IBM SoftwareNetwork 2013

Fare partnership con il Software IBM

Roma, 24 - 25 gennaio 2013

Soluzioni per una Customer Experience efficace e appagante

Eugenio Barozzi Channel & ICS Technical Manager

IBM

AGENDA

- Il portale: storia di una vision
- Cosa ha scritto chi e quando? La gestione dei contenuti
- Posso usare il mio tablet? La gestione dei dispositivi mobili
- 11:00 Break
- Freeze police - La sicurezza
- Scotty beam me up: trasformare un e-commerce in un $ocial commerce

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Mobile is changing how people spend their time and interact

90% Of mobile users keep their device within arm's reach 100% of the time

50% By the end of this year, mobile transactions will have increased 50% over last year

20% Customers who shop on tablets tend to spend 20% more than those who shop on computers

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Mobile is changing conventions for industries

Healthcare

From:

Traditional health institution

To:

Seamless interactions among physicians and providers, improving quality of care, patient safety and efficiency improving patient experience

Construction

From:

Construction general contractor with remote employees

To:

Empowered construction project managers armed with mobile solutions to pitch new projects in higher-growth industries

Government

From:

Sitting in traffic jams

To:

Real-time re-direction to optimal routes using mobile info

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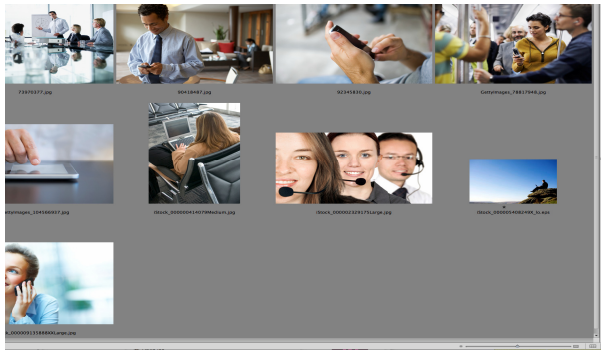
CIO's and LOB execs are recognizing the importance of mobile



CIOs[1]:

77% plan to use of personal mobile devices to access company data and applications

25+ Almost all expect to deploy more than 25 mobility applications in the next two years

LOB:

With customer insight as the top CEO priority[3], mobile changes everything.

#2 digital priority of CMOs is deploying tablet and mobile apps[2]

[1]A report from McKinsey & Company: Based on a survey of 250 CIOs on their mobility strategies.
[2]IBM 2011 Global CMO study
[3]IBM 2012 CEO study

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Businesses are struggling with the unique mobile challenges

Fragmentation of devices and platforms

Speed and frequent iteration of the mobile lifecycle

Online/Offline functionality

Security to protect corporate data

Connectivity to back-end systems and cloud

Mobile Context taking advantage of unique capabilities such as geo-location

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The quick reaction is to focus on devices and cool apps

Business leaders respond to mobile with, 'Let's build a really slick mobile app, put it up on iTunes and we're done!'

..... the fact [is] that underlying legacy applications and business processes need optimizing for the mobile experience. "

Clay Richardson, Forrester Analyst

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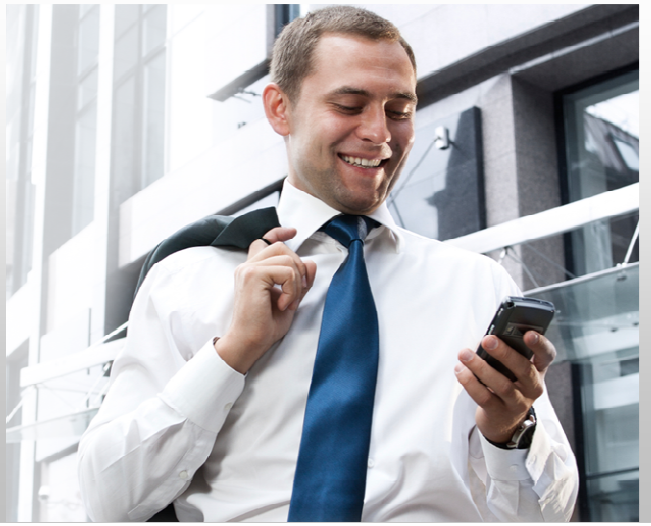
The real transformation is the business model

From

- Simple learning and sharing
- Sending email, calendar access, social networking
- Basic transactions: such as buying songs, books

To



Two opportunities for business have emerged:

- Engage with all constituents anywhere, anytime.
- Transact more business functions “in motion”

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So the real question is…

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A mobile transaction is…

…a meaningful exchange of anything of business value

- Flight check-in
- Rating and other social interaction
- Client loyalty programs
- Employee self-service
- Signing legal documents
- Process decisions
- Capture of consumer behavior
- Collaboration
- Purchase of goods or services
- etc.

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Air Canada: Perfecting the art of self-service. How self-service helped an airline transform their brand

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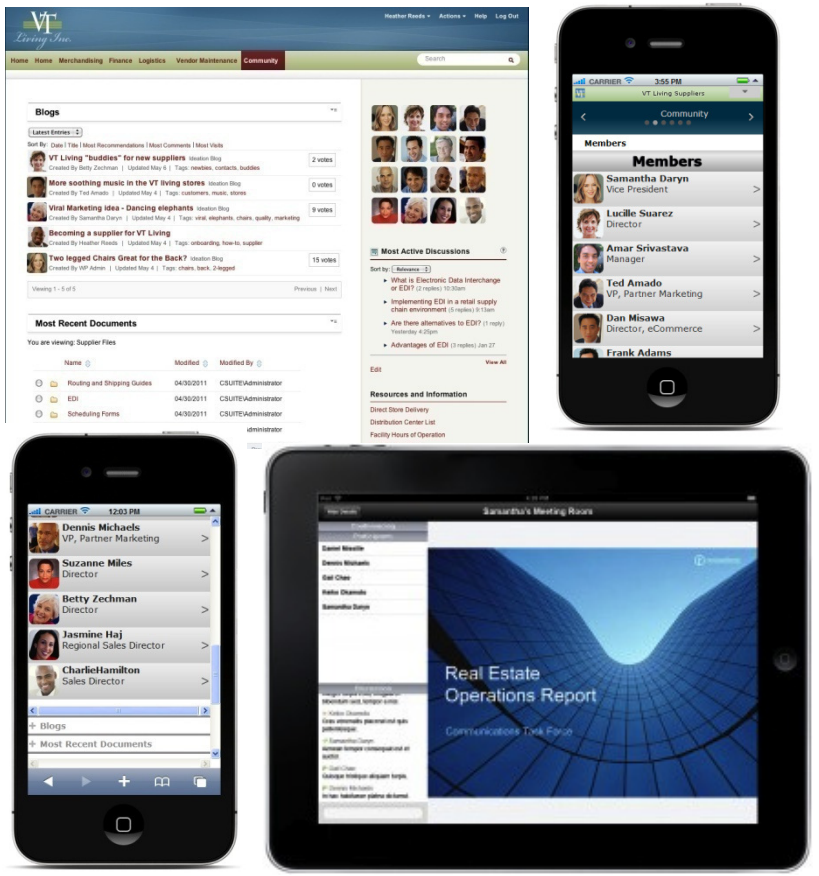
Tackling multi-channel management

Examples of delivery challenges:

- Adaptive content to channel context
- How to ensure consistent entitlements
- Multi-brand management and “virtual” sites
- Consistent experience (requires shared code & services)



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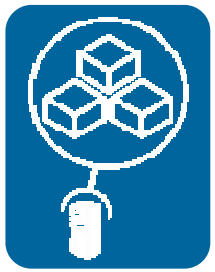
Become a Mobile Enterprise

With a comprehensive end-to-end mobile platform and services

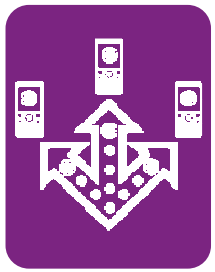


Build mobile apps

Connect & run mobile systems

Manage mobile devices and apps

Secure my mobile business



Extend capabilities to mobile

Transform my business

IBM Mobile Foundation

Worklight

CAST IRON SYSTEMS

IBM Endpoint Manager for Mobile

IBM Social Business, Commerce & Analytics

IBM Mobile Services

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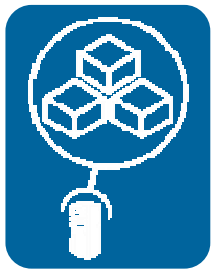
IBM's strategy addresses client mobile initiatives

Build & Connect



Build mobile apps

Connect & run mobile systems

Key Capabilities

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

Manage & Secure

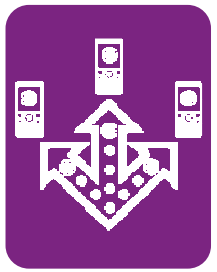
Manage mobile devices and apps

Secure my mobile business

Key Capabilities

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

Extend & Transform



Extend capabilities to mobile

Transform my business

Key Capabilities

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

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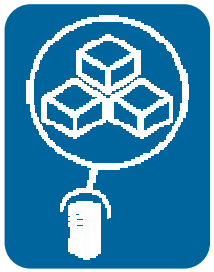
New build, connect, manage and secure capabilities



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Manage mobile devices and apps

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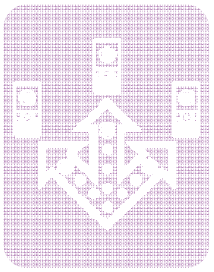

Extend capabilities to mobile

Transform your business

New and Enhanced!

IBM Mobile Foundation

- Rapid support for iOS6
- Support for native and offline apps
- Extended support for BYOD
- Enterprise and App Store linkage
- Hosted & on-premise services

New!

IBM Mobile Development Lifecycle Solution

Accelerated application delivery

New!

IBM Security Access Manager

Context based security enabled for cloud and mobile

Enhanced

IBM Social Business, Commerce & Analytics

IBM Connections 4 Mobile leveraging location services

New and Enhanced!

IBM Mobile Services

Mobile Application Innovation Services

Mobile Enterprise Services for Managed Mobility

Mobile Infrastructure Strategy and Planning

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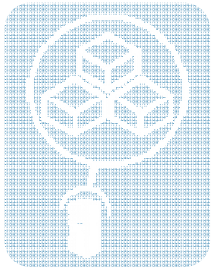
New extend and transform capabilities



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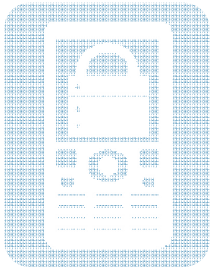

Manage mobile devices and apps

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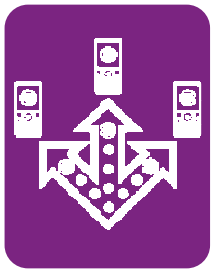

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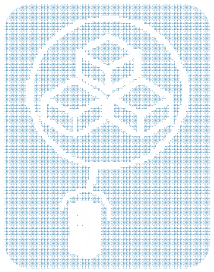
New services capabilities



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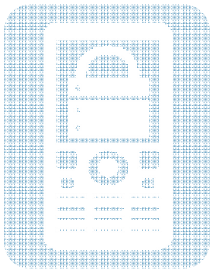

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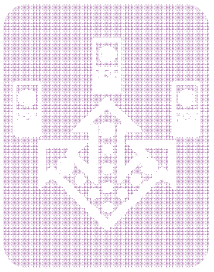

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Help accelerate your mobile transformation

Develop an enterprise level mobile business vision and roadmap

- Phased approach to help you quickly identify the highest ROI opportunities for mobile adoption
- Business, market and user analysis with Business User Group Analysis deliverable
- Mobile architecture definition with Mobile Application Governance and Architecture deliverable
- Implementation roadmap with Mobile Readiness Assessment, Project Roadmap and Milestones deliverables

New!

Mobile Strategy Accelerator

Assess and plan an enterprise infrastructure mobility strategy

- Provides a complete mobile infrastructure strategy and assessment of the current environment against industry best practices to identify gaps
- Helps mitigate risks by properly planning for the right mobile services and improvements
- Accelerate deployment by building support for mobile initiatives

Enhanced!

IBM Mobile Infrastructure Strategy and Planning

Address today's BYOD and mobile security challenges

- Manage variety of smart phones and tablets
- Secure corporate data and enhance compliance
- Help simplify BYOD deployments
- Perform two-way synchronization of email, contact and calendar

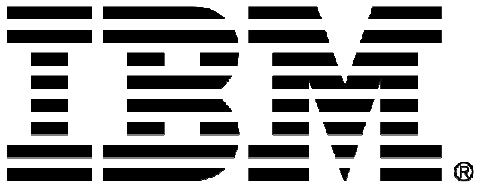
New!

IBM Mobile Enterprise Services for managed mobility

Rapid mobile application development

- Rapidly build and maintain mobile applications for smart devices in as little as 2 weeks.
- Address development skill gaps in your organization by tapping an ecosystem of capabilities on the IBM SmartCloud
- Fast cycle delivery and fixed price menu enables you to meet the demands of rapid-release cycles

New!

IBM Application Development Services

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