

# Mobile Trends, Strategy and IBM MobileFirst

Mobile Enterprise Roadshow | July 2014



Dr Richard Gamblin



@RichGx

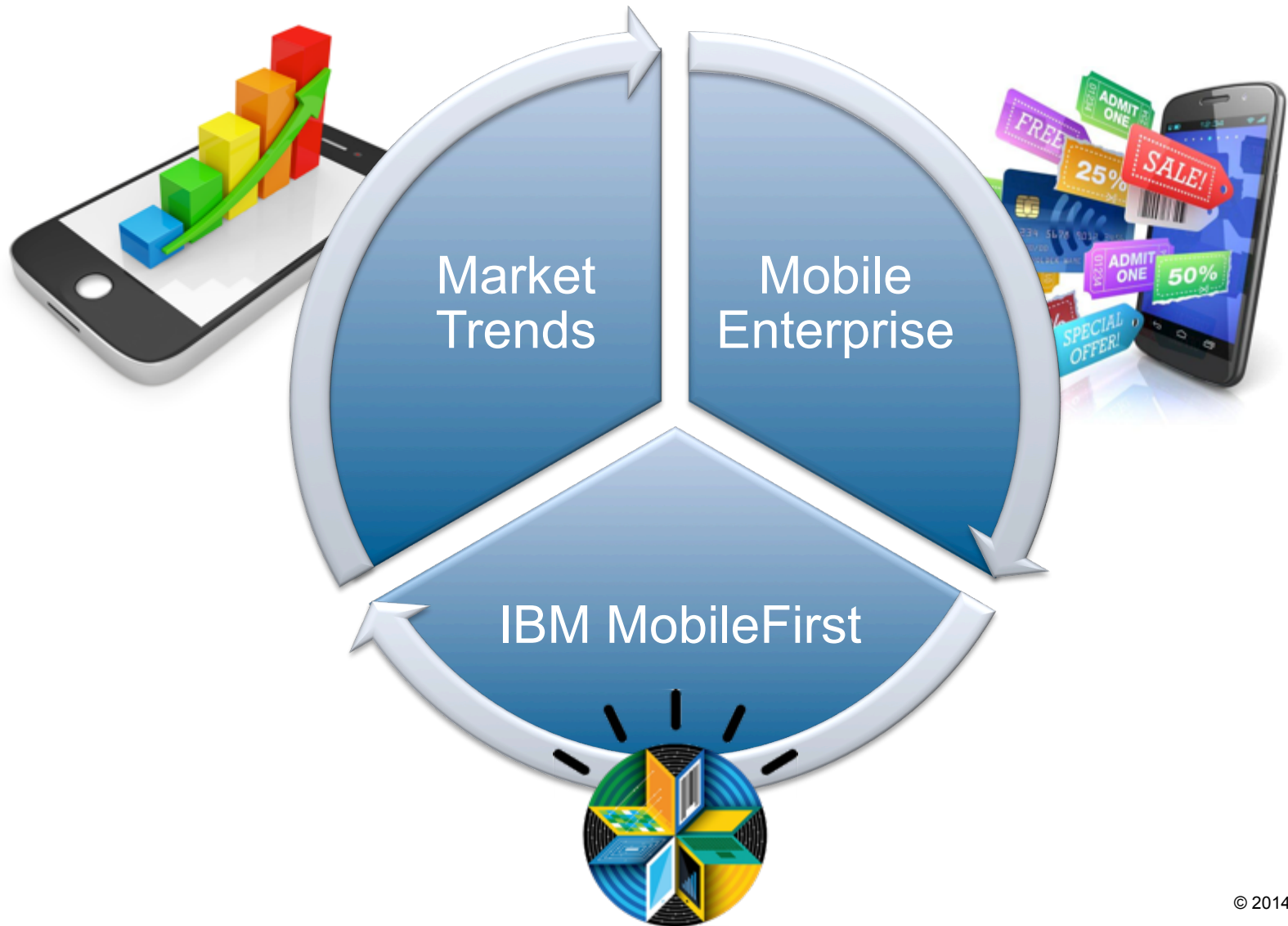


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WW Leader, Mobile for System z

# Agenda



# Mobile Market Trends

THERE ARE CURRENTLY MORE THAN  
**1.038 BILLION**  
 SMARTPHONES IN USE



that's 1 out of every 6.7 people on the planet.

MOBILE USERS ARE  
**FIVE TIMES MORE**  
**LIKELY TO**  
**ABANDON THE TASK**  
 IF THE SITE ISN'T OPTIMIZED  
 FOR MOBILE.

**79%**  
**WILL SEARCH**  
**FOR ANOTHER SITE TO**  
**COMPLETE THE TASK.**

## MEDIA TABLET SALES

in 2012  
**118.9**  
 MILLION

by 2016  
**369.2**  
 MILLION  
 tablets we will be sold

IN THE LAST 16 YEARS  
 97 98 99 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14

**1 BILLION**  
 SMARTPHONES SOLD

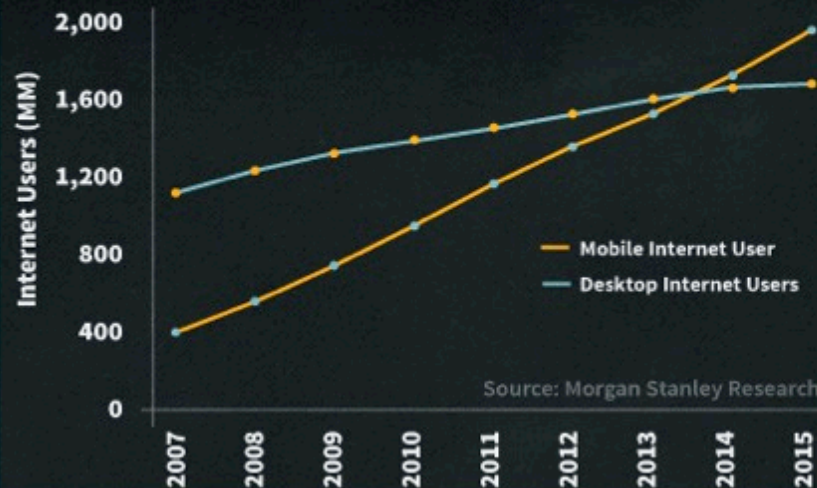
THE NEXT  
 ONE BILLION  
 WILL BE SOLD  
 IN JUST THE  
 NEXT 2 YEARS



Google estimates by 2013  
**MORE PEOPLE WILL USE**  
**MOBILE PHONES THAN**  
**DESKTOP PCS TO GO ONLINE.**



GLOBAL MOBILE VS. DESKTOP INTERNET USER PROJECTION, 2007 - 2015



# Mobile business opportunity is huge

Time Magazine, January 2014

Projections of mobile growth and PC decline based on Gartner data

## The Death Of the PC?

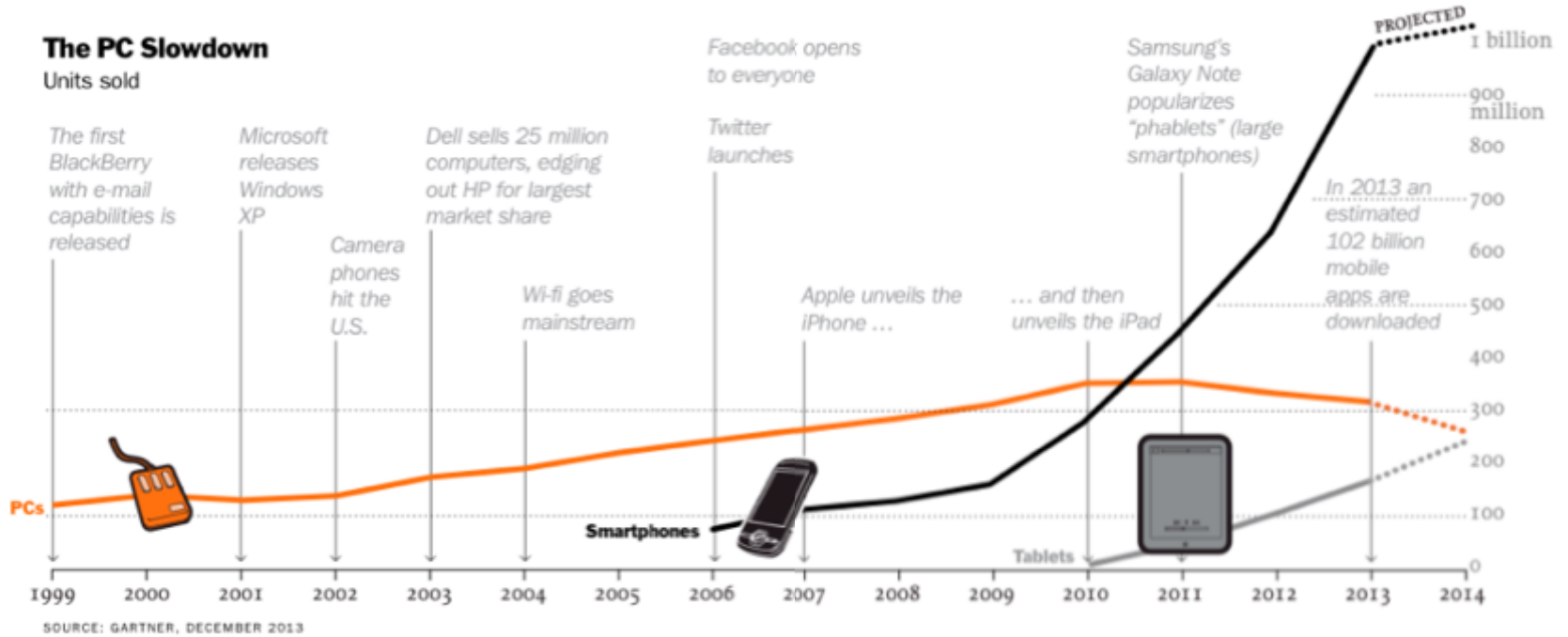
Now that we carry computers in our pockets, desktops and laptops are on the decline

SMALLER DEVICES WILL TAKE OVER



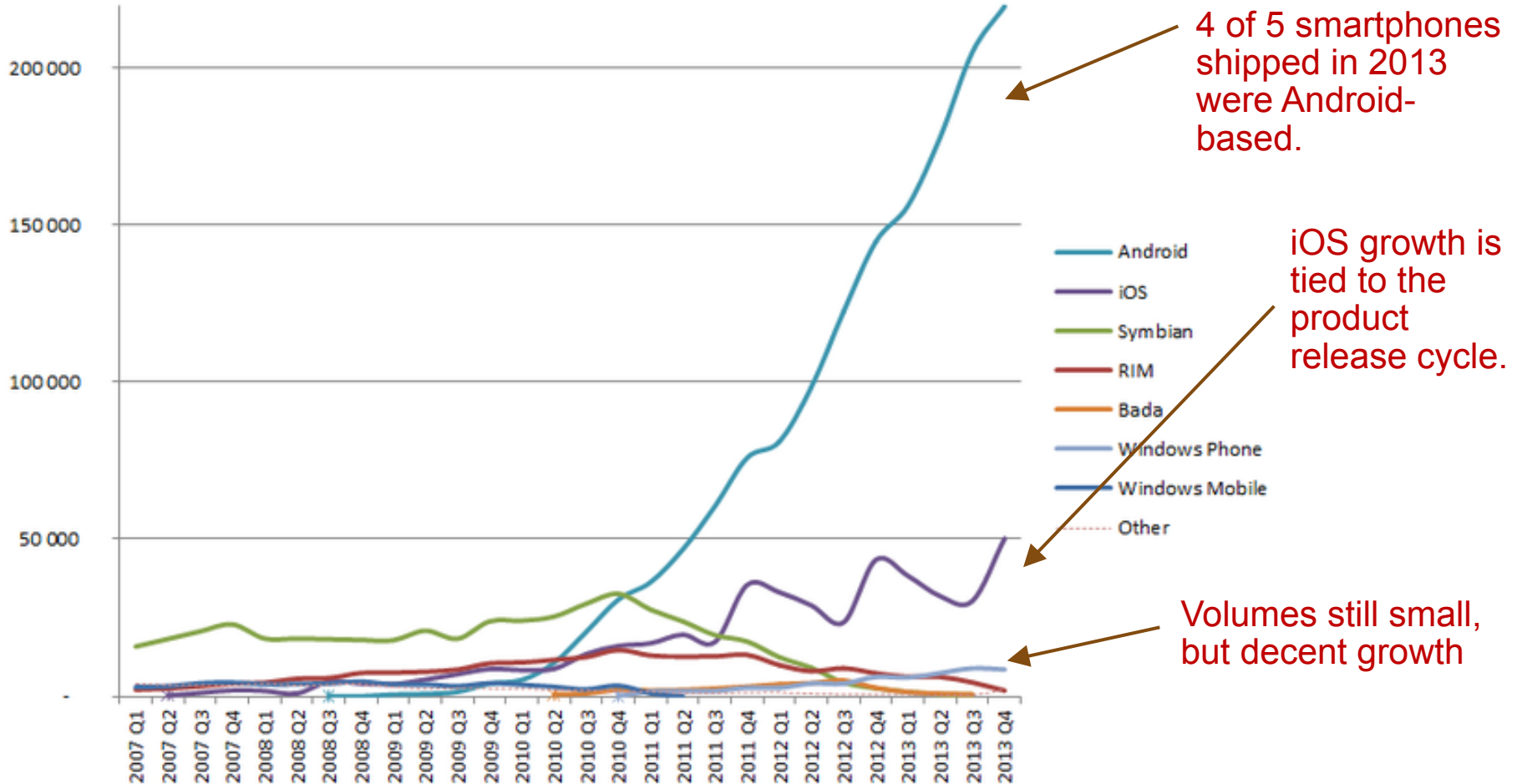
1.2B

NOTE: Ericsson predict 4.5B in 2018 (World population ~ 7.2+B)



# Welcome to the fast-paced world of mobile...

## World-Wide Smartphone Sales (Thousands of Units)

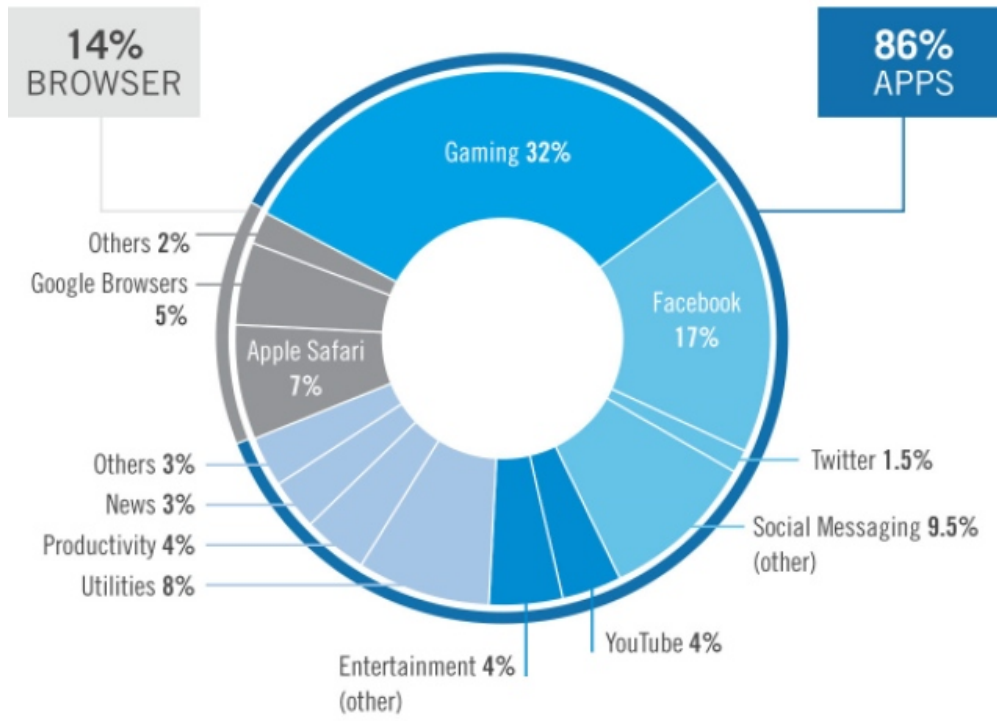


Source: Wikipedia

# The Mobile Browser Is Dead, Long Live The App

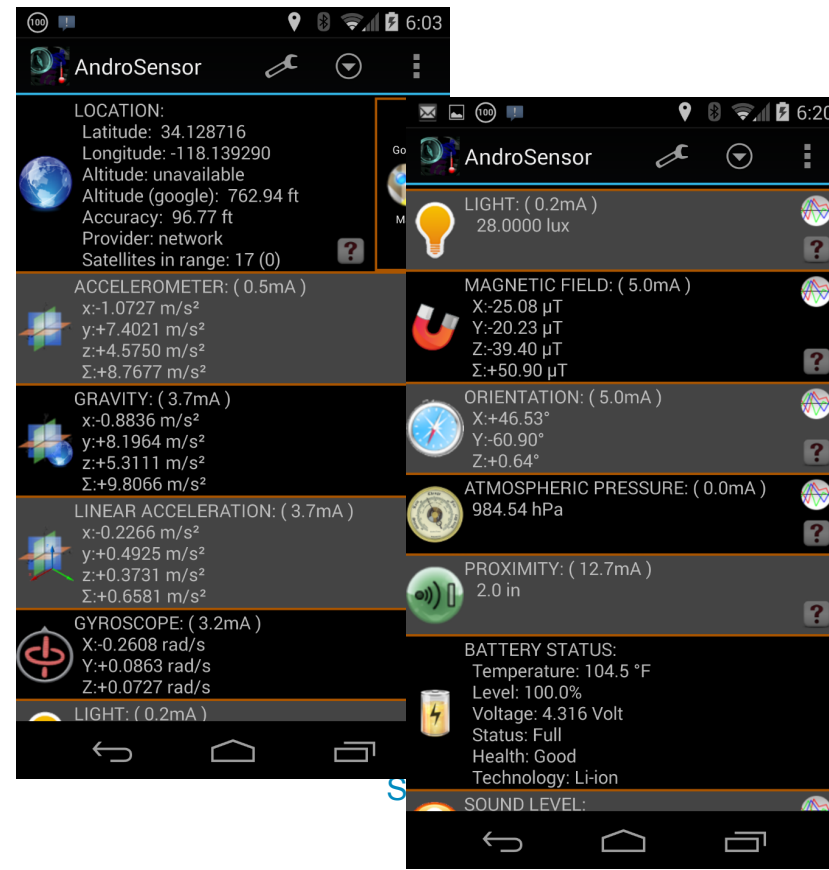
Forbes, 2014

Time Spent on iOS and Android Connected Devices

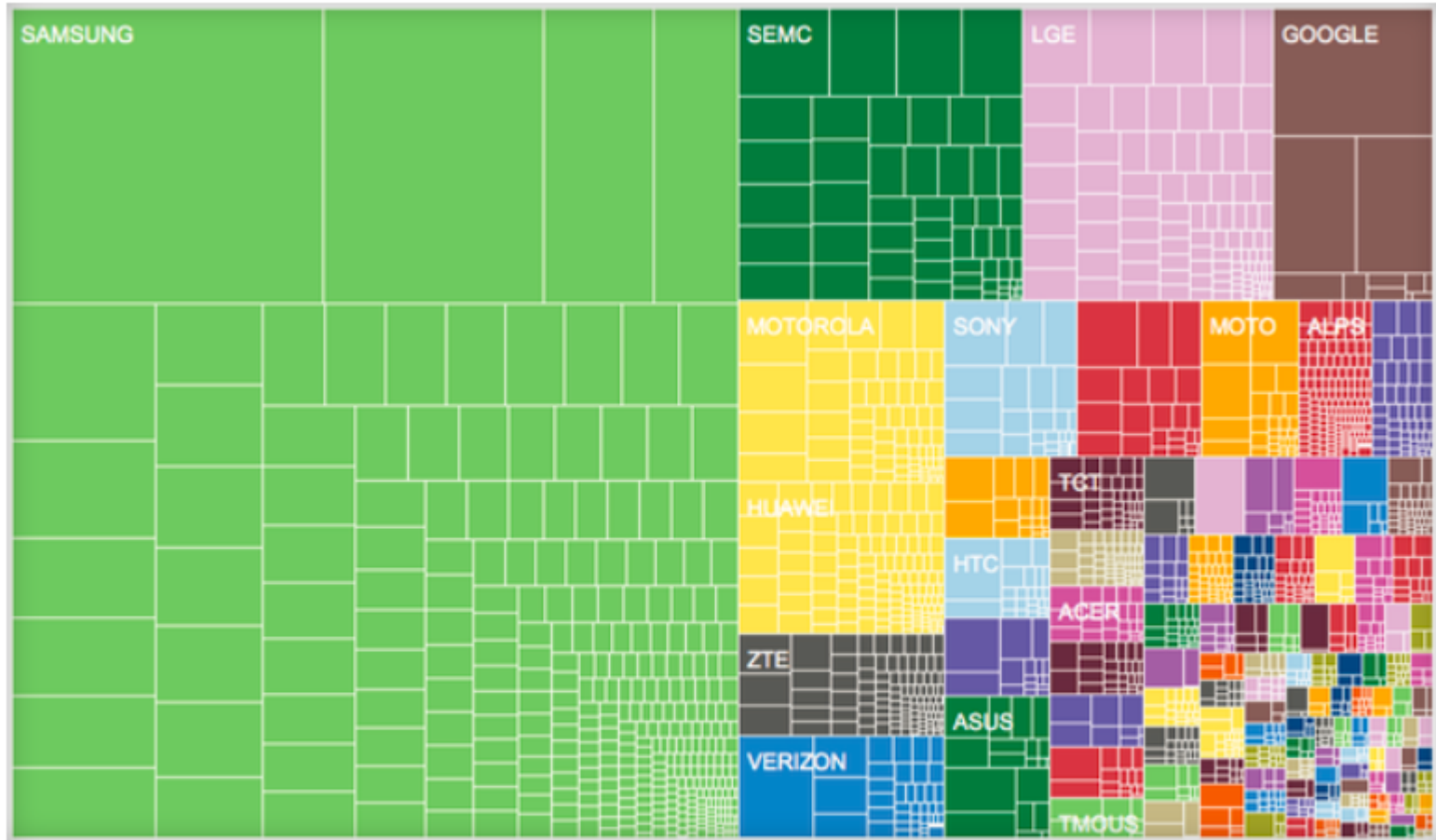


Source: Flurry Analytics, ComScore, NetMarketShare

- ...and growing!
- In 2013, 20% of time was spent in browser vs. App



# Unprecedented access, but at the cost of fragmentation

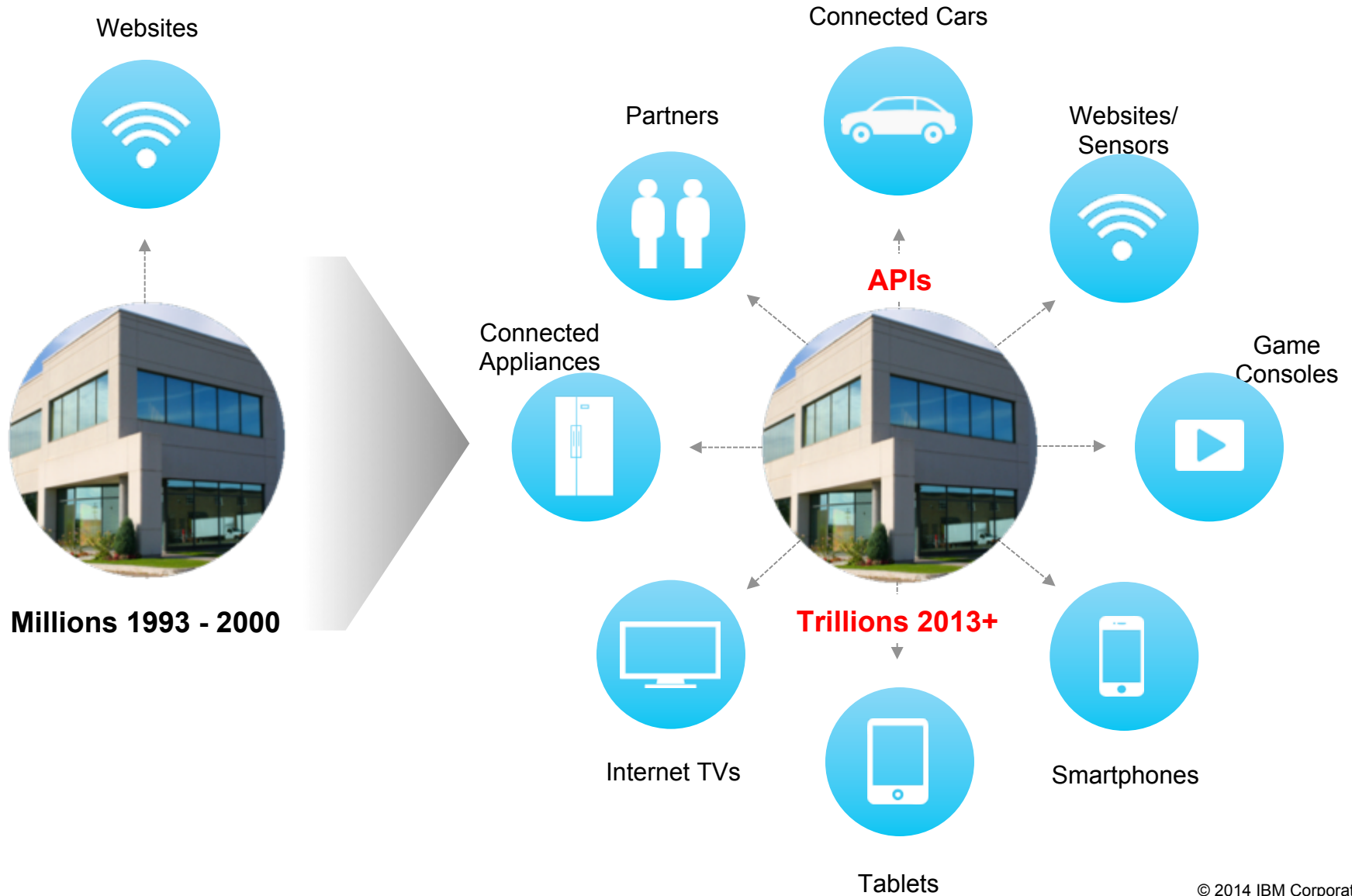


Brand fragmentation in the Android market is immense, but Samsung still leads the charge with 47.5 percent of the market share.

Open Signal



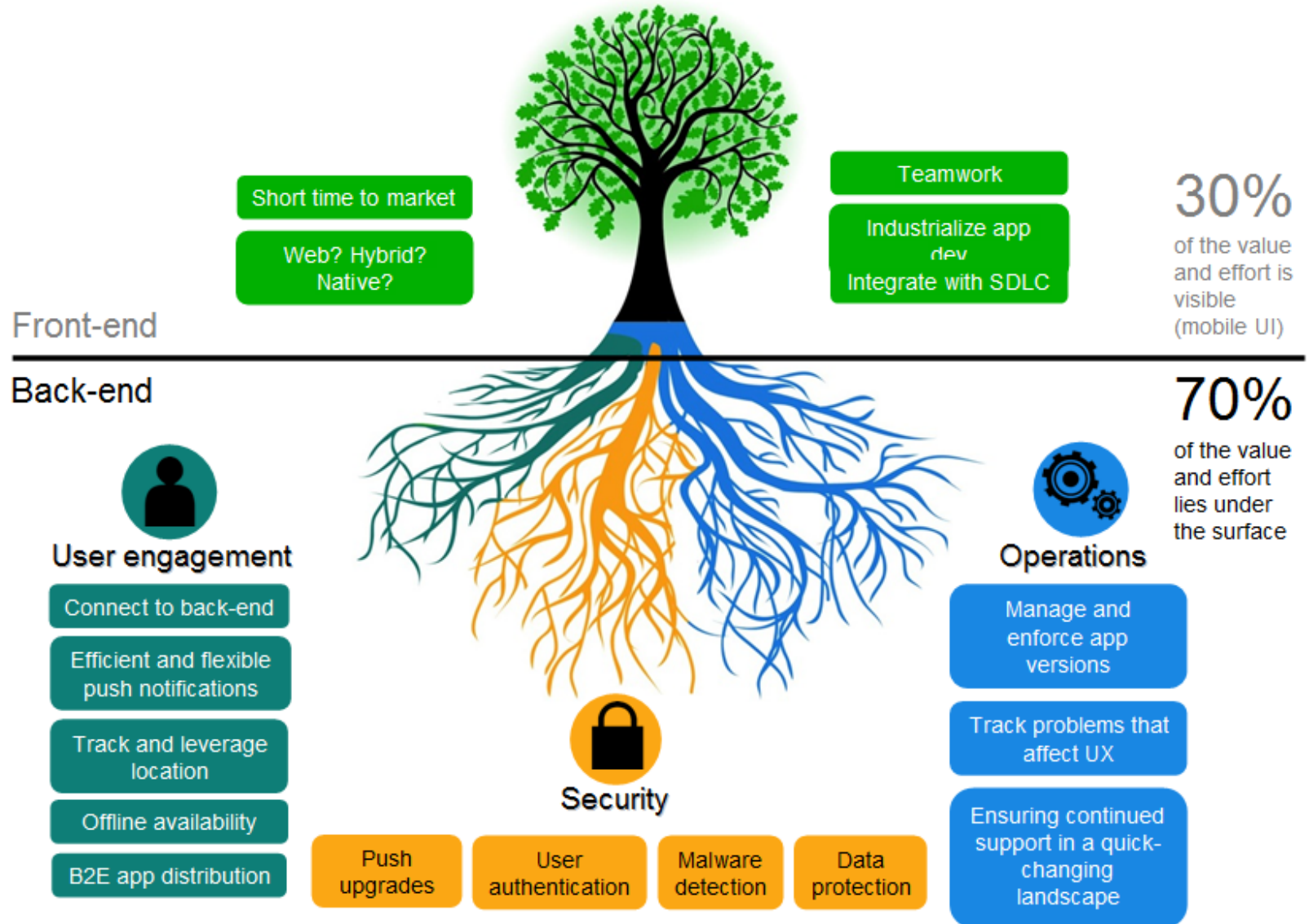
# Mobile: beyond web – and more than smartphones & tablets



# The perception of mobile apps... is simple



# The perception of mobile apps... is often vastly underestimated



# Mobile Market Trends

# The emergence of the 'API Economy'

The **"API economy"** has changed how developers think about building apps, and how organizations deploy software in the cloud

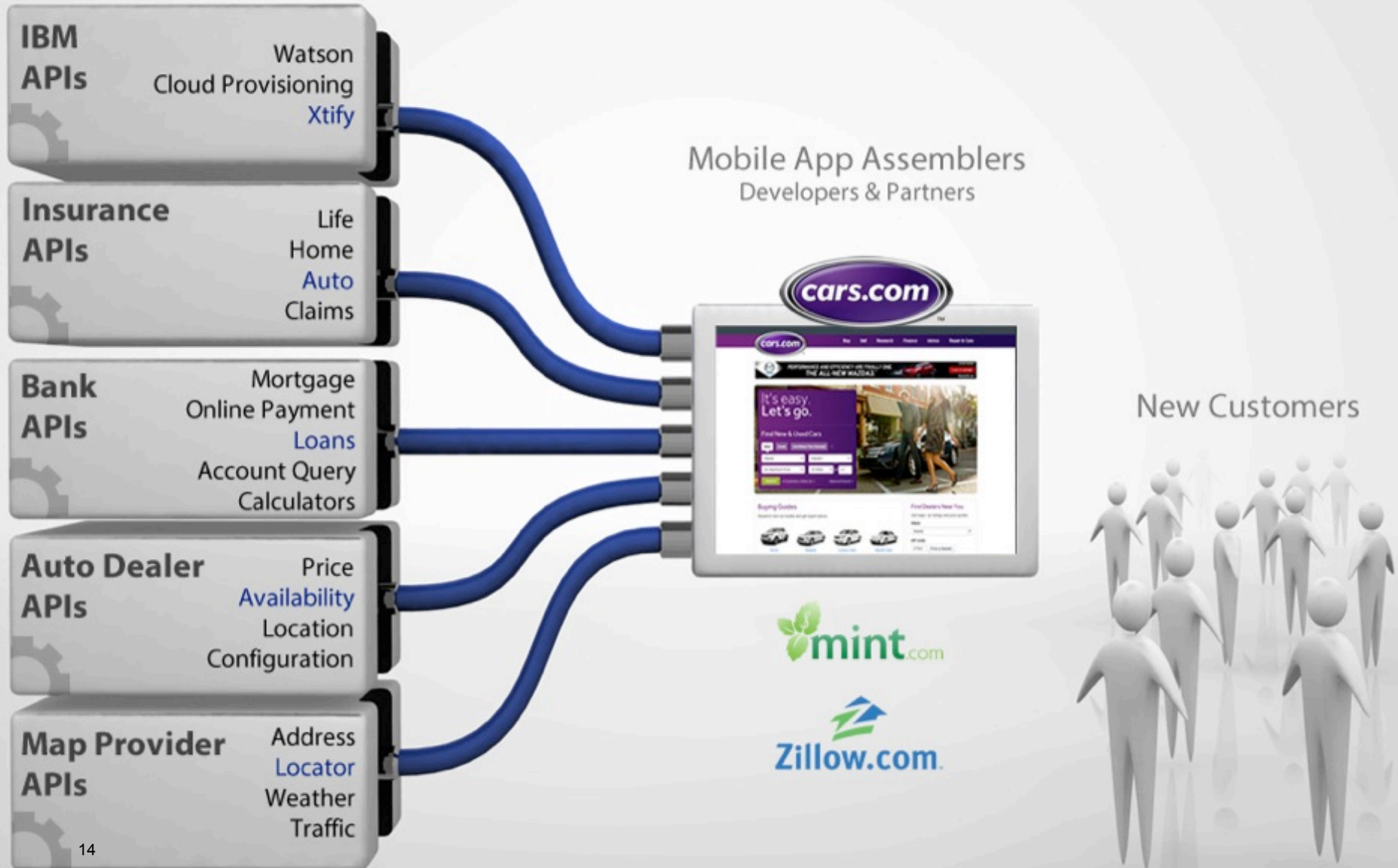
Bank Externalized Services



Developers



# Full function, mobile services: reliant on standards-based APIs



## Mobile Enterprise: Key challenges of mobile to business

- Deliver a high quality mobile experience
  - What about device fragmentation?
- Deliver new functions. Quickly. And Often.
  - Days and weeks. Not months.
- Deliver the mobile service. On time. Every time.
  - The mobile user is discerning and will not wait. Risk: loss of business.
- Deliver rich, fully functional, device-optimised services
  - All features available on a PC, but perfectly designed for a mobile device
- Enable access to core enterprise services. Securely.
  - Secure every transaction. From mobile to mainframe.



# IBM MobileFirst

## Portfolio and Strategy

**Perception**  
“IBM does mobile?  
You guys make computers!”

**Fact**  
*IBM has a 15+ year track  
record in mobile technologies*



# IBM has been building up our mobile enterprise capabilities

## 10

acquisitions to strengthen our position in mobile since 2006

## 125+

patents for wireless inventions in 2012, bringing the total to 270

## Doubling

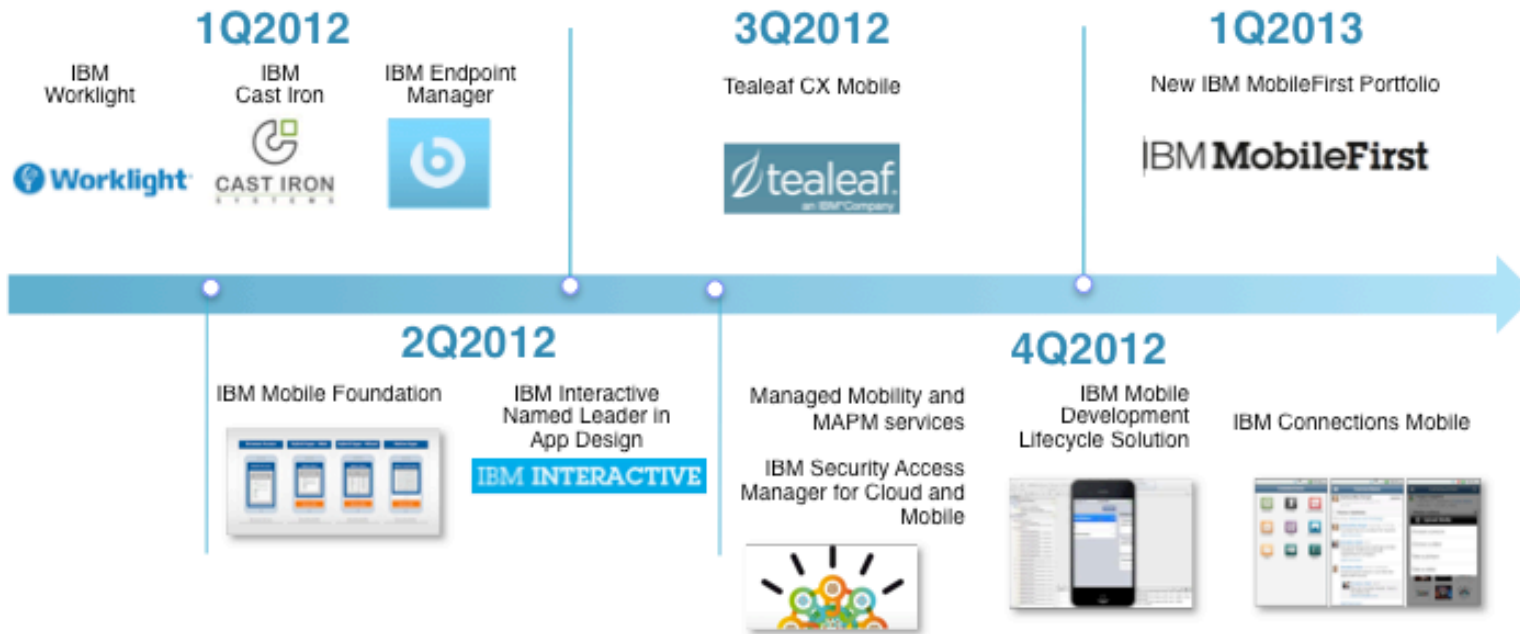
2013 investment in mobile solutions

## 200+

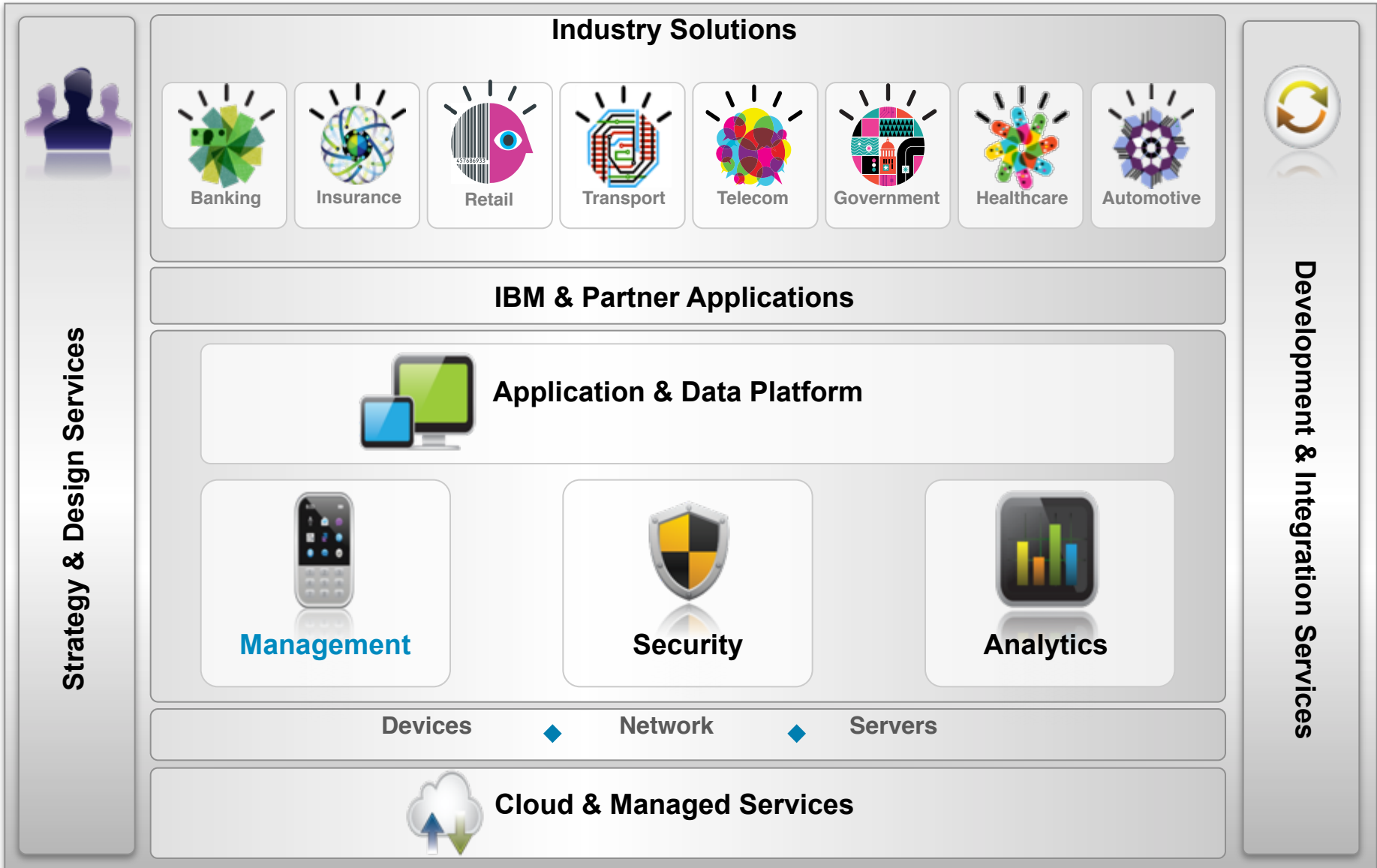
IBM Software apps available in app stores; ~ 1M downloads

## Leader

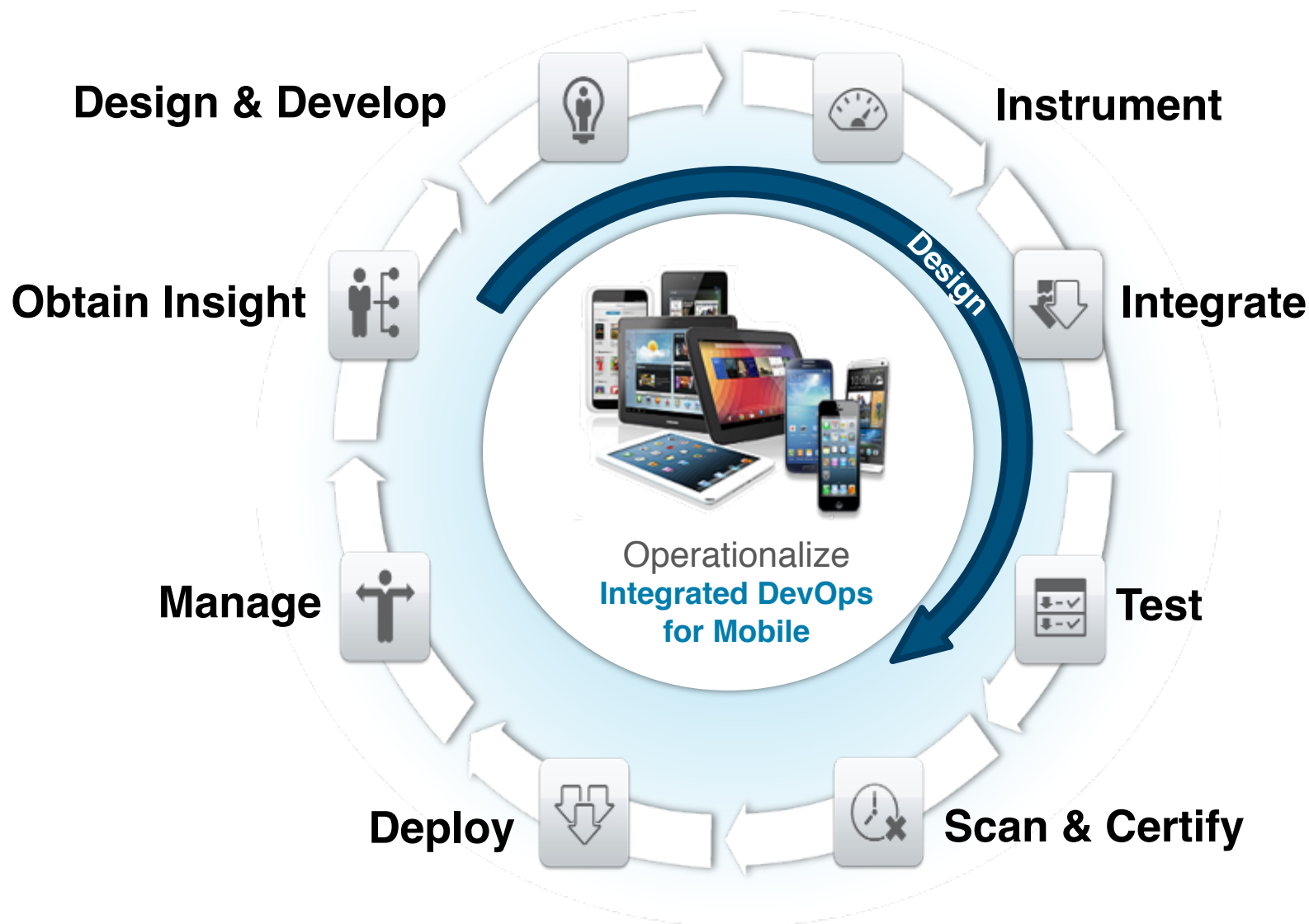
in app design and managed services by Forrester and Gartner



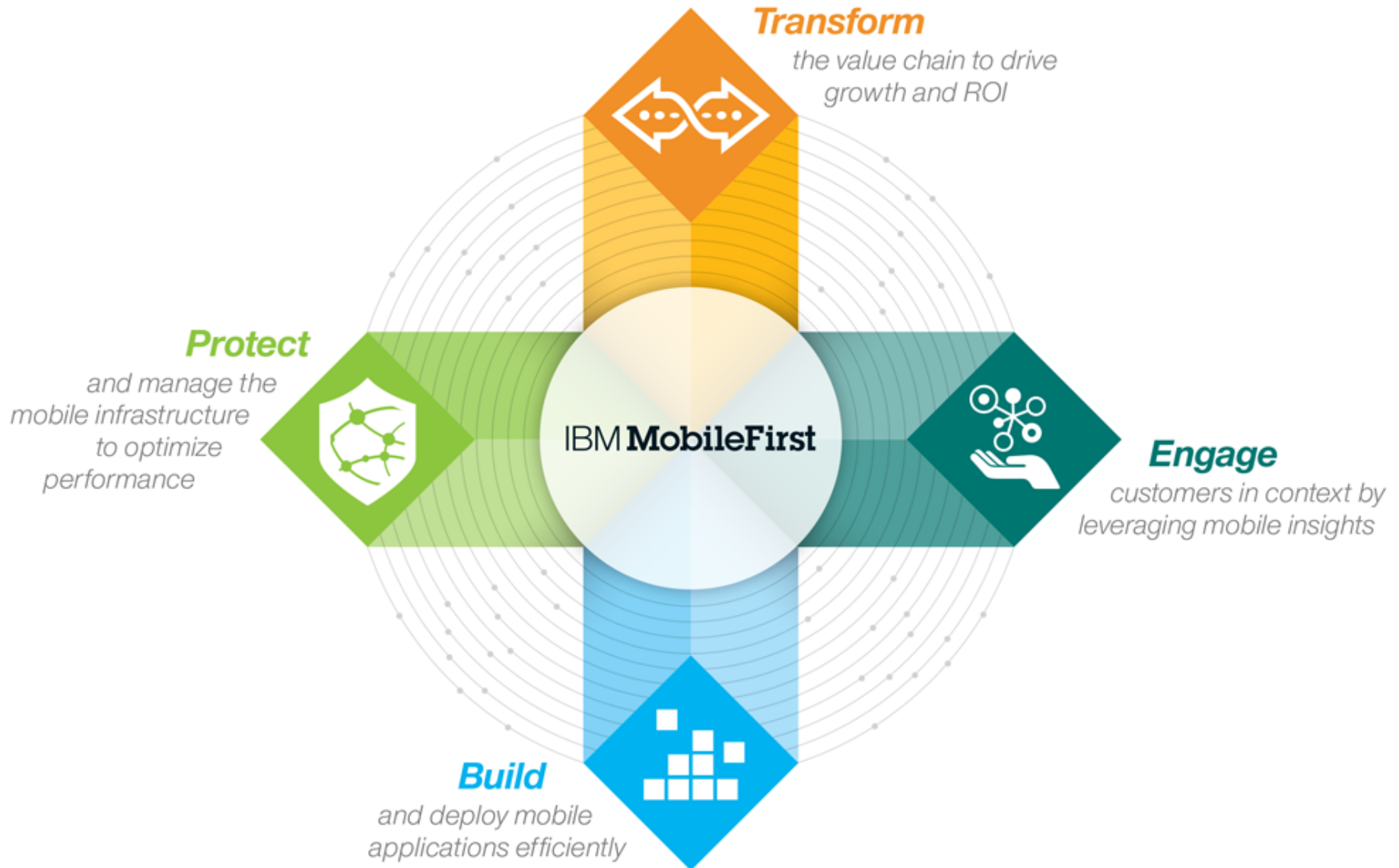
# IBM MobileFirst helps achieve business' mobile goals



# The IBM mobile application development lifecycle



# Our strategy: enable enterprises to implement an integrated approach to capitalizing on the mobile opportunity



# THANK YOU

