IBM MobileFirst Solution

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Mobile is everywhere

5 Trends with significant implications for the enterprise

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<tr>
<td><strong>1</strong></td>
<td>Mobile is primary</td>
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<td>91% of mobile users keep their device within arm’s reach 100% of the time</td>
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<td><strong>2</strong></td>
<td>Insights from mobile data provide new opportunities</td>
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<td>75% of mobile shoppers take action after receiving a location based messages</td>
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<td><strong>3</strong></td>
<td>Mobile is about transacting</td>
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<td>96% year to year increase in mobile cyber Monday sales between 2012 and 2011</td>
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<td><strong>4</strong></td>
<td>Mobile must create a continuous brand experience</td>
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<td>90% of users use multiple screens as channels come together to create integrated experiences</td>
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<td><strong>5</strong></td>
<td>Mobile enables the Internet of Things</td>
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<td>Global Machine-to-machine connections will increase from 2 billion in 2011 to <strong>18 billion</strong> at the end of 2022</td>
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One million award for innovative government apps by students': Dubai ruler

There will also be a one million award for innovative university students in gov. Apps. & I will award them myself pic.twitter.com/Spuuf089by
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

200+ IBM Software apps available in App Stores; ~1M downloads

Cited as a leader in app design and managed services by Forrester and Gartner
The Industry’s Most Comprehensive Mobile Portfolio

1. The Broadest Portfolio of Mobile Solutions
2. The Deepest Set of Services Expertise
3. New Industry Partnerships and Resources for Developers
The Broadest Portfolio of Mobile Solutions

IBM MobileFirst Platform

IBM MobileFirst Management

IBM MobileFirst Security

IBM MobileFirst Analytics
IBM MobileFirst Platform

For clients that need to:

- Quickly develop and deploy high quality mobile apps across multiple platforms
- Seamlessly connect rich mobile applications to enterprise data and services

IBM MobileFirst Platform offers:

- Native, web, or hybrid app development
- Tools to build & test high quality apps for many devices
- Management, security, continuous delivery & distribution of apps
- Easy connectivity to existing data & services for mobile usage
- On-premises or managed service delivery

Available Today!

- Automated testing for high quality mobile apps (planned beta in 1Q)
- Streamlined deployment for private clouds on PureApplication System
- Single sign-on across multiple apps on a device
- Latest versions of all major mobile OS’s (iOS, Android, Windows, and BlackBerry)

IBM Worklight
IBM Rational Test Workbench
IBM Mobile Application Platform Management
IBM MobileFirst Management

For Clients That Need To:

- Implement BYOD with confidence
- Manage secure sensitive data, regardless of the device
- Handle multi-platform complexities with ease

IBM MobileFirst Management Offers:

- Unified management across devices
- Option to wipe corporate data
- Configuration & enforcement of password policies, encryption, VPN access & camera use
- Streamlined workflow between development & operations with an integrated Enterprise App Store
- On-premises or managed service delivery

Available Today!

- Latest versions of all major mobile OS’s (iOS, Android, Windows, and BlackBerry)
- Defense-grade encryption thru FIPS 140-2 compliance*
- Automatically grant or deny email access based on device compliance
- Ease admin by setting and reporting IBM Notes Traveler security policies

IBM Endpoint Manager for Mobile Devices
IBM Enterprise Services Managed Mobility
IBM Mobile and Wireless Network Management

*Planned availability in 1Q 2013
IBM MobileFirst Security

For Clients That Need To:

- Protect devices and data
- Defend the network
- Ensure secure access
- Safeguard mobile apps
- Preserve user experience without compromising security

IBM MobileFirst Security Offers:

- Context aware risk-based access control
- Mobile threat protection
- Strong session management & Single Sign-on
- Vulnerability analysis for mobile apps
- Visibility and analysis of security events from the device, network, user and app behavior

Available Today!

- State-of-the-art high-quality vulnerability analysis for mobile apps
  - Native support extended for iOS to accelerate enterprise usage*
  - Enhanced support for JavaScript analysis in hybrid mobile apps*
- Out-of-the-box support for IBM Worklight built apps to incorporate context aware risk-based access

*Planned availability in 1Q 2013

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IBM MobileFirst Analytics

For Clients That Need To:
- Optimize digital & mobile experiences to drive online conversion
- Analyze mobile behaviors and quantify business impact of user struggles
- Improve customer service resolution and drive loyalty

IBM MobileFirst Analytics Offers:
- Automatic detection of customer issues through user and mobile device data
- User behavior drill down with high fidelity replay & reporting of the user experience
- Correlated customer behavior with network and application data
- High conversion and retention rates with quantifiable business impact analysis

Available Today!
- Capture and high-fidelity replay of mobile gestures* for mobile web sessions on iOS and Android-based devices
- Add-on Heatmap, Link Analytics, Form Analytics, and Attention Maps for better understanding of users’ intent through highly visual analytics**
The IBM Mobile Enterprise Development Lifecycle

- Design & Develop
- Instrument
- Obtain Insight
- Integrate
- Manage
- Test
- Deploy
- Scan & Certify

Industrialize
New Industry Partnerships and Resources for Developers

1. IBM Application Service Platform for Networks
2. Developer Resources
3. Business Partner Programs
Helping Telcos deliver Mobile differentiated services to exploit their networks and deploy apps to the edge for a hyper-responsive mobile experience

*IBM and Nokia Siemens Networks introduce the world’s first mobile edge computing platform*

**Run IT Applications at the mobile network edge**
- Process large data sets in real time
- Accelerate services with proximity to user device

**Integrate IT Applications with network interfaces**
- Rapidly develop new network features
- Increase Innovation by fostering ecosystems of ISV’s
- Access rich radio network with mobile applications

**Smart Cloud Management**
- Manage applications with Standards based Cloud interface
- Extend existing Cloud processes to edge of network
More New Resources for Developers

Driving engagement with a forward thinking community...

- **Developer Hackathons**: Bringing together developers from around the world to share skills while learning new technologies.

- **Development Platform and Tools – no cost!**: Download and start building web and mobile applications using IBM’s industry leading tools without commitment or cost.

- **Developer Focused Events**: Impact 2013 Developer Unconference
  - NEW Special priced 2 day developer pass
  - Technical sessions, hands-on labs, certifications

- **Developer Communities and Content – no cost!**
  - **Communities**: Full of innovative thought leaders in the technical community.
  - **Technical resources** on leading edge technologies from industry leaders.
  - **Sandbox Environments and labs** for a non-committal test drive of what IBM’s tools can do for you.
Announcing IBM MobileFirst Offering for Business Partners

Connect with new clients via the Mobile app showcase

Validate your solutions with the “Ready for IBM MobileFirst” offering

Equipping Business Partners with opportunity to:

- Get support through a vibrant ecosystem of Business Partner mobile offerings
- Gain client visibility into your applications in an industry, functional and geographical context
- Demonstrate your solutions that meet “IBM ready for” compatibility criteria
- Promote your solutions at global IBM events
IBM Business Partner Executive Conference 2013

IBM MobileFirst

1. The Broadest Portfolio of Mobile Solutions
2. The Deepest Set of Services Expertise
3. New Industry Partnerships and Resources for Developers

Business Partners for a new Era

Thank you!