

IBM MobileFirst

Mobile and Cloud are transforming the enterprise



IBM Business Value Findings give us Insight into the Things that Mobile Leaders are doing Differently

1

They BUILD apps that unlock core business knowledge for mobile users

2

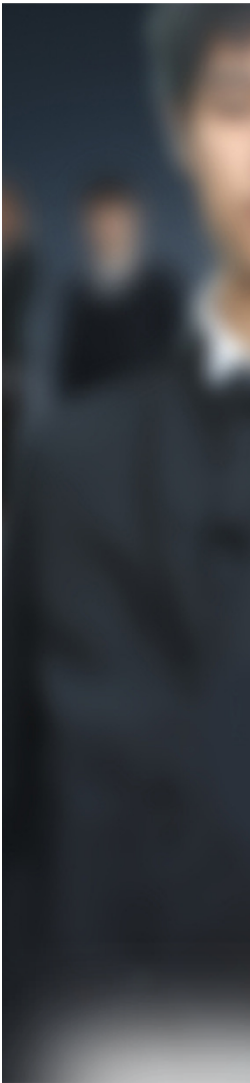
They secure and manage the mobile enterprise to OPTIMIZE performance

3

They use insights to ENGAGE their customers wherever they are

4

They use mobile to fundamentally TRANSFORM the way they do business



1

They **BUILD** apps that unlock core business knowledge for mobile uses

Those indicating that they excel at integrating existing systems with mobile

63%

Mobile
Strategy
Leaders

[vs]

34%

All
Others

“Users do not forgive you for having something that works on the website but doesn’t work on the iPhone app.”
Chief Architect, Travel services company

Mobile Cloud Services deliver the speed and agility

Mobile Factory on the Cloud

The Mobile Factory services provide a Design Factory based delivery process framework to develop Mobile Solutions

Mobile Testing on the Cloud

Mobile testing services to meet Customer growing mobile demands.

Smarter Mobile Development Platform (MBaaS)

- Cost-effective infrastructure through application virtualization on the cloud
- Integrated tool set which addresses all phases of the Mobile development lifecycle
- Maintain multiple environments, ensuring integrity of the test process and facilitating mobile application support



2

They secure and manage the mobile enterprise to **OPTIMIZE** performance

Those indicating that they are effective at addressing mobile data security issues

90%

**Mobile
Strategy
Leaders**

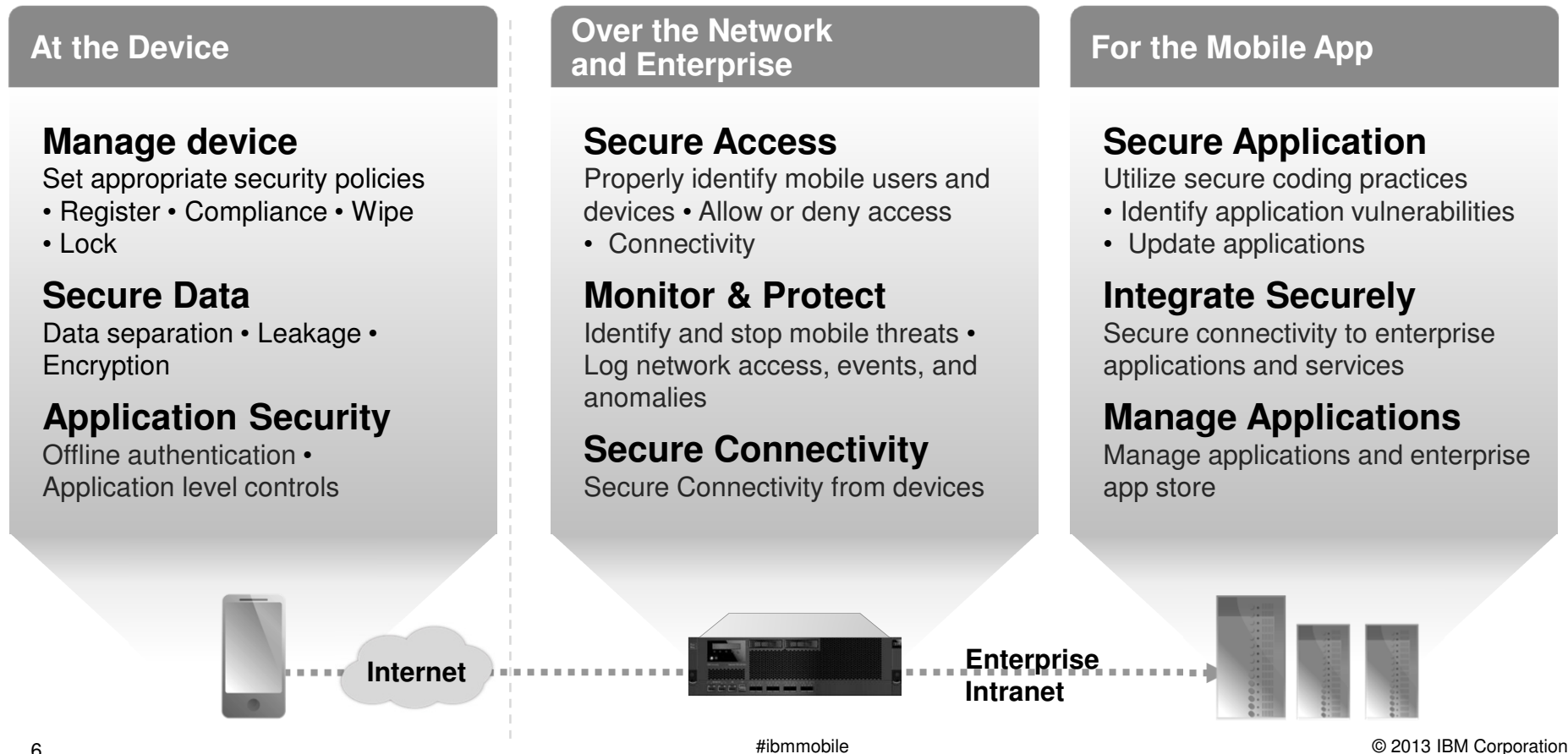
[vs]

55%

**All
Others**

“Our main challenges are data, security, privacy, and intellectual property risk. As vehicles collect more and more data, we will be challenged with determining the owner of the data and what is personal versus private.”
Director Strategy and Planning, Global IT, Automotive

Enterprise Mobility Management and Security





3

They use insights to **ENGAGE** their customers wherever they are

Those indicating that they are effective at taking action based on mobile data

73%

Mobile
Strategy
Leaders

[vs]

36%

All
Others

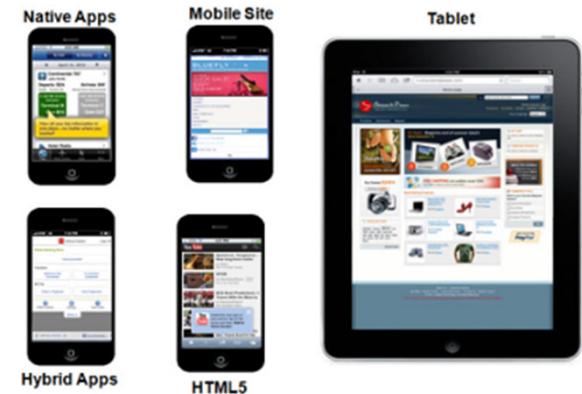
“Make sure the voice of the customer is heard by the engineer”

Senior Advisor, Consumer Electronics company

Continuous Insights – Optimize the mobile experience by gaining deep and continuous insights

Visibility into the customer mobile experience to improve conversions and grow revenue

- Automatically **detect customer struggles, obstacles or issues**
- Drill down into **actual user behavior**, complete with gestures
- **Translate customer feedback** into actionable improvements
- **Correlate customer behavior** with network and application data





4

They use mobile to fundamentally **TRANSFORM** the way they do business

Those indicating that mobile is fundamentally changing the way their organization does business

81%

Mobile
Strategy
Leaders

VS

39%

All
Others

“ If we don't invest in mobile, over time we will reduce our ability to acquire new customers and make acquisitions; our customer metrics will decline.”
Head of Group Digital Deployment, Banking

MobileFirst Strategy & Design Services



IBM MobileFirst Strategy & Design Services offer:

- ✓ Customer journey mapping for mobile engagement
- ✓ Accelerated mobile strategy & business case creation
- ✓ Vision and delivery of compelling mobile web experience
- ✓ Detailed strategies for infrastructure for mobile enterprise IT & communication initiatives