



Mobility: Driving Down Costs, Mobile Applications, Consumerism



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80% of the current global population will
have a mobile device by 2016

Source: IBM "Five in Five", Dec 2011

90% of companies will support corporate applications on personal mobile devices by 2014



Source: Gartner Top Predictions for IT Organizations November, 2011

Promises



- Work anywhere, anytime from any device
- Faster response time and increased productivity
- Employee satisfaction



Perils



- Support for multiple device platforms
- Secure access to corporate data
- High costs



Enterprise Mobility: Step-by-Step



- 1** Establish Corporate Mobility policy
- 2** Deploy Mobile Device Management
- 3** Enable Corporate email
- 4** Application Strategy
- 5** Develop Applications
- 6** Deploy applications



Mobile Device Management

- Software that secures, monitors, manages and supports mobile devices
- Over-the-air distribution of applications, data and configuration settings
- Supports company-owned and employee-owned devices



Application Strategy

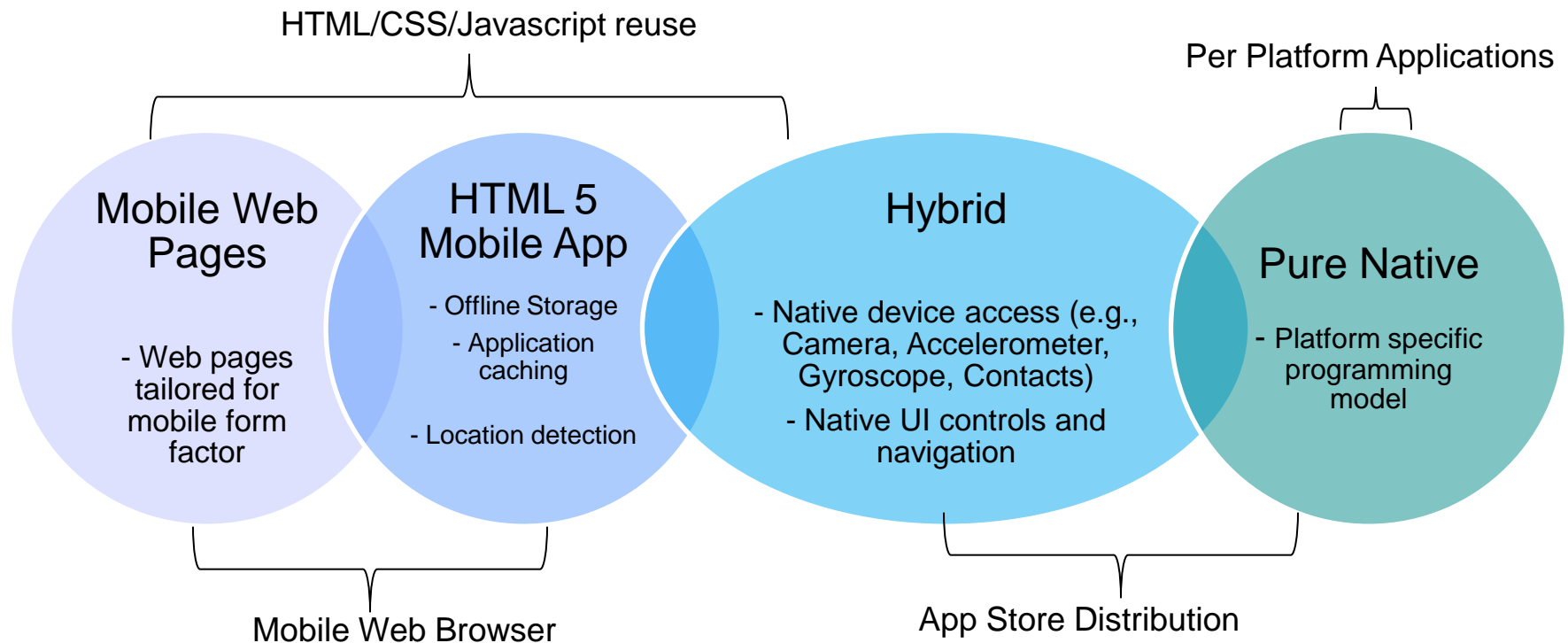


- Business to employee and business to consumer
- Collaboration and social
- Business analytics
- Line of business applications
- Network and security considerations





Spectrum of Mobile Application Types



Pure Web

Pure Native

Spectrum of mobile application development

Mobile Environment - Challenges



Hardware

- Multiple manufacturers/models
- Multitude of features



Software / Development Environment

- Numerous OS platforms
- Each OS comes with its own development tools.

Application Stores (Deployment)

- Each major software platform has their own store
- Rise of corporate, hardware manufacturer and carrier led application stores leading to more segregation

Mobile Enterprise Application Platform



Framework that enables:

Development, test, deployment

Of multiple mobile solutions across the workforce

Use MEAP if

Rule of Three: According to Gartner

- Three or more device platforms
- Three or more applications
- Three or more back end systems



Cross-platform tools typically yield better project results during the course of three to five years than native tools