Integration
developer news
Architecting the
Intelligent Enterprise

Expert Voices

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IBM and Mobile Business

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The Mobile Business Ecosystem
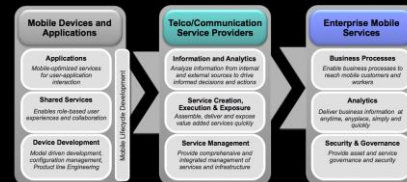
Mobile Devices and
Applications

Telco/Communications
Service Providers

Enterprise Mobile
Services

IBM

170 of the top 198 Communications Service Providers Have Selected IBM

- Stimulating Innovation and Collaboration
- Accelerating Time-to-Market
- Harnessing new Business Models
- Improving Order-to-Service
- Leveraging 360˚ view of customers
- Transforming Charging and Billing
- Enabling service & Customer Assurance
- Managing Security end-to-end
- Evolving the Network

IBM

Over 100 Million Mobile Phones Shipped this Year Will Include IBM Technology

- Simplify Design and Development
- Improved Quality
- Improved Performance
- Reduce Project Risk
- Greater Insight to Customer Requirements
- Reduce Release Complexity
- Faster Response to Change
- Reduce Time-to-market
- Maximize Team Effectiveness

Every day **over 1 Billion mobile subscribers** are touched by IBM software

Explosive Mobile Growth thru 2015 Depends on Infrastructure

20 x
More Mobile
Data /Content

20 x
More Mobile
Cloud Subscribers

2 B
Smart Mobile Devices

IT Industry 2015 Mobile
Spending

$250 B

- APPLICATION DEVELOPMENT
- TRAFFIC MANAGEMENT
- ANALYTICS
- INFORMATION STORAGE
- UNIFIED COMMUNICATIONS
- SMART ASSET MANAGEMENT
- APPLICATION MANAGEMENT
- BUSINESS PROCESS INTEGRATION
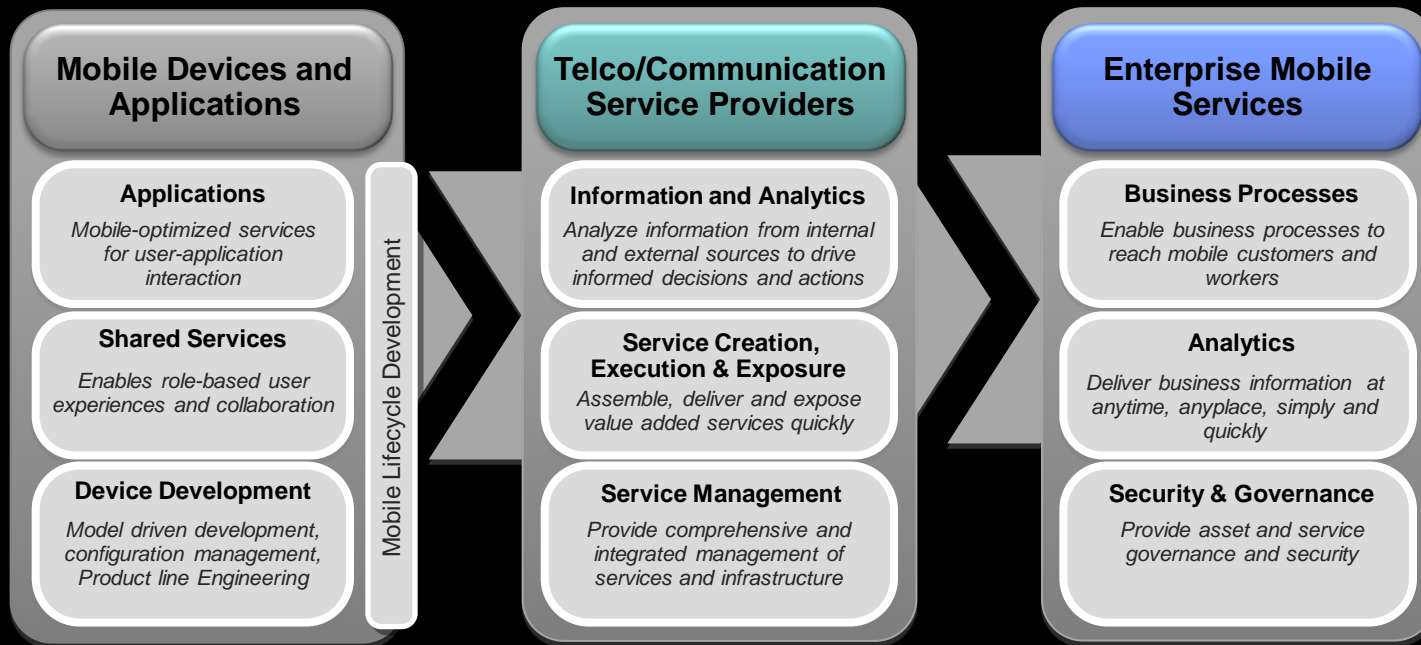
15 x
More Mobile
Apps / Services

4 x
More Mobile
Transaction Spending

$700 B
Mobile eCommerce Spend

Mobile Business Value Chain

Mobile Devices and Applications

Applications
Mobile-optimized services for user-application interaction

Shared Services
Enables role-based user experiences and collaboration

Device Development
Model driven development, configuration management, Product line Engineering

Mobile Lifecycle Development

Telco/Communication Service Providers

Information and Analytics
Analyze information from internal and external sources to drive informed decisions and actions

Service Creation, Execution & Exposure
Assemble, deliver and expose value added services quickly

Service Management
Provide comprehensive and integrated management of services and infrastructure

Enterprise Mobile Services

Business Processes
Enable business processes to reach mobile customers and workers

Analytics
Deliver business information at anytime, anyplace, simply and quickly

Security & Governance
Provide asset and service governance and security

From Browser Wars to Device Wars - In the end it is all about business

- In the early days of the internet it was all about The Browser

- Today everyone is consumed with the latest device and gadget

- As the history of the internet has shown us, money is made when the enterprise leverages the latest consumer technology and applies it to business

Just as IBM helped our customers extend into e-business, our unique strengths across the entire mobile ecosystem will enable us to help our customers adapt to the emerging mobile market

IBM

The Key to Enterprise Mobile – Have SOA in Place

If You've Invested in SOA, You Were Right…

and Your Enterprise is Ready for Mobile.
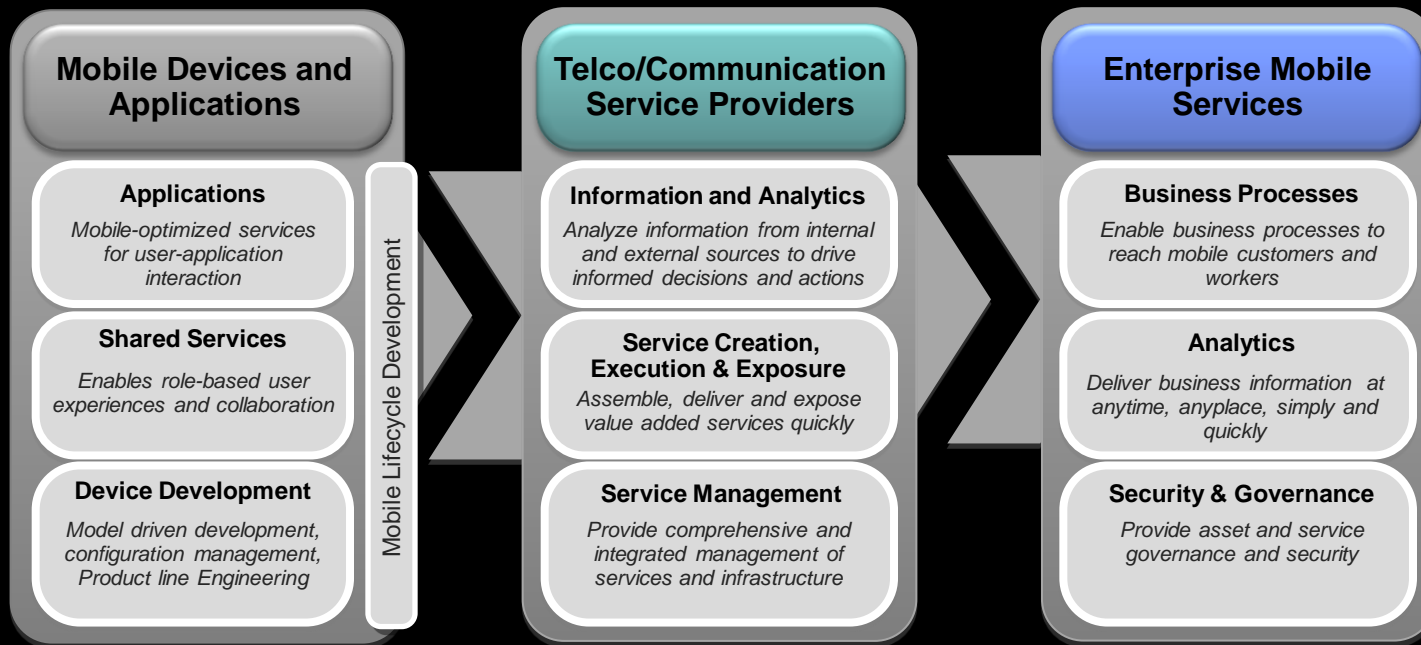
Flexibility and Reuse for software

Platform independent

Device independent

Leverage current IT skills

80% of the world's smartphones contain software generated by IBM development products

How Enterprise IT Benefits from IBM's Mobile Business Value Chain

Mobile Devices and Applications

Applications

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Telco/Communication Service Providers

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Enterprise Mobile Services

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IBM

Extending the Enterprise to Mobile with IBM Software

Multi-channel Mobile customer experience leveraging a common back-end services layer

Ranked #1 in Travel Category of App Store

Native application built for iPhone, iTouch, and BlackBerry

Built by IBM Interactive

Leverages IBM middleware to extend a SOA

Increases the use of IBM SOA based middleware:
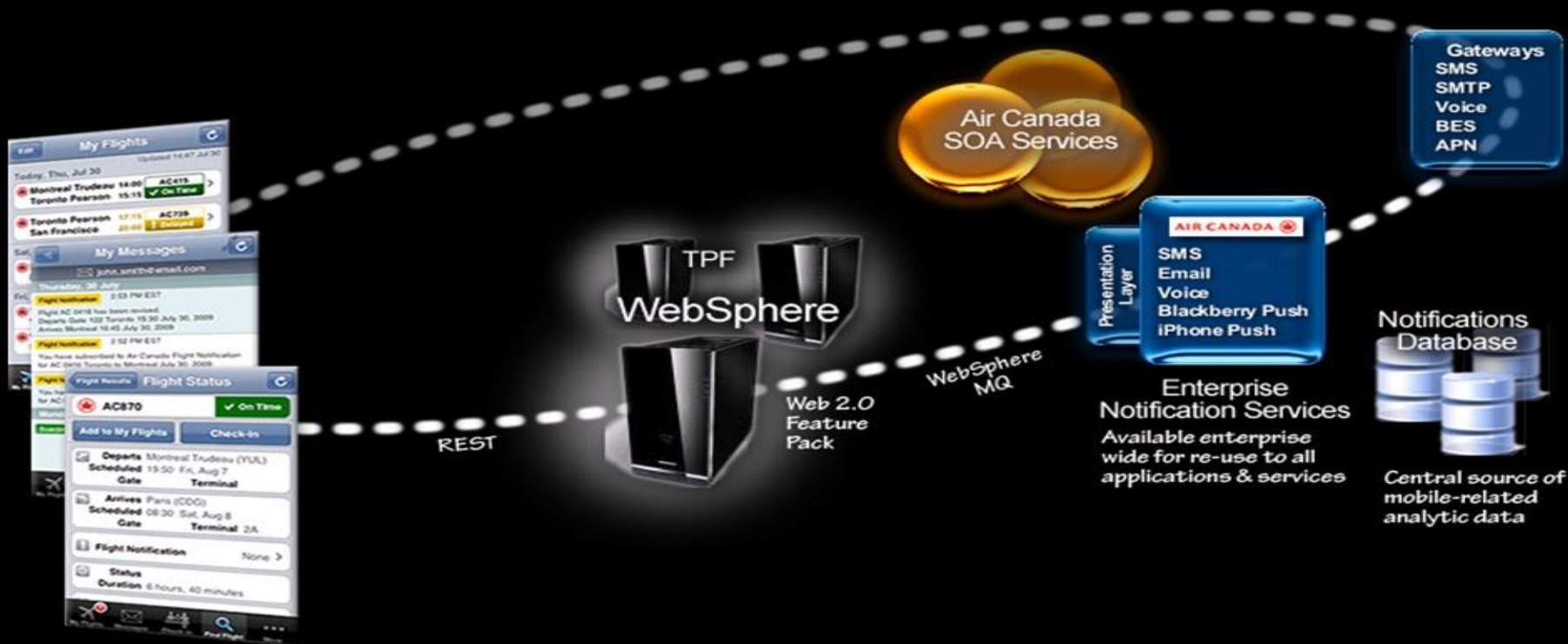*WebSphere App Server*   *DB2*
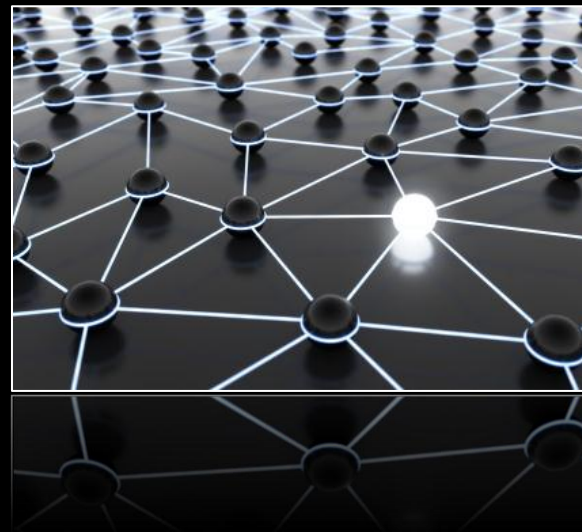*MQSeries*   *WebSphere Web 2.0 Feature Pack*

AIR CANADA

Air Canada Mobile Architecture

IBM Mobile Enterprise Services

Securing Enterprise Mobility (Software, Identity, Data, Access)

- Tracking

- Monitoring

- Management

- Security

- Authentication

- Confidentiality

- Locking Down Lost Device Access with 'Wipe-and-Kill'

Reaching Mobile Banking Customers with IBM Software and Services

Mobile Banking from ING DIRECT Canada
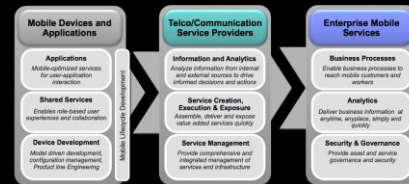
Runs on iPhone, iPad, and BlackBerry

Provides remote banking for ING Direct customers

A collaborative effort between ING DIRECT and IBM GBS

Extends the ING DIRECT Canada transactional Web infrastructure based on:

IBM WebSphere Application Server

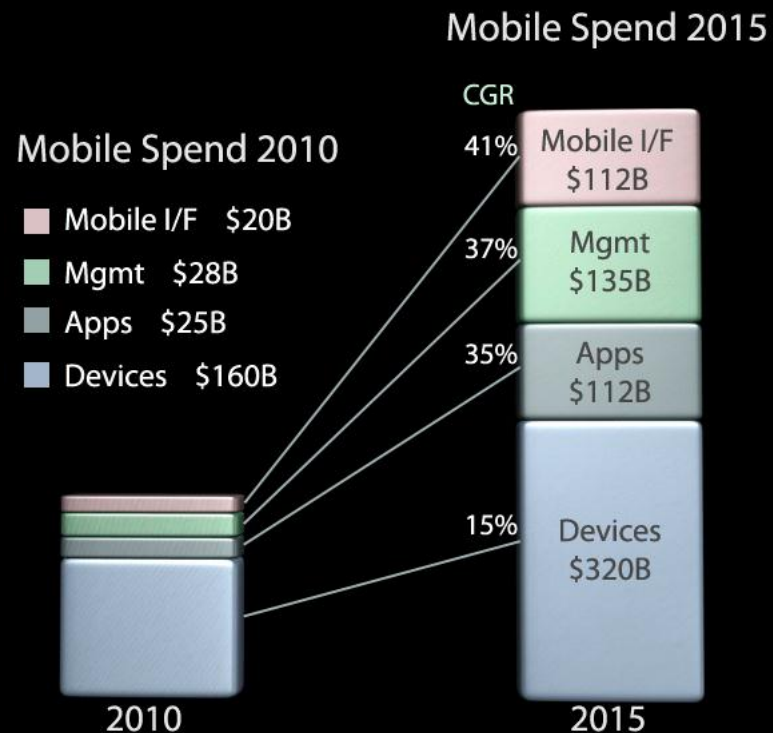IBM Rational Application Developer 7.5 and Rational Software Architect 7.5

Mobile Growth Opportunities for the IT Architect
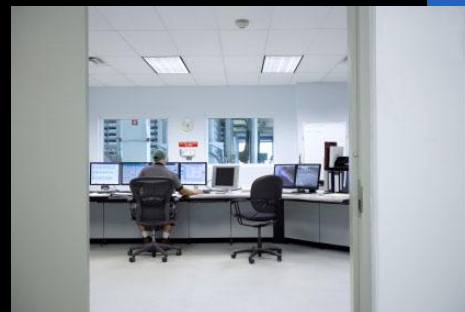
Mobile Devices are a Catalyst for IT Growth

Just like the browser sparked the growth of the Web and e-business, mobile devices are bringing on new opportunities, growth, and IT spending.

Mobile Spend 2015

Mobile Spend 2010

- Mobile I/F $20B
- Mgmt $28B
- Apps $25B
- Devices $160B

CGR

41% — Mobile I/F $112B

37% — Mgmt $135B

35% — Apps $112B

15% — Devices $320B

2010   2015

Opportunities for Innovative Mobile Solutions Abound

It's a great time for IT Architects to innovate for your organization

You now how to do a lot of mobile needs – right now

For More Information

Securing Enterprise Mobile
http://www-03.ibm.com/press/us/en/pressrelease/33598.wss

IBM Mobile Enterprise Services
http://www-935.ibm.com/services/us/index.wss/offerfamily/eus/a1031675

IBM WebSphere (Communications Enabled Applications)
http://www-01.ibm.com/software/webservers/appserv/was/library/v70/fp-cv/

IBM Mobile Computing (Research)
http://domino.research.ibm.com/comm/research.nsf/pages/r.mobile.html