

2012 IBM 軟體用戶大會

史上最強王牌組合

智慧、行動、安全應用，出奇制勝新格局



2012 IBM軟體用戶大會

史上最強王牌組合

智慧、行動、安全應用，出奇制勝新格局



完整跨平台開發策略 讓行動開發與管理先馳得點

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簡報大綱

1 行動運算的趨勢

2 行動應用的挑戰

3 IBM行動應用解決方案與優勢

4 結語

簡報大綱

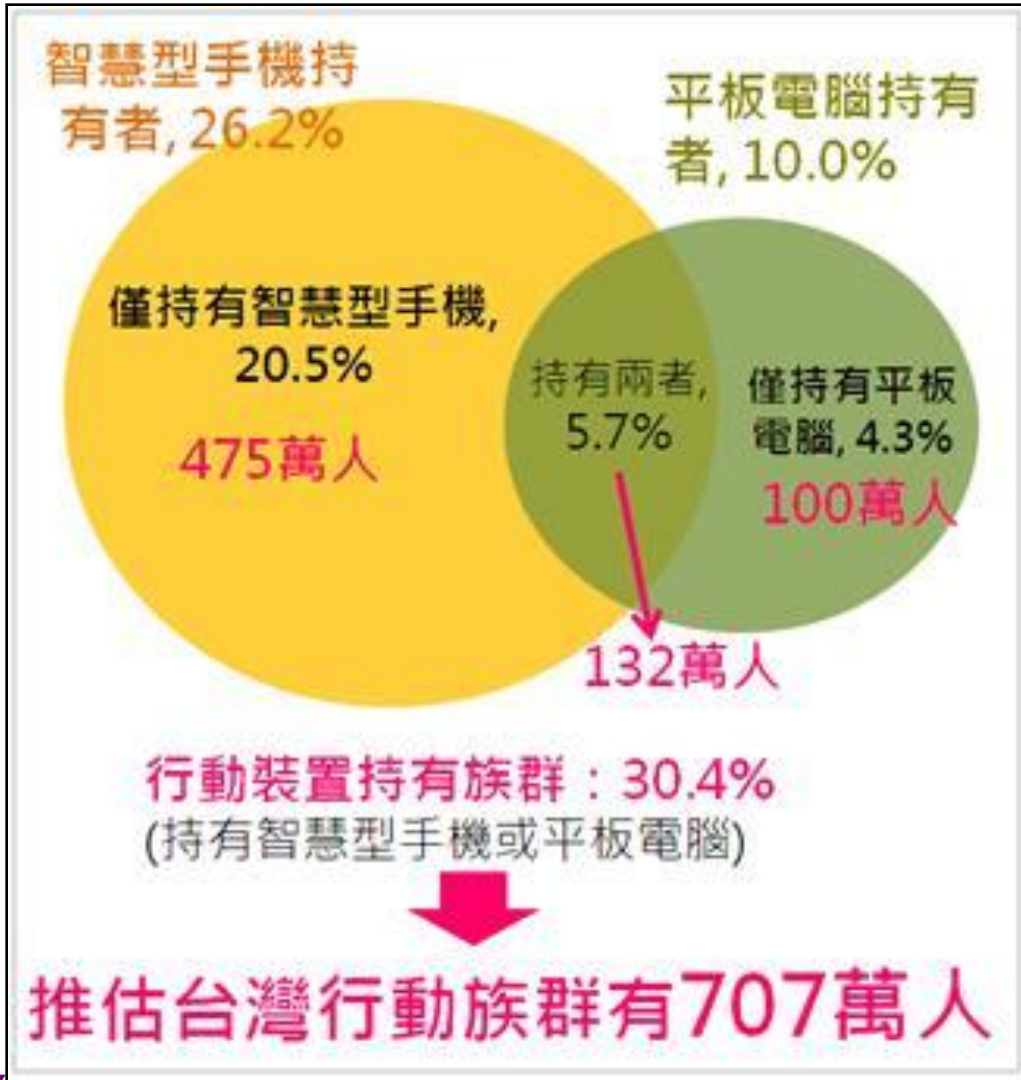
1 行動運算的趨勢

2 行動應用的挑戰

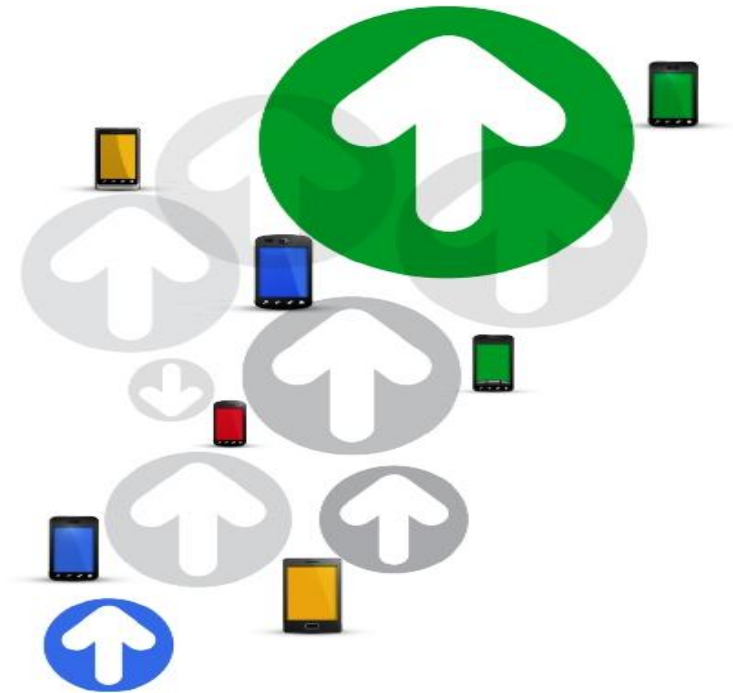
3 IBM行動應用解決方案與優勢

4 結語

行動運算現況



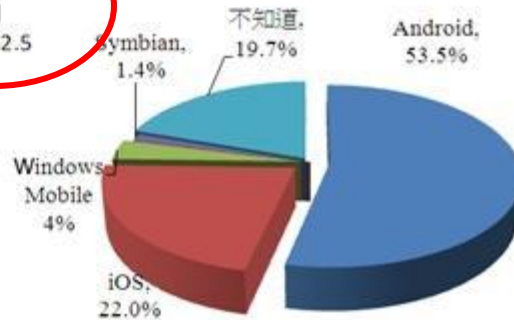
根據資策會FIND最新調查研究顯示，2012年是臺灣智慧型手機快速成長的一年，至今年Q2為止，臺灣持有智慧型手機人口達到**609**萬人



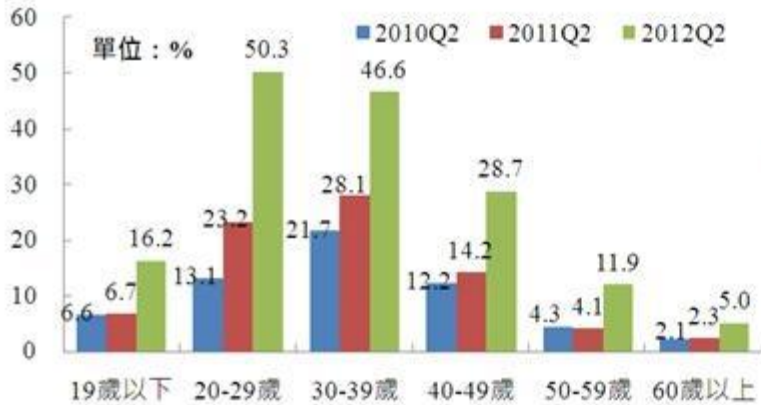
行動運算趨勢 (智慧型手機)



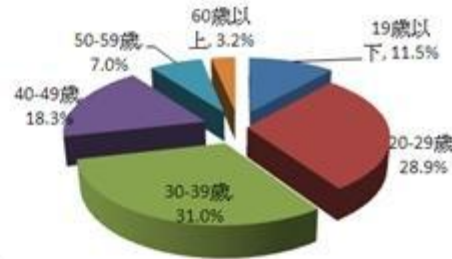
臺灣民眾持有智慧型手機普及率



智慧型手機作業系統分佈結構

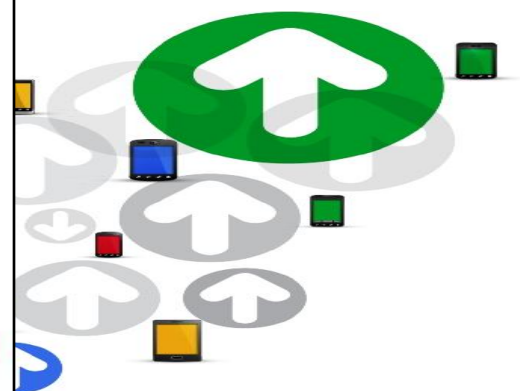


不同年齡層民眾持有智慧型手機普及率



持有智慧型手機民眾年齡結構

預估臺灣智慧型手機普及率：
至2015年將達**56.8%**
將有超過五成以上的民眾持有智慧型手機



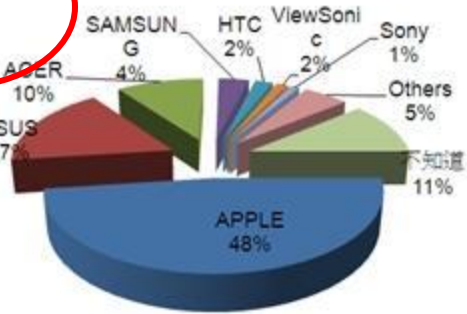
行動運算趨勢 (平板電腦)



臺灣民眾持有平板電腦普及率



不同年齡層民眾持有平板電腦普及率

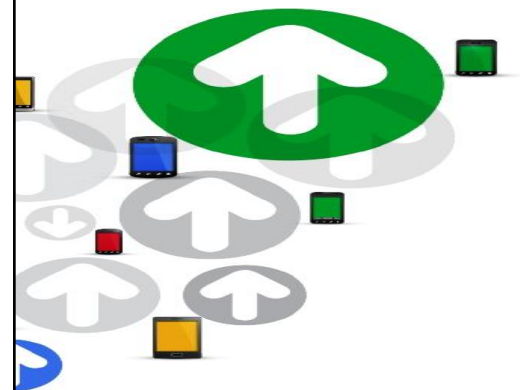


持有平板電腦的品牌分布

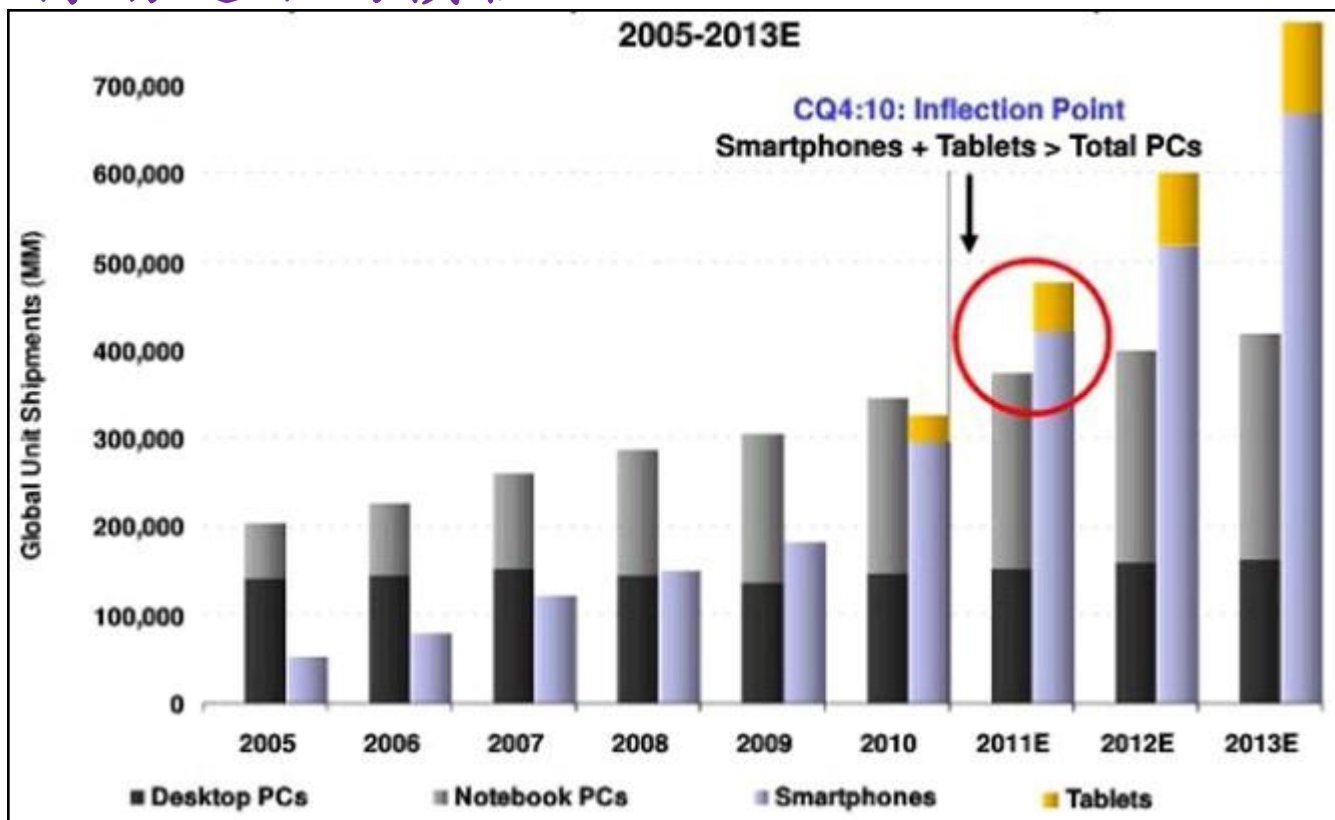


持有平板電腦民眾年齡結構

預估臺灣平板電腦普及率：
至2015年將達**24%**



行動通路的價值

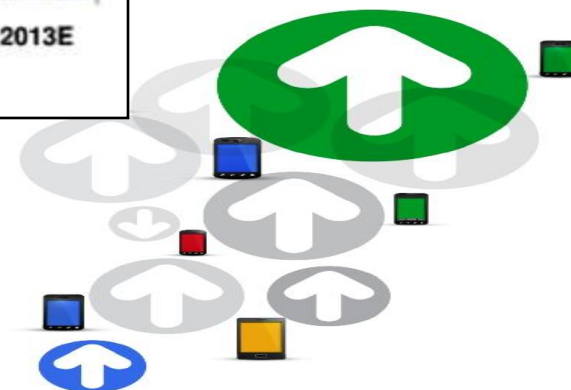


行動通訊無所不在
行動平台 **推播通知**
點閱率較PC廣告
高出**30倍**
(資料來源：
數位策略網站)

30

2010.4Q ~ 2011

智慧型手機及平板電腦的總出貨量
已**超越**了PC。



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4 問題?

挑戰！跨平台行動應用程式

平台太多、變動太快、資源太少

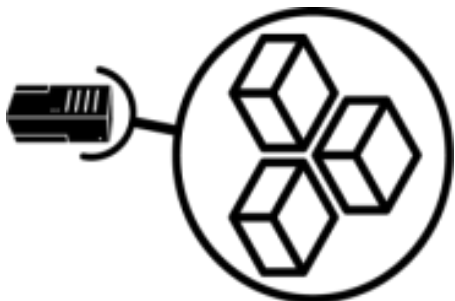


挑戰！ 整合，安全，擴充的顧慮

整合

- 整合曠日費時又不彈性，需自行 **Hard Code** 整合程式，無標準化服務介接模組可串接資料庫與後端系統

→ 標準化的API幫助縮短整合所需時間



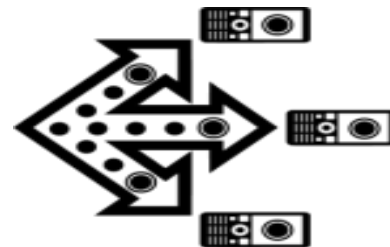
安全

- 資訊的資安？
 - 設備資料與傳輸資料提供**加密**機制
- 設備上的資安？
 - 行動裝置遺失具備**移除**機密或敏感資料的機制



擴充

- 能否彈性擴充業務服務？
 - 廠商的支援能力不足，而自行開發與維護也很困難



你可以有不一樣的想法.....



韓國信用卡廠商LOTTE使用 **IBM Mobile Solution**開發的行動應用

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IBM Mobile Solution ~ 六大優勢

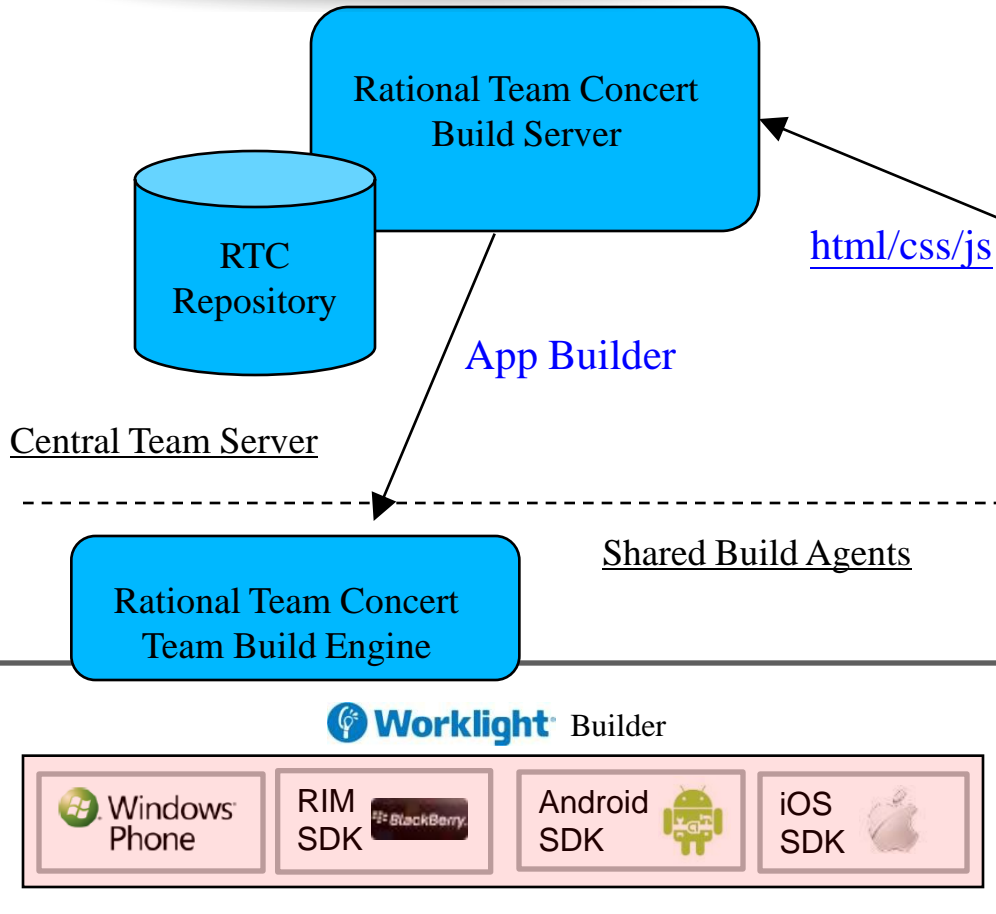
開發、整合、管理跨行動應用程式的解決方案

主要特色

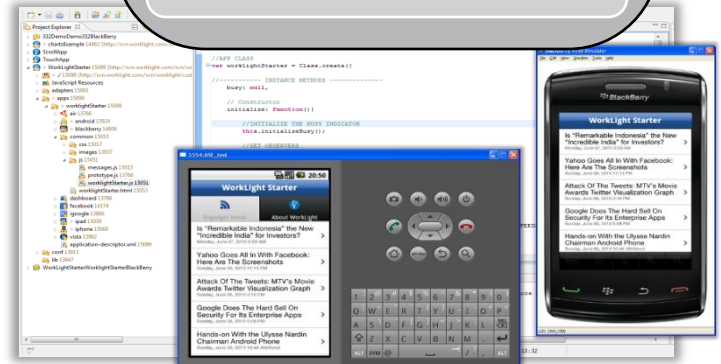
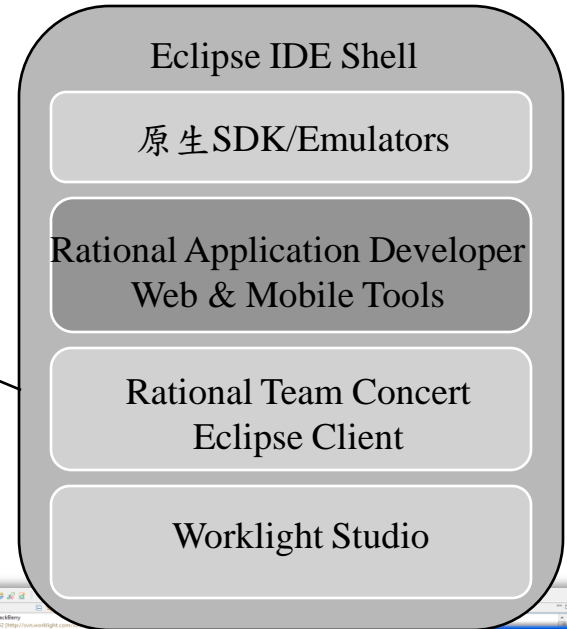
1. 開發/維護容易：
 - 混合HTML5與原生程式開發
 - 開放式的程式設計環境，支援多種主流開發技術與程式庫
2. 管理方便：
 - 版本管控
 - 遠端使用直接更新和禁用
 - 企業內部使用的App Store
3. 安全控制：離線資料加密與權限管制
4. 快速整合：資料庫與HTTP服務整合能力
5. 主動行銷：統合式資料推播通知
6. 統計分析：行動應用程式的使用資料統計分析



1. 開發/維護容易：Design Once, Deploy Anywhere

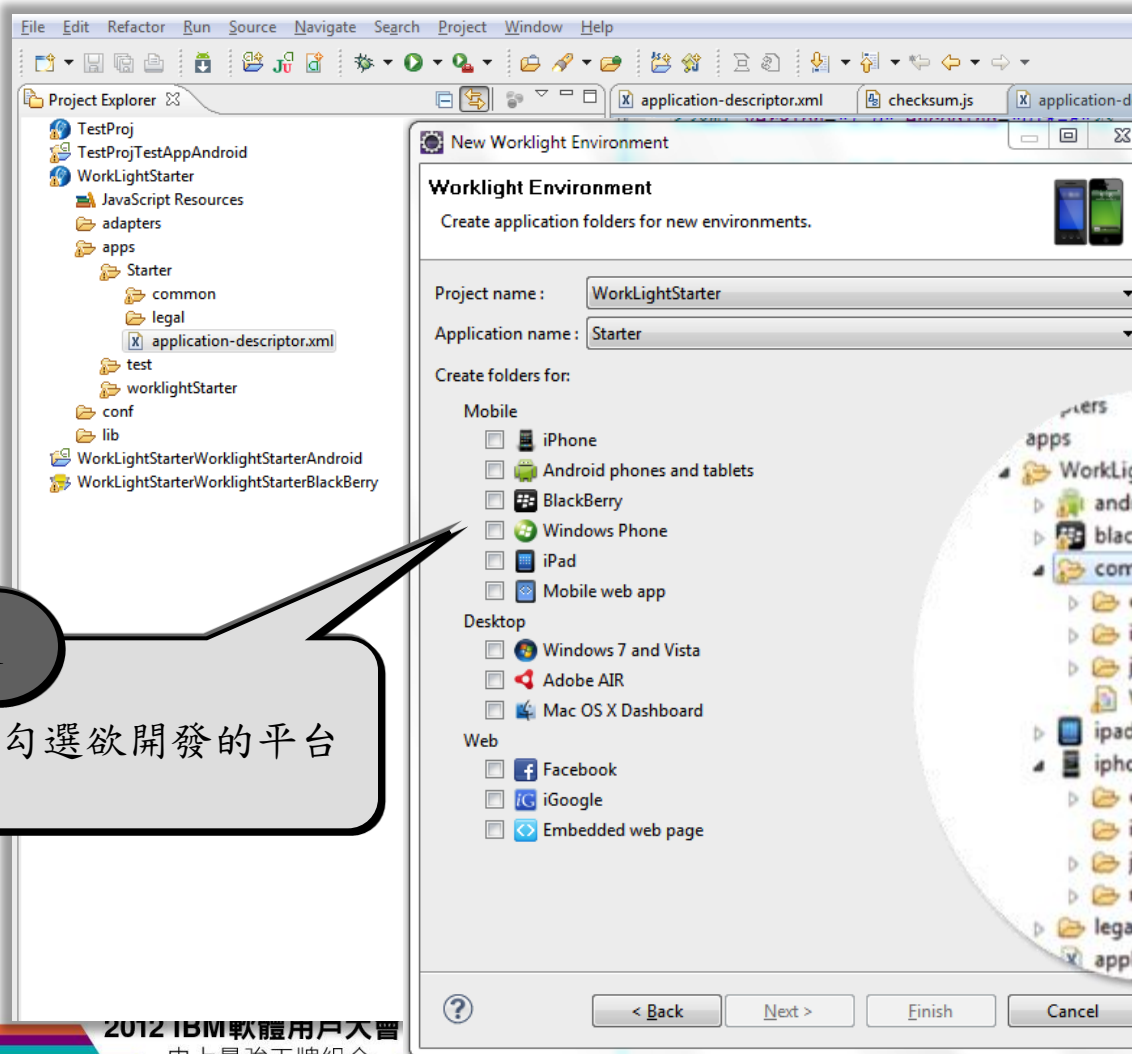


完整行動應用開發環境



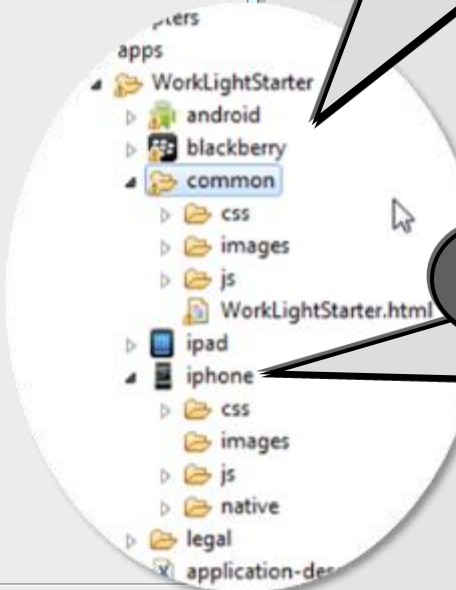
1. 開發/維護容易

共用web程式碼，資源重複使用



1
勾選欲開發的平台

2
Common Code 放
置在主要的檔案
夾

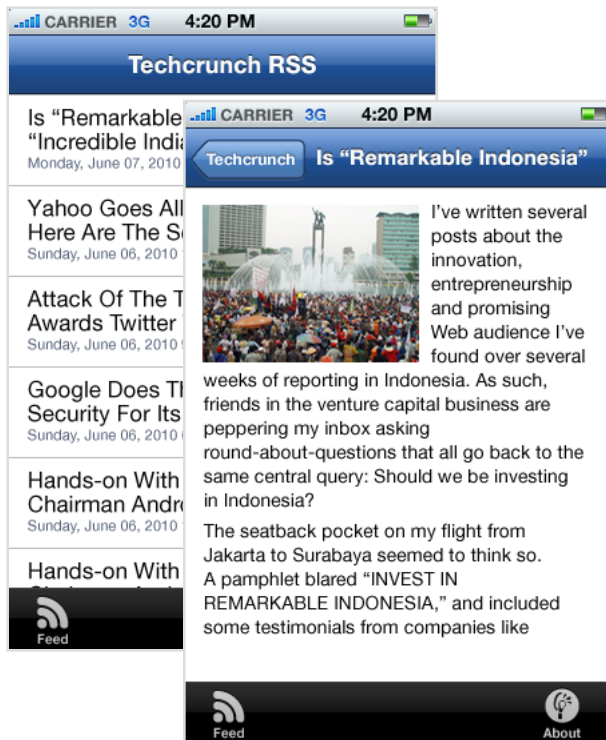


3
可分別存放不同
平台的優化程式

1. 開發/維護容易

針對不同設備顯示能力的介面顯示優化能力

■ iPhone上的介面



■ iPad上的介面



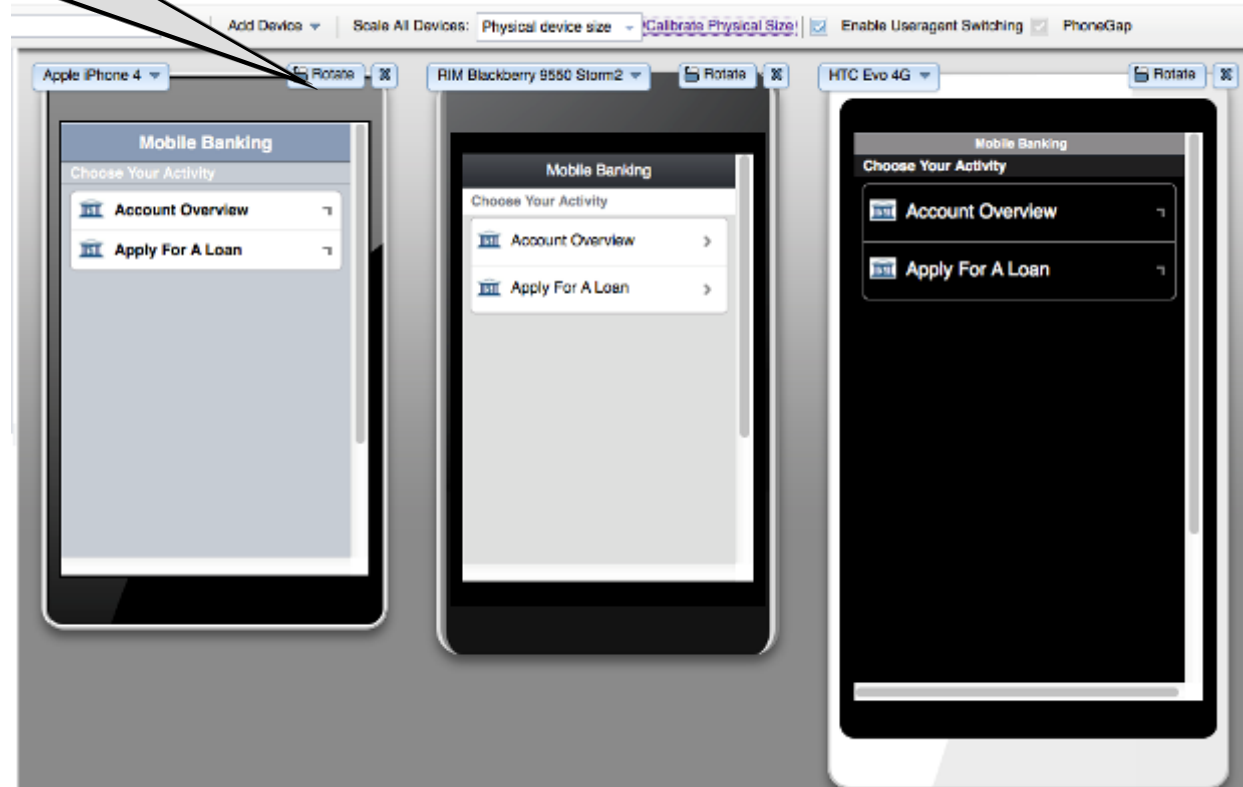
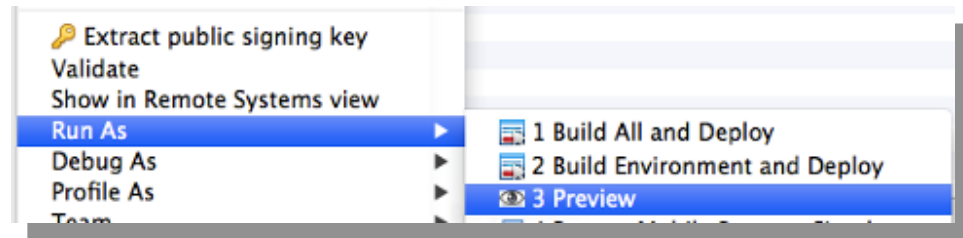
1. 開發/維護容易

用瀏覽器就可預覽行動應用程式

模擬用 IBM Mobile Solution 開發的 App 在各 device 上的 layout

- 用瀏覽器就可以預覽程式，並模擬行動設備功能：

- ✓ Device
- ✓ Events
- ✓ Accelerometer
- ✓ Battery
- ✓ Camera
- ✓ Capture
- ✓ Compass
- ✓ Contacts
- ✓ File
- ✓ Geolocation
- ✓ Network
- ✓ Media simulation
- ✓ Notification



2. 管理方便

Version Control :

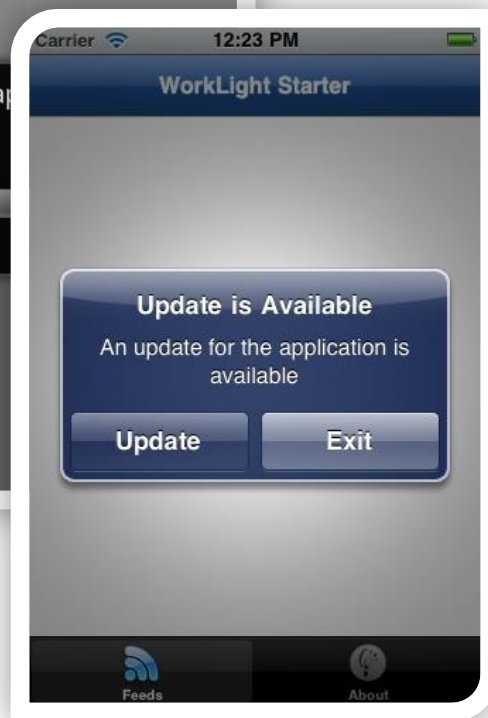
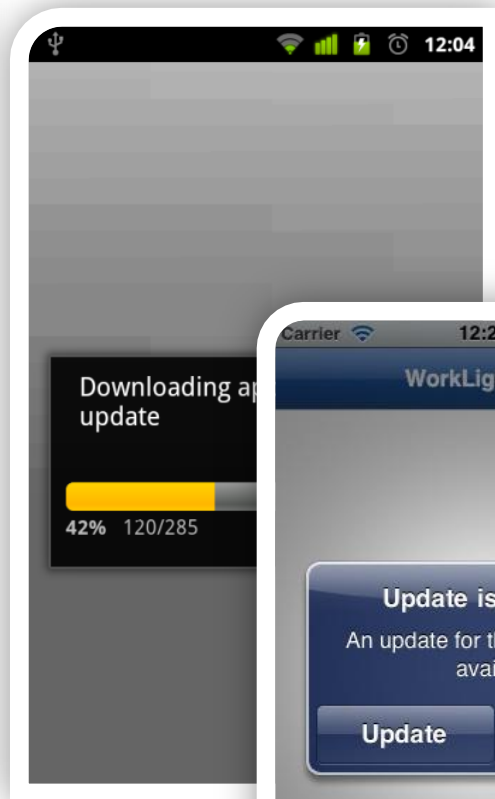
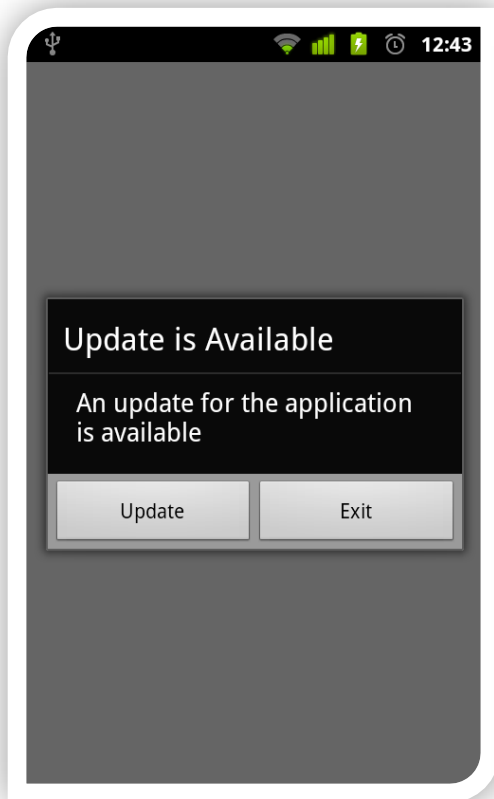
確保使用者提昇至新版、並推播通知給使用者

The screenshot shows the Worklight Version Control interface. It lists various OS types and their corresponding application versions and statuses. A callout bubble labeled 'OS類型' points to the OS type column. Another callout bubble labeled '版本控制：Active, Notification, Disable' points to the version control options for the iPhone version 1.1. A third callout bubble labeled '訊息內容' points to the notification text field for the iPhone version 1.1.

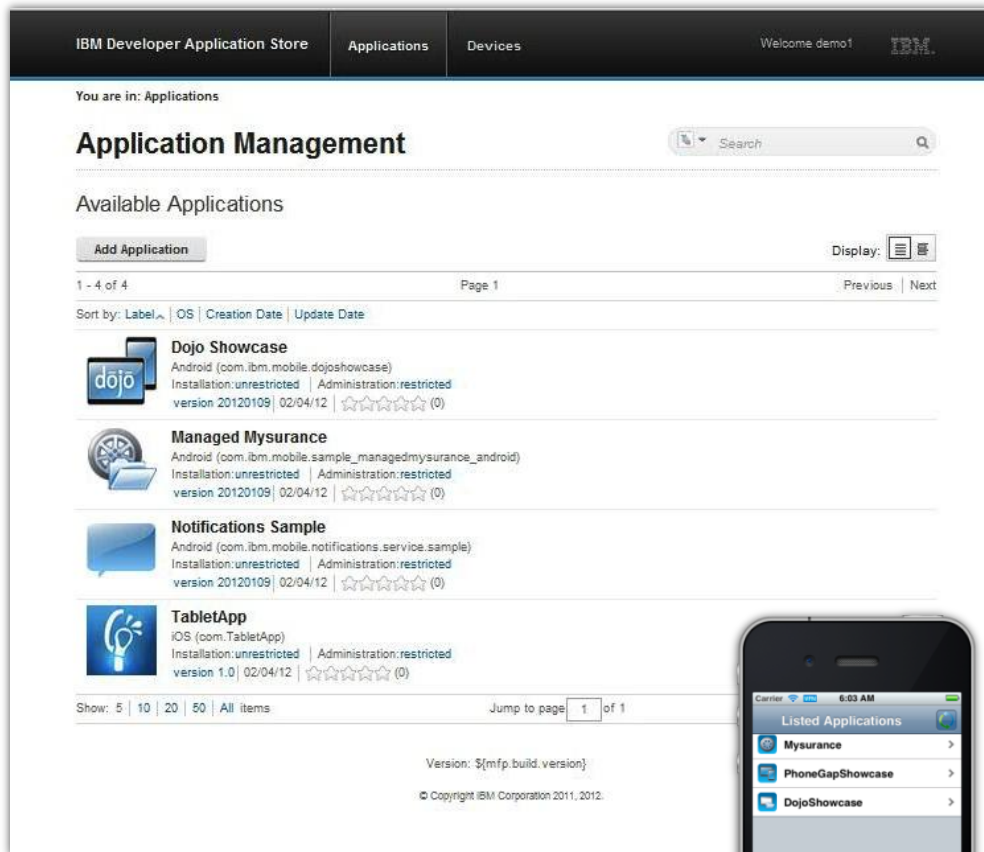
OS Type	Version	Status	Authenticity Testing
iPhone	Version 1.1	Disabled	Disabled
Android	Version 1.0	Active	Enabled, blocking
BlackBerry	Version 1.0	Active	
Windows Phone	Version 1.0	Active	
iPad	Version 1.0	Active	Disabled
Facebook	Version 1.0		

The screenshot shows the Worklight Starter mobile application interface. A dialog box titled 'Application Disabled' is displayed, indicating that the current version (1.0) is disabled and the user is prompted to update to version 2.0. The dialog includes two buttons: 'Exit application' and 'Get new version'. The app's status bar at the top shows the time as 3:47 PM.

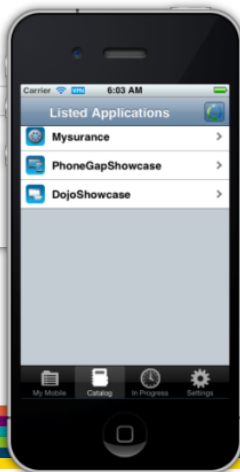
2. 管理方便 - 遠端直接更新/禁用



2. 管理方便—企業內部用的App Center



The screenshot displays the 'IBM Developer Application Store' interface. At the top, there are navigation tabs for 'Applications' and 'Devices', and a 'Welcome demo1' message. The main content area is titled 'Application Management' and includes a search bar. Below this, there's a section for 'Available Applications' with an 'Add Application' button and a 'Display' toggle. A list of applications is shown, including 'Dojo Showcase', 'Managed Mysurance', 'Notifications Sample', and 'TabletApp'. Each application entry provides details like the platform (Android or iOS), installation and administration permissions, version number, and date. At the bottom, there are pagination controls and a copyright notice for IBM Corporation 2011, 2012.



伺服器：

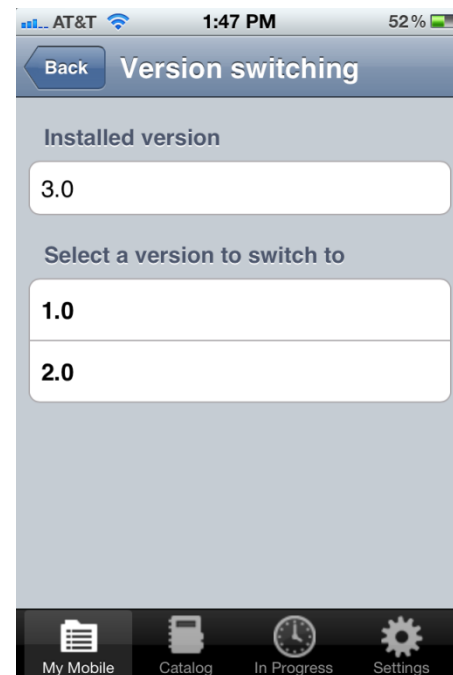
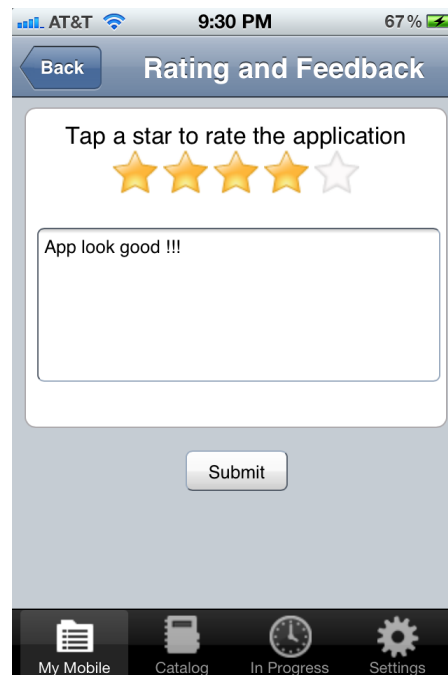
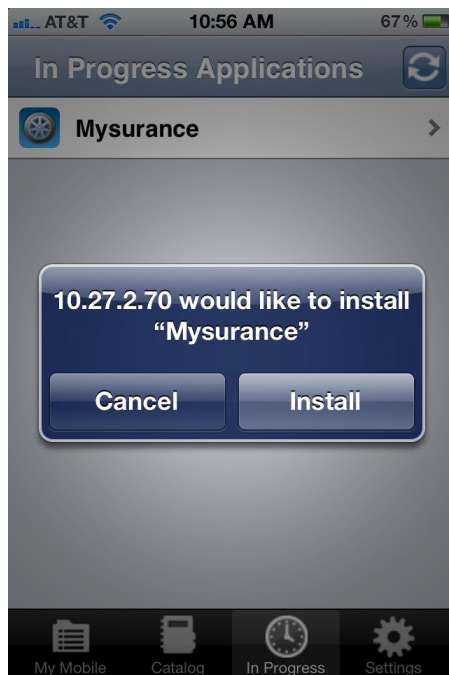
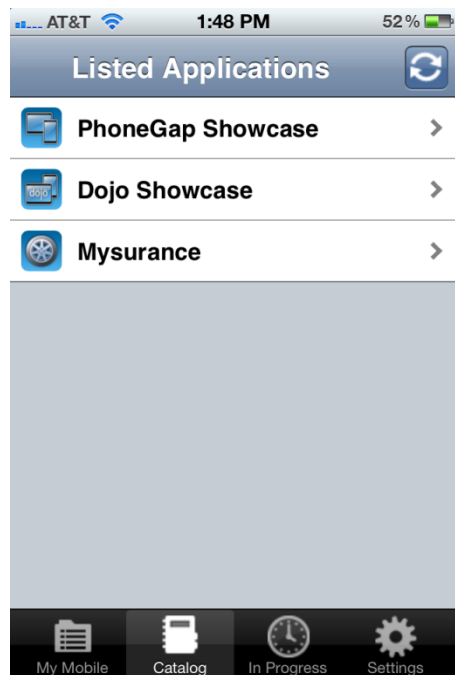
- 企業或團隊內行動應用程式的發佈和管理
- 支援各平台應用程式 (iOS、Andriod、Windows、RIM)
- 提供應用程式安裝和管理的權限管理

設備端：

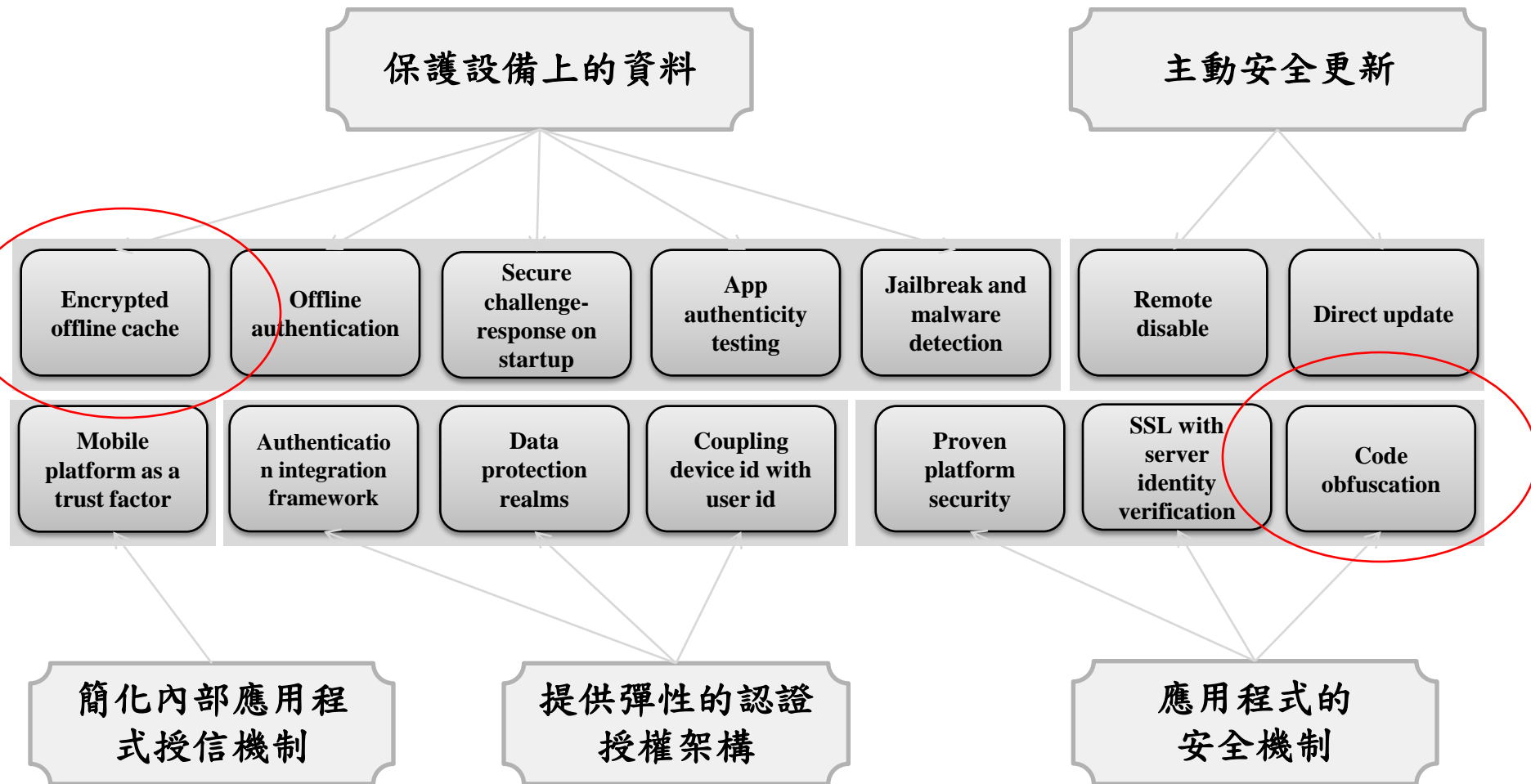
- 提供易裝易用的行動設備端 App Center Client.
- 應用程式的安裝、升級與退版
- 使用者可為應用程式評比並提供回饋資訊

2. 管理方便一

App Center 安裝應用程式，提供回饋資料或退版



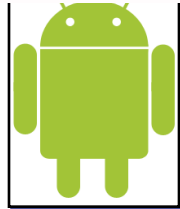
3. 安全控制— 完整的App資訊安全與權限管控機制



3. 安全控制 — 端點軟硬體管理與防護 One for All in Enterprise



iOS



Android



Symbian



Windows
Mobile

3. 安全控制 — 管理主控台

名稱	源嚴重性	站點
Updated Windows Client - Tivoli Endpoint Manager version 8.2.927.0 Now Avail...	Critical	MDM
Updated Windows Installation Folders - Tivoli Endpoint Manager version 8.2.927...	Critical	MDM
Updated Windows Platform API - Tivoli Endpoint Manager version 8.2.927.0 No...	Critical	MDM
Updated Windows Relay - Tivoli Endpoint Manager version 8.2.927.0 Now Avail...	Critical	MDM
Updated Windows Server/Console Components - Known Issues - Tivoli Endpoint ...	Critical	MDM
Updated Windows Server/Console Components - Manual Upgrade Required - Tiv...	Critical	MDM
Updated Windows Server/Console Components - Tivoli Endpoint Manager versio...	Critical	MDM
Updated Windows Web Reports Server - Manual Upgrade Required - Tivoli Endp...	Critical	MDM
Updated Windows Web Reports Server - Tivoli Endpoint Manager version 8.2.92...	Critical	MDM
Security Policy Compliance Can't be Verified on Devices - Lotus Traveler	<Unspecified>	MDM
Security Policy Compliance Not Compliant on Devices - Lotus Traveler	<Unspecified>	MDM
Device Wipe	<Unspecified>	MDM
Deny Email Access	<Unspecified>	MDM
Allow Email Access	<Unspecified>	MDM
Clear Passcode	<Unspecified>	MDM
Android Agent is not marked as a "Device Administrator"	<Unspecified>	MDM
"Rooted" Android Device Detected	<Unspecified>	MDM
"Jailbroken" iOS Device Detected	<Unspecified>	MDM
Android not Compliant with Password Policy	<Unspecified>	MDM
Disable GPS Location Properties	<Unspecified>	MDM
Enable GPS Location Properties	<Unspecified>	MDM
Lock Screen	<Unspecified>	MDM
Proxy Agent Service not Running	<Unspecified>	MDM
Install Tivoli Endpoint Manager Relay (Version 8.2.927.0)	<Unspecified>	MDM
Install Tivoli Endpoint Manager Console (Version 8.2.927.0)	<Unspecified>	MDM
Install Tivoli Endpoint Manager Relay (Version 8.2.927.0)	<Unspecified>	MDM
Remove Management Extender		MDM
Deploy Management Extender for Microsoft Exchange		MDM
Deploy Management Extender for Lotus Traveler		MDM
Upgrade Management Extender for Lotus Traveler		MDM
Deploy Management Extender for Apple iOS		MDM

iOS Device Profile Configuration

Identity
Restrictions

Device Functionality

Enable use of device features

- Allow installing apps**
- Allow use of camera**
- ~~Allow FaceTime~~
- Allow screen capture**
- Allow automatic sync while roaming**
- Allow voice dialing**
- Allow In App Purchase**
- Allow multiplayer gaming**
- Allow adding Game Center friends**
- Force encrypted backups**

Applications

Enable access to applications on the device

- Allow use of YouTube**
- Allow use of iTunes Music Store**
- Allow use of Safari**
 - Enable autofill**
 - Force fraud warning**
 - Enable Javascript**
 - Block pop-ups**

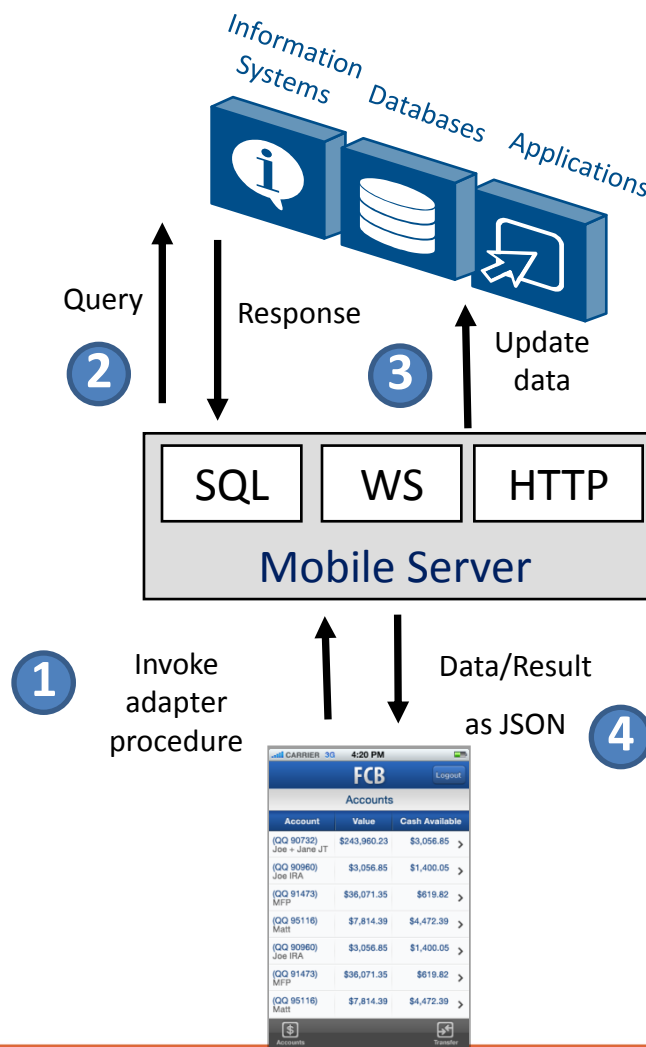
Accept cookies

Control when Safari accepts cookies

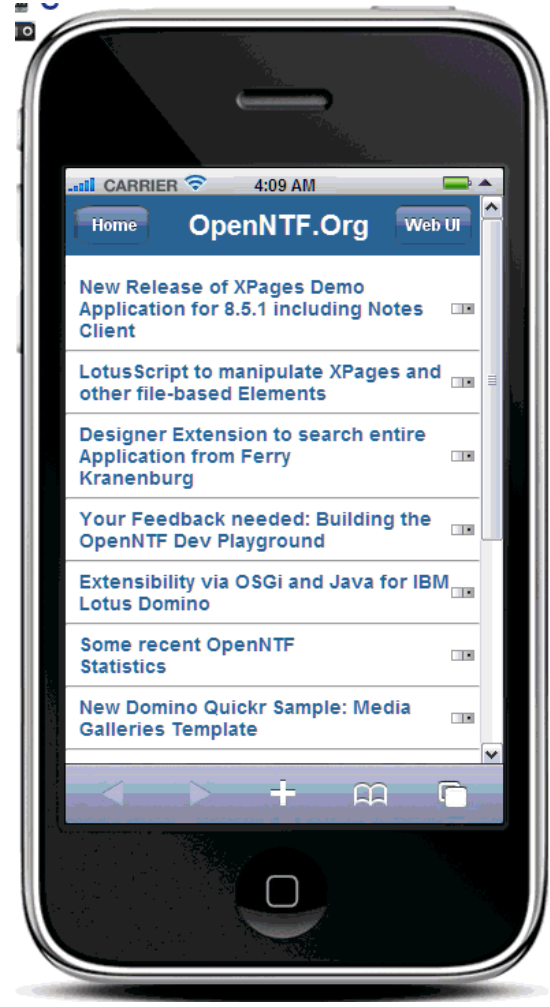
Always ▾

4. 快速整合 — 快速，簡易整合後端資訊系統

- 內建數種adapter:
 - SQL adapter
 - HTTP adapter (supports both REST and SOAP)
 - Cast Iron® adapter
- 特色:
 - Universality
 - Read-only as well and Transactional Capabilities
 - Fast Development
 - Integrated security & auditing
 - Scalability
 - Transparency



4. 快速整合 — XPages Mobile Extension Library



4. 快速整合 — 加速企業行動辦公室應用導入



返回 動支報銷申核-專案動支 簽核箱

完成預審/陳核 完成會審/陳核 退回申請人

核判權責: 總經理

申請人: e化服務組 員工M25

申請日期: 101年4月30日

幣別: TWD

費用項目	項目名稱	Wbs	成本中心	申請金額	摘要
45101-1	什項設備租金	H1998DA029	A460	2	test
29101-1	公共關係費(宴客)	H1998DA029	A460	1	test
合計				3	

需求說明

下位簽核者

副處長AP20	t13	副處長	13
組長AP14	t06	組長	7
副處長AP16	t05	副處長	6
處長AP18	t10	處長	5
副總AP13	t03	副總經理	4
總經理AP12	t02	總經理	3
董事長AP11	t01	董事長	1

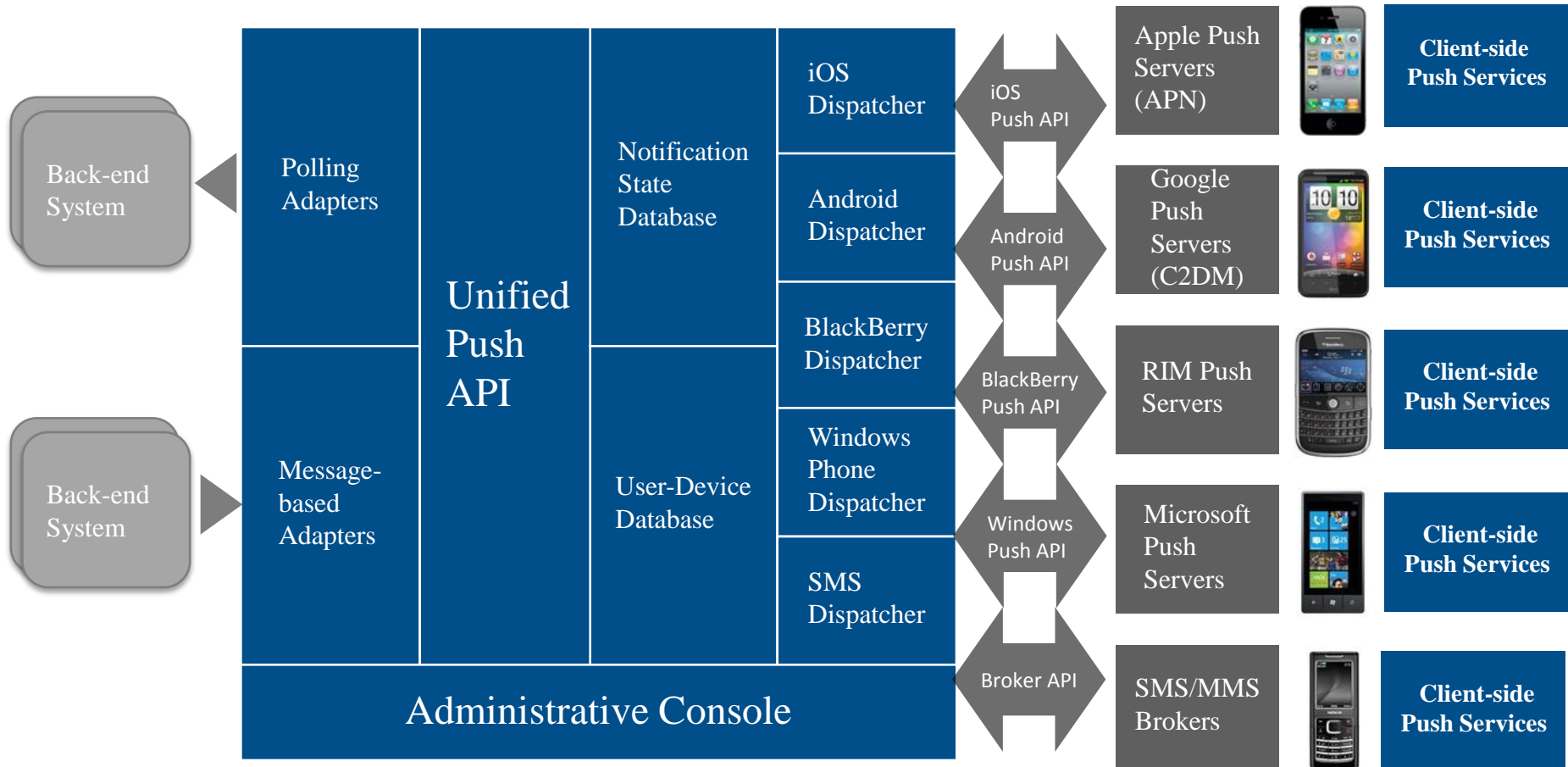
簽核記錄

01.員工M25 於 2012/04/30 17:37:22 陳送本表單給經理M14 經理 簽核

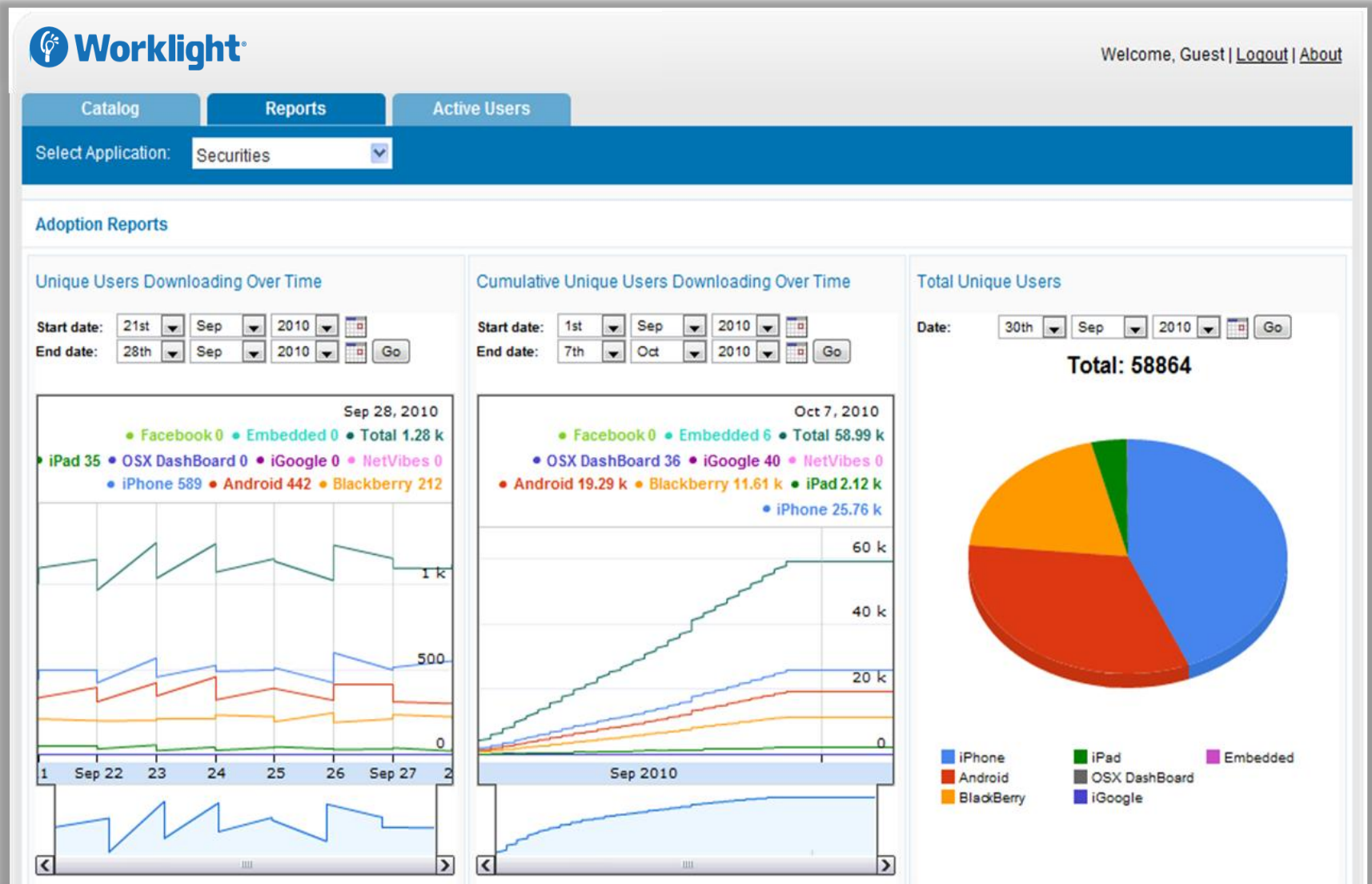
02.經理M14 經理 於 2012/04/30 17:40:57 審查本表單
意見為 擬同意

5. 主動行銷 - 統合式資料推播通知

IBM Mobile Solution 整合“推播通知”架構 - 主動行銷策略
 用單一API推送通知至各種行動裝置上背景執行的應用程式



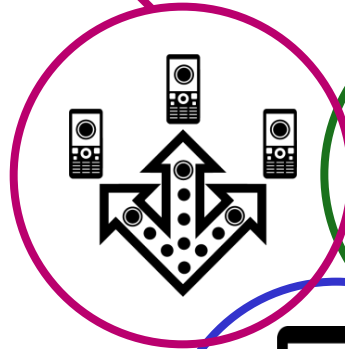
6. 統計分析



IBM Mobile Solution 產品元件

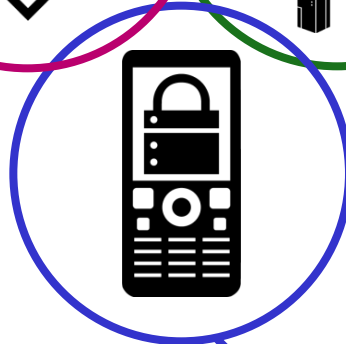
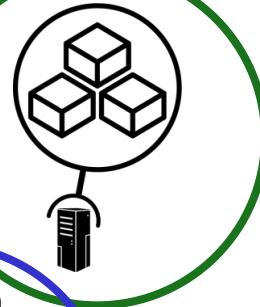
擴充 & 轉換

*Social Collaboration
Software
Unified Communications
Services*



開發 & 連結

*Worklight
Cast Iron
IBM Rational Application
Developer
IBM Websphere Portal
Mobile Experiences
Utility Server & XPages
Green Hat*



管理 & 安全

*IBM Endpoint Manager for
Mobile Devices
IBM Rational AppScan*

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1 行動運算的趨勢

2 行動應用的挑戰

3 IBM行動應用解決方案與優勢

4 結語



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