

Podcast on Wireless Services

**Speakers: Dan Papes, Global Technology Services, VP of Mobile Enterprise Services
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Welcome to this IBM podcast series focused on how to optimize your technology infrastructure. I'm Riley Star from IBM. Through this podcast series we'll cover topics that help lower IT complexity and improve operating efficiency along with tips and advice on using technology and services to help you and your company succeed. Today we're here to discuss how to simplify and reduce the cost to manage your Blackberry Enterprise Solutions. I'm joined here today by Dan Papes, vice-president of IBM Mobile Enterprise Services at IBM. Thank you for joining us today Dan.

Dan:

Thank you Riley.

Riley:

So Dan, IBM recently conducted a study to enterprise mobility with CIOs around the world. And one of the key challenges we found, that CIOs are faced with, is the cost to support and enable mobile users. What is IBM doing to help our clients with this issue?

Dan:

So Riley that's right. This is a very important issue for our CIOs and the one that comes up most often. And what our service allows our customers to do is to control cost, reduce cost, and predict cost. The way this marketplace evolves really was people brought their own devices to their work and they wanted to connect to their IT environment. They wanted it accessed behind the firewall. Employees brought different types of devices and asked and requested of IT that they have the ability to access for instance, their email. And over time, devices became very prevalent inside an enterprise but that it happened on a reactive basis, by IT not on a pro-actively managed basis. So enterprises found they had three, four, five thousand devices deployed to their employees without them having any strategy in place to manage the cost, what's on them, the security, and so forth. So what we do is, we bring a pro-active managed environment to our clients. We help them decide who gets the device, what they're going to do with those devices if they do get them, how many in total can be deployed in the enterprise, what applications they have access to, whether or not they're allowed to roam. You can imagine what roaming costs could be on a data plan for someone who leaves the United States for instance and goes to a country in Eastern Europe, and the enterprise doesn't have control over something like that. And so we bring a total managed solution to the environment so that IT and Finance knows what the deployments are going to cost them. We also provide our service at a utility price. So it is a defined cost per user per month. So enterprise can say, we're only going to deploy two thousand devices at X dollars per month and know exactly what that cost is going to be. Many people think of the cost of the Smartphone being the price of the device and the price of the data plan. But that makes up less than a quarter of the total cost of the deployment of a Smartphone. There is a whole IT infrastructure behind the scenes that includes personnel, hardware, software, and other telecommunications costs that add to the cost of deploying these devices. We help

customers identify what all those costs are, and we show them through a TCO model that we've developed how much they can reduce their cost by allowing us to manage this environment on their behalf rather than having them do it themselves. And our customers have been taking us up on that valued proposition in very large numbers and we're really excited about that. Now when I talk about our ability to manage cost that's very important. But that's not even to mention the productivity gains that an enterprise can realize by having a managed collaborative connected, always available mobile work force. An example, for one of our customers they said that they surveyed their employees who had a large Smartphone deployment, those users of Smartphones. And they said on average they were getting two to four hours back per day out of the fact that they had a Smartphone. So if you think about that kind of a productivity gain, getting somewhere between twenty-five and fifty percent out of your average eight hour a day worker, that is significant productivity gain and in the end translates to a great financial gain. Keeping an environment like that managed and highly available is key. It's truly as we would say at IBM, smart work. We allow them to optimize their business performance. We facilitate an agile collaborative, connected business environment. And we empower those mobile employees to do great things and return great value to their customers and to their employers.

Riley:

That's really impressive Dan. Thanks for sharing with us. And how would you say that this solution helps IBM set itself apart from the competition?

Dan:

We have tremendous concentration of technical expertise. Really the best technical expertise for the converged mobile platform for Smartphones in the industry today. I think if you talk to our partners such as RIM and Apple and others, they will tell you that IBM is clearly a leader in this space. We've been delivering services to our enterprise clients for more than eight years. We have the highest concentration. An example would be or some data would be that we have the highest concentration of Blackberry certified professionals of I believe anybody in the industry today. And also the largest customer base of any competitive provider in the marketplace today and extremely high customer satisfaction. Our utility model which I mentioned earlier which allows us to charge one price per user per month that includes all of the cost elements that an enterprise might incur, related to Smartphone deployments is unique as well. Others have price per user per month models but they don't include the entire cost basis of the delivery of the service like this. In our case we provide a single price for full service. There's no need for customer to worry about licensing, they don't have to worry about technical support, they get a full service from us. Often times our competitors will just be managing a server and if the server goes down, just reboot it and that's the extent of their service. Ours goes far beyond that including first and second level help desk services and we also are able to leverage significantly for support purposes and development of capabilities purposes are very, very strong relationships with leaders in this space such as RIM. The last point that I would make is that we provide global solutions and we can manage a deployment for a global enterprise so that their workers in multiple different countries, whether they reside in those countries or whether they travel to those countries can still get that outstanding manage service that we provide to our clients locally say here in the United States. None of our competitors can really touch the breath of our services and our experience and we feel very good about that and our customers see it as well.

Riley:

Well, it sure sounds like it. Dan, could you share with us some customer success stories on how IBM Mobile Enterprise Services for the Blackberry enterprise solution help the client realize real business outcomes?

Dan:

Sure. Sure. We have, we have many, many examples. Our customers are all leveraging our services in different ways. I'll give you a couple of good illustrations. I should say that we have more than a hundred enterprise customers today. So more than a hundred companies contract with us for the services today. And that number is growing rapidly at this point in time. One example of a customer that we work with is a consumer goods and beverage company. They have 180 locations worldwide. And they require and are being delivered and are receiving from us a high availability, scalable environment that allows them to add and take away users on a very flexible basis, and to do so in multiple locations around the world. We also have the ability for these customers if for instance, they have 3600 end users. If one of their end users loses their Blackberry, we have the ability to shut that Blackberry down and remote wipe the device to keep it completely and totally secure. With their employee base, their mobile employee base travelling all over the world frequently people are very often losing their devices. And from a security prospective when you think what might be on those devices, it's very, very important to be able to protect that data. And we provide them the ability to do that. And so their users as they would quote to any of us if we spoke to them, are highly productive wherever they are in the world at almost all times and the data that they work with is very secure. Also I should note that we provide the services these same services to IBM. So there are 24 000 Blackberry users inside IBM today and we provide our mobile enterprise services portfolio to those IBM users. It's one of the largest Blackberry users in the world. And we leverage the experience that we gain from providing these services to IBM customer with our commercial customers. It makes us better. We're very excited about our new announcement and we think it demonstrates a commitment to helping our clients achieve greater value from their IT investments. We have a very, very strong and skilled team in deep experiences in this space and so we look forward to helping these customers with their Smartphone environments.

Riley:

Thank you Dan for this great overview of the new IBM Mobile Enterprise Services for the Blackberry Enterprise Solution. If any of our listeners would like to learn more, please contact your IBM representative or go to IBM.com/services/mobility. This concludes our podcast. Thank you for joining us today.