

IBM Mobile Foundation



Martin Frolo

martin.frolo@sk.ibm.com

0917 777 862

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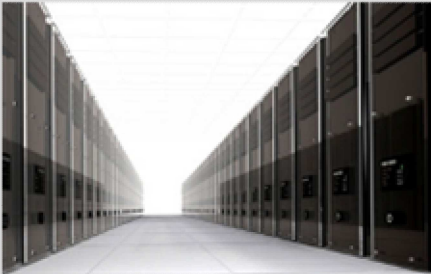
WorkLight



Mobile Apps – Top Challenges



Creating rich, yet cost-effective mobile apps in a fragmented technological landscape. Multiple apps, building in house, moving away from proprietary langs.



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



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



Worklight Differentiation

Richest functionality in the market

- Fully address high-end enterprise requirements: security, scalability, integration, cross-platform, unlimited mobile app capabilities

Extremely easy to implement and learn

- No Worklight involvement needed vs. heavy professional services required by competitors
- Few days to full productivity vs. months with competing products

Open, standards-based platform

- Customers can use 3rd-party components and libraries vs. closed platform
- Avoid vendor lock-in

HTML5 as core development technology

- Leverage existing web development skills in IT



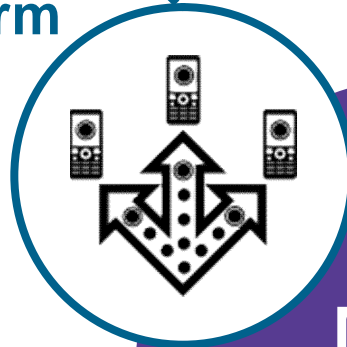
Client initiatives require a mobile foundation



Extend & Transform

Extend existing business capabilities to mobile devices

Transform the business by creating new opportunities



Build & Connect

Build mobile applications
Connect to, and *run* backend systems in support of mobile



Mobile Foundation



Manage & Secure

Manage mobile devices and applications

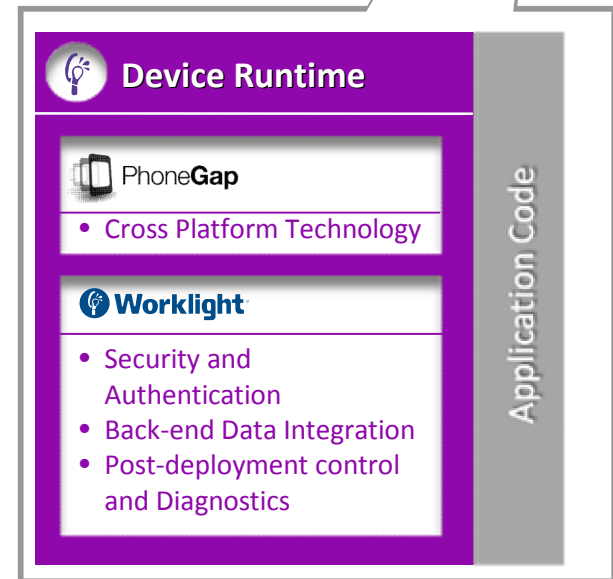
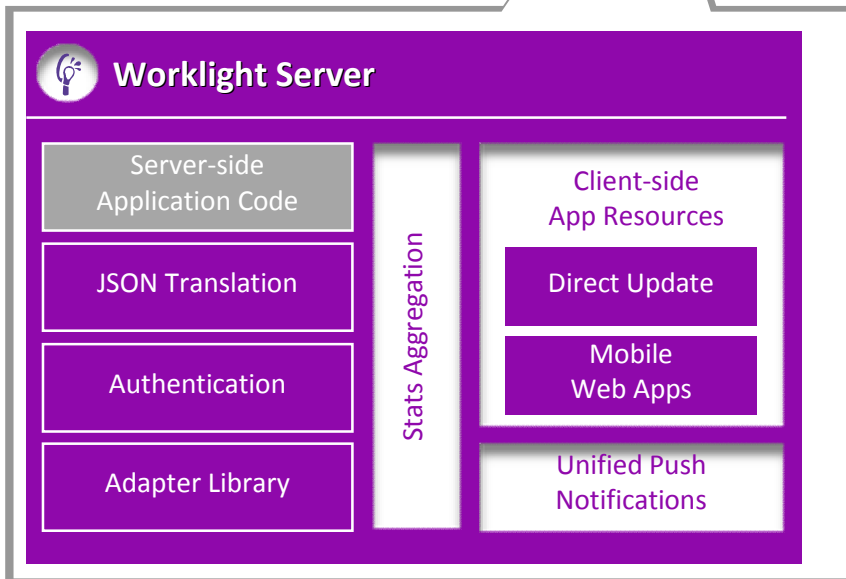
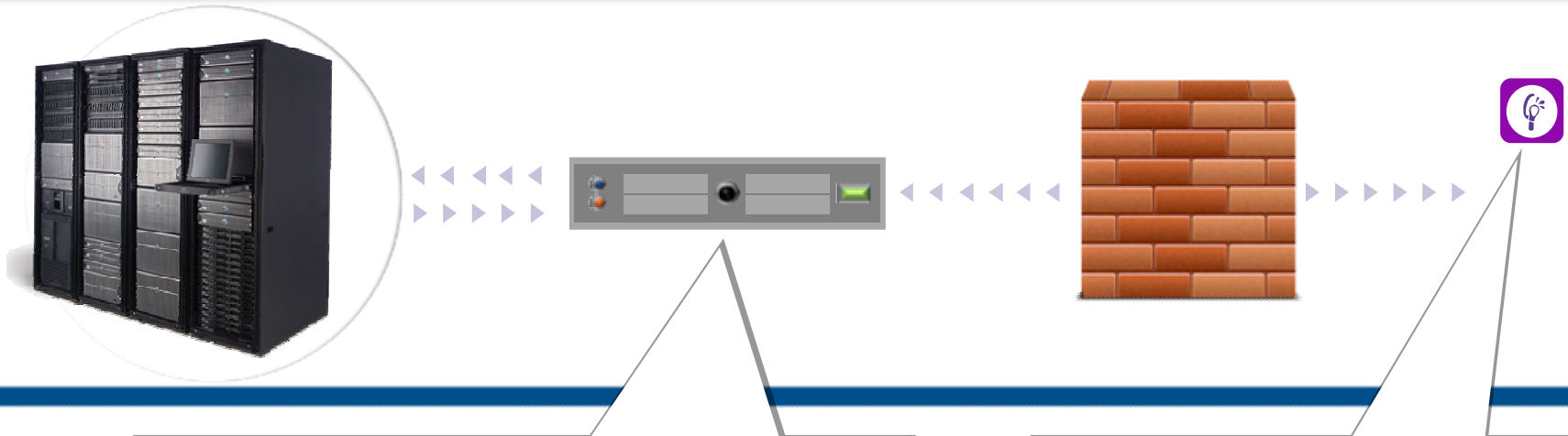
Secure my mobile business

New!

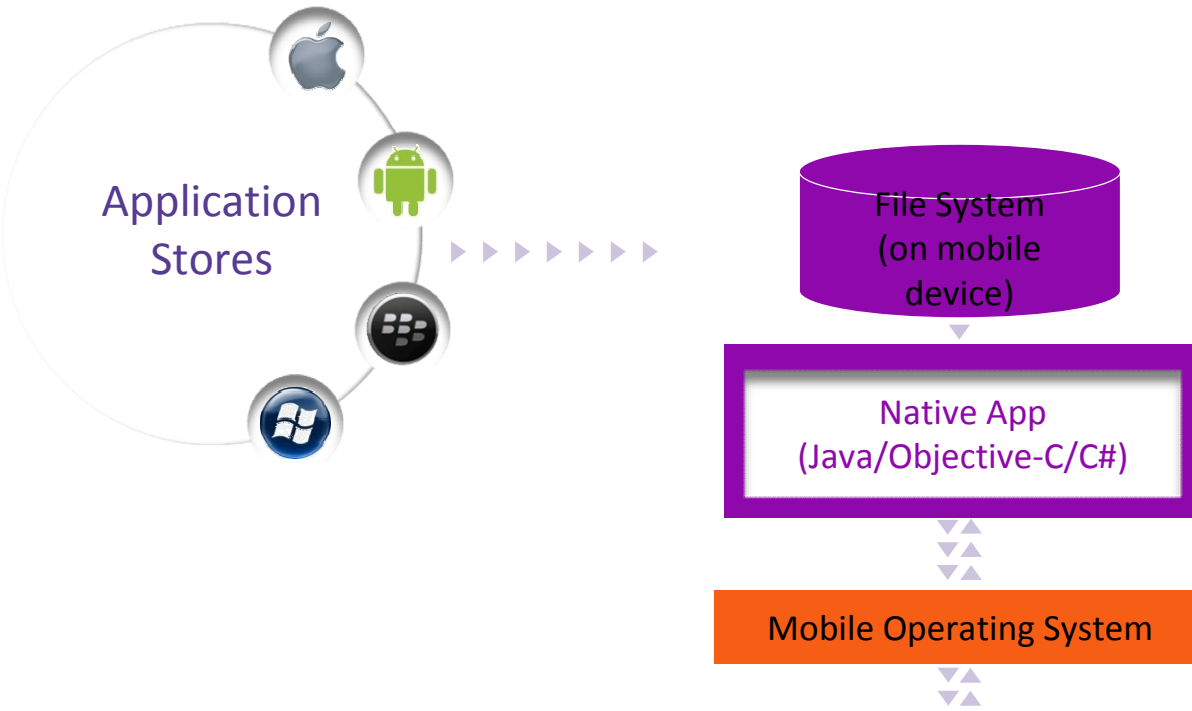
**IBM
Mobile
Foundation
V5.0**



Worklight Architecture



Downloadable (Native) Apps

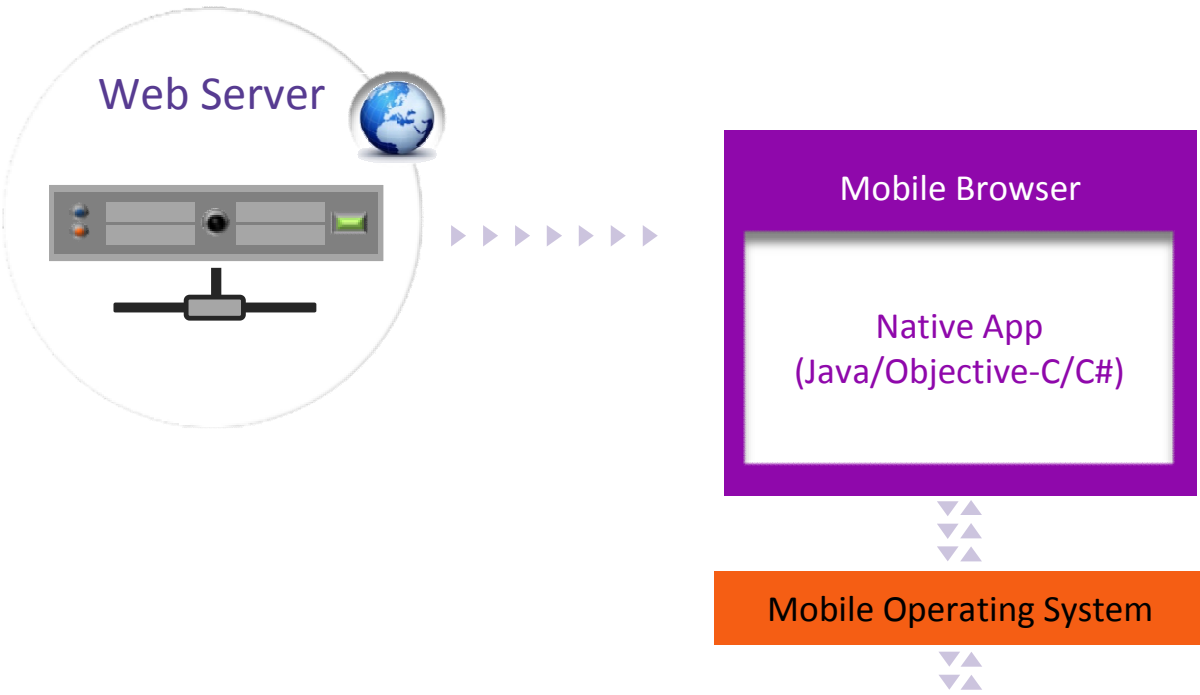


High-quality user experience and full device access.

Platform-specific, requires unique expertise, expensive to develop and maintain.



Web Apps

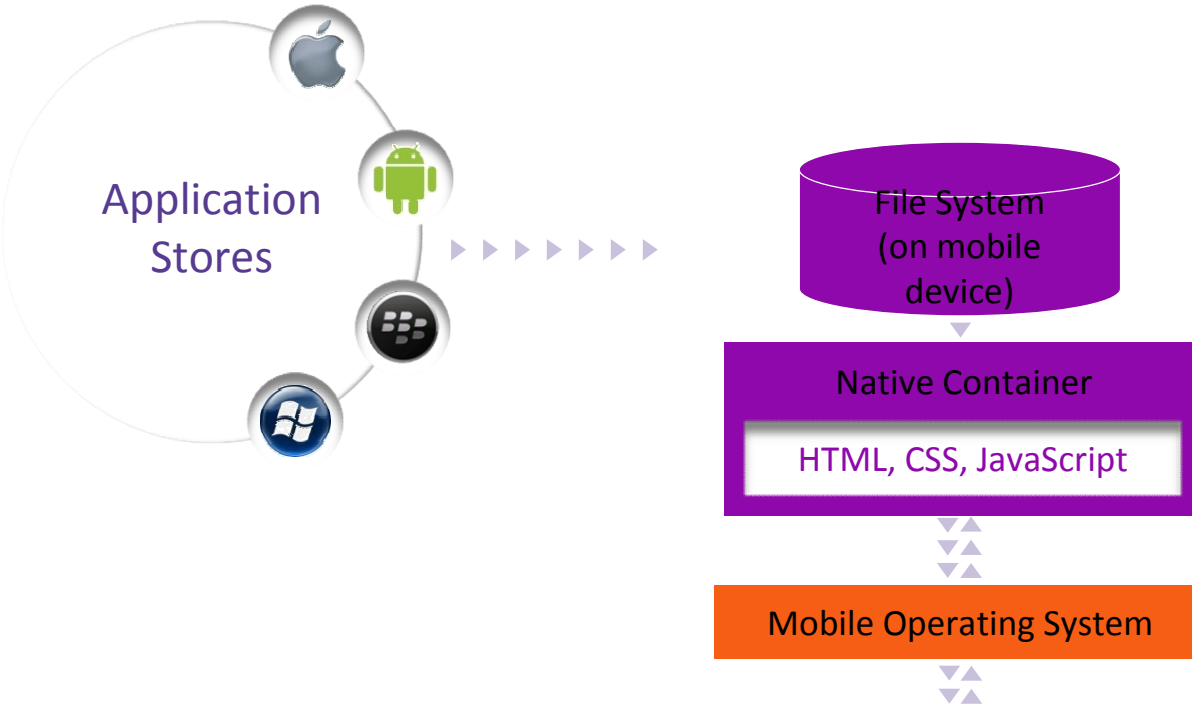


Written in HTML5
JavaScript and CSS3.
Quick and cheap to
develop.

Less powerful than
native and limited device
access.



Hybrid Apps

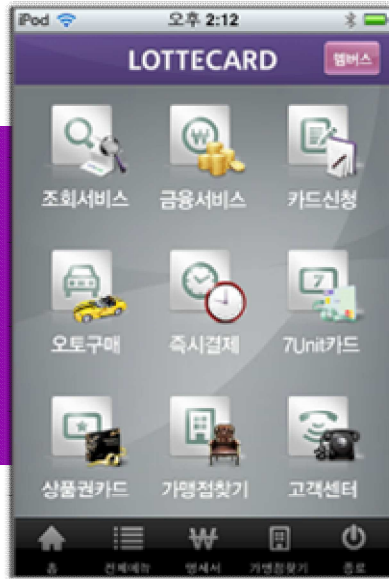


Combines best of both worlds:

Primarily written in HTML5, CSS, JS while allowing full access to device capabilities.

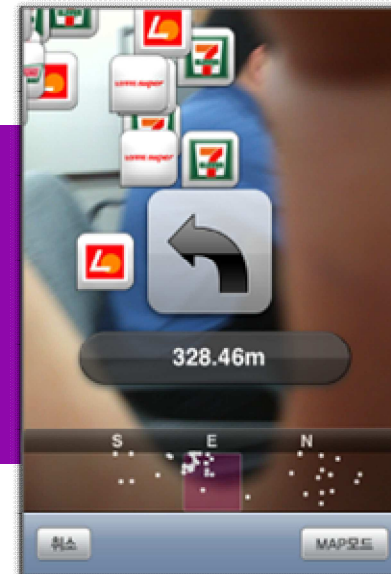


Hybrid Coding – Why Mix Native and Web?



Write the majority of the code in reusable web languages

Maximize user experience and achieve unique functionality with native code



Comprehensive solution for mobile delivery

IBM Mobile Foundation V5.0



- A comprehensive suite of mobile products that provides the essential elements needed for mobile development, deployment, and management.
- Mobile Foundation elements:
 - **IBM Worklight**
Mobile application development and delivery
 - **IBM WebSphere Cast Iron Hypervisor Edition**
Advanced connectivity to cloud and back-end systems
 - **IBM Endpoint Manager for Mobile Devices**
Complete end-to-end Mobile Device Management (MDM)



*End to end solution for
mobile development,
device management, and
connectivity*



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-optimized middleware delivering an enterprise-grade services layer that meets the needs of mobile employees and customers
- 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



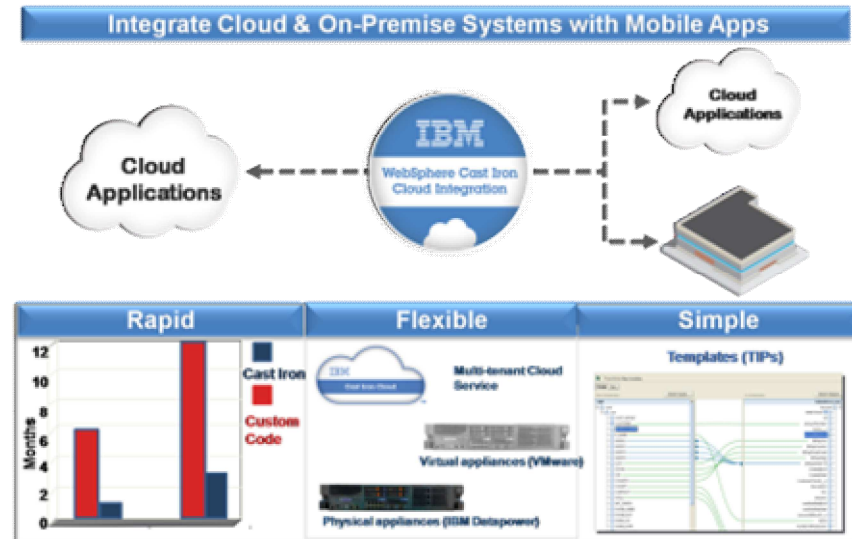
Fast and cost-effective development, integration and management of rich, cross-platform mobile applications



Rapid, Simple & Flexible Connectivity for Mobile Apps

WebSphere Cast Iron Hypervisor Edition

- **Native connectors** and template integration processes (**TIP's**) to connect mobile apps to backend & cloud systems, **reducing project costs up to 80%**
- **Bidirectional connectivity** and **business** logic to increase data quality and streamline business processes
- **Centralized monitoring** for all connectivity projects
- **Simple** and **flexible**, user-friendly, wizard-based, “configuration, not coding” architecture provides **best-practices** and enable repeatable mobile integration project success



Simple and flexible integration for all connectivity projects, allowing you to rapidly integrate SaaS and back-end systems with mobile apps



Unified Device Management

IBM Endpoint Manager



- Addresses the issues of application deployment, security, complexity and BYOD policies that challenge support for an increasingly mobile workforce
- “Single pane” for mobile devices, laptops, desktops, and servers that scales to can be implemented in hours
- Key capabilities:
 - Agent and e-mail sync based management options
 - Hardware, OS, and app inventory and performance data
 - Enterprise app store and app “push” capabilities
 - Security policy and configuration management
 - Wipe and selective wipe of enterprise apps and data
 - Employee self-service portal
 - Highly scalable and lightweight infrastructure



*Real-time visibility and control
with the flexibility to address
the unexpected.*



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

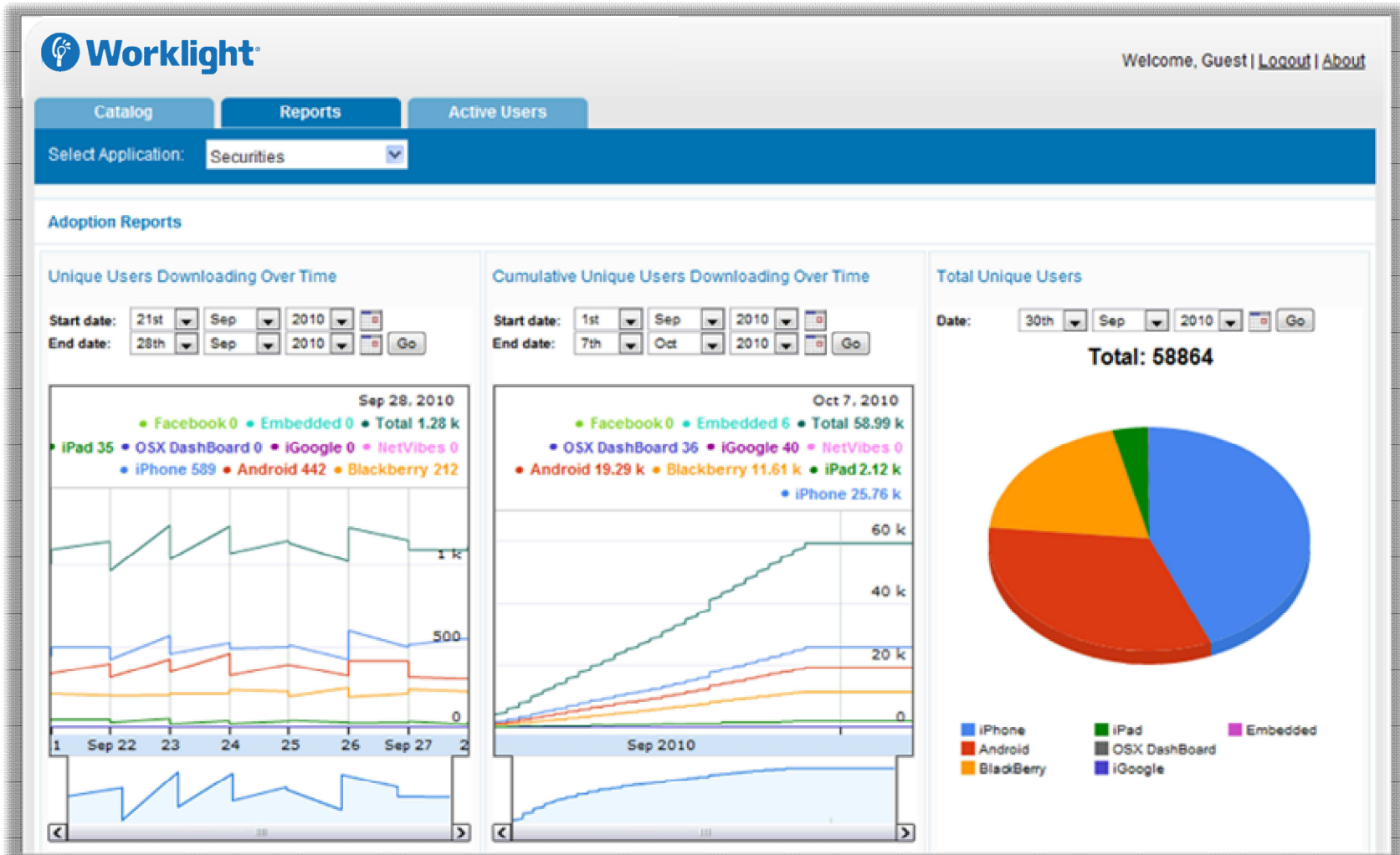
Consumer Edition



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



Advanced reporting functionality



Product Packaging & Editions



IBM Mobile Foundation

Chargeable Component

IBM Mobile Foundation - Enterprise Edition

IBM Mobile Foundation - Consumer Edition

IBM Worklight -Enterprise Edition

IBM Worklight - Consumer Edition

Pricing Metric

Client Device - Worklight, EndPoint Manager, Cast Iron

Per Application - Worklight, Cast Iron

Client Device - Worklight

Per Application - Worklight

Includes





Mobile Foundation V5.0 consist of the following:

IBM Mobile Foundation, Enterprise edition V5.0

- IBM Mobile Foundation, Enterprise edition V5.0 provides the essential elements needed for mobile development, deployment, and management in Business-to-Consumer (B2C), Business-to-Business (B2B), and Business-to-Enterprise (B2E) environments. The Mobile Foundation, Enterprise edition V5.0 consists of:
 - IBM [Worklight V5.0](#) for mobile application development and delivery
 - IBM [Endpoint Manager for Mobile Devices](#) for complete end-to-end Mobile Device Management (MDM)
 - IBM [WebSphere Cast Iron® Hypervisor Edition](#) for advanced connectivity to back-end systems

IBM Mobile Foundation, Consumer edition V5.0

- IBM Mobile Foundation, Consumer edition V5.0 provides the essential elements needed for mobile development, deployment, and management in primarily a Business-to-Consumer (B2C) deployment model. It consists of:
 - IBM Worklight V5.0 for mobile application development and delivery
 - IBM WebSphere Cast Iron Hypervisor Edition for advanced connectivity to back-end systems

IBM Worklight, Enterprise edition V5.0

- IBM Worklight, Enterprise edition V5.0 has pricing metrics aligned with Business-to-Enterprise (B2E) purchasing patterns.

IBM Worklight, Consumer edition V5.0

- IBM Worklight, Consumer edition V5.0 has pricing metrics aligned with Business-to-Consumer (B2C) purchasing patterns.



Pricing Metrics Definition



Per Client Device:

This pricing metric is typically used by Enterprises that will be managing mobile devices.

- Client Device is a unit of measure by which the Program can be licensed.
- A Client Device is a single user computing device that requests the execution of or receives for execution a set of commands, procedures, or applications from or provides data to another computer system that is typically referred to as a server or is otherwise managed by the server.
- Multiple Client Devices may share access to a common server.
- A Client Device may have some processing capability or be programmable to allow a user to do work.
- Licensee must obtain entitlements for every Client Device which runs, provides data to, uses services provided by, or otherwise accesses the Program and for every other computer or server on which the Program is installed.

Per Install:

When using the Client Device Metric a Per Install charge also applies

- Install is a unit of measure by which the Program can be licensed.
- An Install is an installed copy of the Program on a physical or virtual disk made available to be executed on a computer.
- Licensee must obtain an entitlement for each Install of the Program.

Per Application:

This pricing metric is typically used for Business to Consumer where the number of Client Devices may be unknown

- Application is a unit of measure by which the Program can be licensed.
- An Application is a uniquely named software program that is separately installable on a computing device.
- Licensee must obtain sufficient Application entitlements to cover all Applications that incorporate any portion of, connect to, or are managed by the Program.

New
Pricing
Metric

