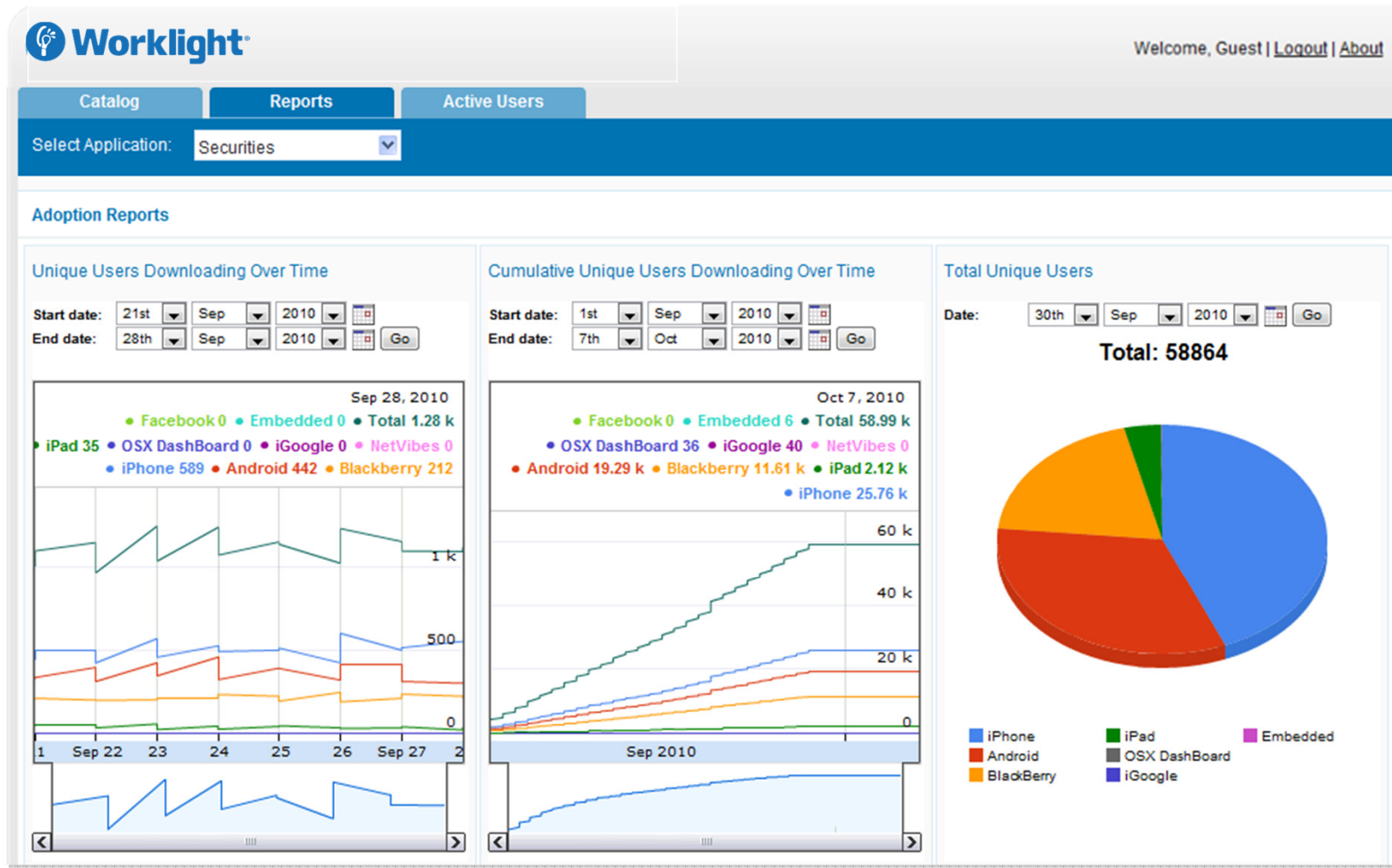
Worklight Architecture Overview

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

Device Runtime

3

- Cross-Platform Compatibility Layer
- Server Integration Framework
- Encrypted and Syncable Storage
- Runtime Skinning
- Reporting for Statistics and Diagnostics

Application Code

Worklight Server

4

Enterprise Backend Systems & Cloud Services

- User authentication and mobile trust
- Mashups and service composition
- JSON Translation
- Adapter Library for backend connectivity

Stats Aggregation

Client-Side App Resources

- Direct Update
- Mobile Web Apps

Unified Push Notifications

Worklight Console

- Reporting and Analytics
- App Version Management
- Push /SMS Management

Advanced Reporting Functionality

DEMONSTRATION

IBM

Thank You