



# IBM MobileFirst

## Mobile World Congress 2014 Press Backgrounder

Over the past decade, mobile technology has grown in functionality and popularity to become not only pervasive, but also the preferred method of exchanging information, currency, goods and services.

Mobile is becoming the primary mode for transacting. It is driving tremendous amounts of data to deliver new customer insight, and is increasingly integral to new capabilities and services that can be delivered through cloud computing. The bottom line is that enterprise mobile adoption is transforming industries, and reinventing the customer experience.

In 2013, IBM launched [IBM MobileFirst](#), a significant mobile strategy that enables clients to radically streamline and accelerate mobile adoption. IBM assembled the people, technology and R&D to build the most comprehensive mobile portfolio in the industry. IBM MobileFirst combines deep industry expertise with mobile, Big Data and analytics, cloud and social technologies to help organizations capture new markets and reach more people.

### **Over the past year, IBM has continued to expand IBM MobileFirst capabilities in new ways. Highlights include:**

- IBM has helped **thousands of clients** across all verticals transform with mobile. To cite a diverse few: [Sprint](#), [Ford](#), [ING Direct Canada](#), [Air Canada](#), [NS Shopping](#), [ING Vysya Bank](#) and the [Dutch City of Eindhoven](#).
- IBM extended its reach in the machine-to-machine (M2M) space with the launch of [IBM MessageSight](#), a new appliance designed to help organizations manage and communicate with the billions of mobile devices and sensors found in systems such as automobiles, traffic management systems, smart buildings and household appliances.
- IBM made several major acquisitions including:
  - [Trusteer](#), a leading provider of software that helps protect organizations and their customers against financial fraud and advanced threats, and [Fiberlink](#), a mobile management and security company. These powerful technologies enable IBM to provide the industry's most comprehensive set of mobile management and security capabilities covering devices, apps, users, content, data *and* transactions.
  - [Xtify](#) provides mobile messaging tools to help organizations across all industries drive in-store traffic, increase mobile sales and improve brand loyalty. Xtify makes it easier for developers building mobile apps using the IBM MobileFirst platform to deliver relevant and timely cross-channel marketing messages to customers based on open standards.
  - [The Now Factory](#) is a provider of analytics software that helps communications service providers (CSPs) deliver better customer experiences and drive new revenue opportunities. The capabilities complement the IBM MobileFirst Analytics portfolio, which is designed to enhance the way organizations analyze mobile device usage to provide exceptional customer experiences.

### **IBM Mobile Leadership:**

- In 2013 IBM advanced into the leadership position in **eight** analyst reports spanning mobile software and services. For example:
  - Cited as a leader in app design and managed services by Forrester and Gartner
  - Named a Leader in Application Security Testing by Gartner

- Named a Leader among Global Digital Marketing Agencies by Gartner
- IBM has received **270 patents** for wireless technologies in the last 10 years
- IBM is a strategic partner with the **top 20** largest CSPs in the world
- **100 of the top 100** CSPs use IBM Software
- IBM is working with **more than 40 Wireless Service Providers** on Mobile projects, such as Bharti Airtel, Vodafone, China Mobile, Deutsche Telekom and AT&T, to enable enterprises to extend their core business functions to mobile devices
- **More than 200 IBM Software apps** available today in App Stores, almost 1M downloads

#### **Traits of an Upwardly Mobile Enterprise:**

IBM recently conducted an **IBM Institute for Business Value study**, "[The 'Upwardly Mobile' Enterprise](#)." The findings were based on feedback from more than 600 respondents across 29 countries and eight industries, and emphasized how organizations are using mobility to fundamentally change their business models and gain competitive advantage.

- Overall, the report found that 90 percent of global organizations surveyed are willing to sustain or increase their investments in mobile technologies over the next 12-18 months.
- One of the reasons for increased investments is the measurable impact on speed and productivity. For example, half of the respondents report a greater than 10 percent gain in employee productivity as a result of their mobile efforts, while 58 percent of respondents selected "faster response time to customers" as a key benefit of using mobile to improve employee productivity.
- According to the report, the top three mobile challenges facing organizations are:
  - Integrating mobile apps with existing systems (54 percent)
  - Implementing end-to-end mobile security solutions for devices and apps (53 percent)
  - Reacting to changes in technology and mobile devices in a reasonable period of time (51 percent)
- The report findings were significant in that they compared mobile strategy leaders to their peers, identifying areas where leaders excel in order to help other organizations prioritize their mobile investments.
- Of the leaders surveyed, 73 percent report measurable returns on their mobile investments, while 81 percent say mobile has fundamentally changed how they do business.

### [What's New from IBM MobileFirst in 2014](#)

#### **New Cloud Solutions for Mobile**

IBM is expanding its commitment to open cloud architecture with the following new solutions and agreements:

- **IBM Launches Open Beta of Codename: BlueMix, Redefining Cloud Development** – On February 24, IBM announced the launch of a new app development environment that delivers the speed and flexibility of a platform-as-a-service (PaaS) to allow developers to more quickly compose and build enterprise-grade apps for the cloud era. As part of BlueMix, IBM is building out a powerful lineup of services centered on the domain areas of mobile, Web app services, integration, big data, commerce, Watson, internet of things (IOT), security, DevOps, data management, marketing and analytics.

For mobile developers, BlueMix Mobile Cloud Services makes it simple to build mobile apps with a shared backend in minutes. Core services for configuring and sending Push notifications; reading, writing, and updating data; and creating shared, server-side business logic enable a developer to build sophisticated and scalable mobile apps in the cloud. Provided as a set of mobile services with Apple and Android SDKs, BlueMix takes away the need for mobile app developers to install servers, configure middleware, or worry about scale.

- **IBM Mobile Push and Engage** - IBM Mobile Push and Engage provides targeted, cloud-based, push notification technologies to maximize mobile customer engagement and drive a consistent brand experience through multiple channels. Specifically, **IBM Mobile Push Notification** creates notification campaigns that engage mobile app users at the right time and place; **IBM Mobile Web Push** delivers personalized push notifications to mobile and tablet websites viewers.
- **IBM Joins the jQuery Foundation** - IBM is accelerating the adoption of cloud computing through growth in the ecosystem that includes working with key open technology organizations that are focused on simplifying and speeding application deployment on the cloud. Specifically, IBM was just named as a founding member of jQuery, home to a JavaScript community committed simplifying coding tasks, and Cloud Foundry, an open platform as a service that provides a choice of clouds, developer frameworks and application services. By joining the jQuery Foundation, IBM continues an ongoing commitment to contribute to open technology efforts critical to today's leading open cloud architectures. jQuery simplifies how the industry builds web applications. IBM uses jQuery broadly across its portfolio, including its popular IBM MobileFirst platform for Enterprise Mobile Solutions.
- **IBM Collaborates with OVH** - IBM is working with [OVH](#), a worldwide hosting services company, to provide mobile application services for mid-market customers. Developers will be able to easily access the platform, including tools and API links, to build effective mobile applications for OVH customers without significant investment.

### **New Mobile Services**

To help clients address key mobile challenges and fully integrate mobile across their enterprise, IBM is rolling out new and enhanced mobility services, including:

- **New Mobile App and Embedded Device Security Services** – Helps enterprises secure their emerging mobile apps and device manufacturers secure their smart and embedded devices. IBM uses threat modeling, deep source code analysis and penetration testing of device and application, including firmware and kernel module security, to identify and fix security vulnerabilities, which enables the client to increase the integrity and availability of their mobile and smart devices, address stability issues and prevent hackers from gaining root access to the devices.
- **IBM MobileFirst Managed Mobility Services** – Provides enterprises with scalable, secure, reliable and flexible management of their mobile infrastructure and wireless endpoints. IBM helps clients reduce the risk, complexity, and cost of managing their BYOD and corporate device programs, helping free up the client's IT resources to focus on core business needs. IBM has enhanced the offering with Mobility-as-a-Service (MaaS) as its primary-go-to-market focus, leveraging MaaS360 and an ecosystem of IBM business partners, to deliver cloud-based solutions.
- **IBM MobileFirst Infrastructure Consulting Services** – Helps enterprises evaluate their existing mobile infrastructure environment, identify gaps and build a comprehensive mobile strategy and roadmap that meets their business and technical needs. Using industry-specific points of view with use case applicability, IBM guides the journey and recommends solutions designed to help clients achieve their service management, cloud objectives and workplace objectives, such as bring your own device (BYOD) program design.
- **IBM MobileFirst App Platform Management Services** – Leveraging the IBM MobileFirst app dev platform to deliver a fully managed service, IBM provides seamless integration with the client's multiple back-end

enterprise apps, as well as a managed app store that enables secure access for business to enterprise (B2E) and business to consumer (B2C) apps.

- **IBM MobileFirst Device Procurement and Deployment Services** – Helps enterprises with the full lifecycle of planning, procurement, assembly, integration and deployment of mobile devices and tablets. IBM uses a centralized factor model to help clients reduce deployment costs and downtime by up to 40 percent.

### **Mobile and the Internet of Things**

- **Blurring the Lines Between Mobility and Internet of Things** – [AT&T and IBM](#) announced a new global alliance agreement to develop solutions that help support the “Internet of Things.” The companies will combine their analytic platforms, cloud, and security technologies with privacy in mind to gain more insights on data collected from machines in a variety of industries.

As the line between mobility and Internet of Things continues to blur, this announcement provides an opportunity to highlight IBM's continued work with [AT&T](#), while spotlighting IBM's ongoing commitment to mobile innovation.

IBM brings the Intelligent Operations Center, Maximo Asset Management, its advanced analytics capabilities, and IBM MessageSight MQTT Appliance, which complements the IBM MobileFirst family of solutions. IBM MobileFirst provides the management, security and analytics capabilities needed for organizations to capitalize on the increasing role of mobile devices in the Internet of Things.

### **IBM System z Solution for Mobile Computing**

- **IBM System z Solution for Mobile Computing** - Provides an integrated platform for clients to use System z as a System of Record for new mobile applications and services without having to move data and execute the transactions on other platforms. It delivers a cost-competitive environment to help clients address growth in mobile workloads and transactions by providing a more efficient, economical, and secure environment for extending applications, data and transactional capabilities.

To learn more about IBM MobileFirst solutions and IBM mobile news, visit the Press Kit [www.ibm.com/press/mobilefirst](http://www.ibm.com/press/mobilefirst) (<http://www-03.ibm.com/press/us/en/presskit/39172.wss>) or <http://www.ibm.com/mobilefirst>. Follow [@IBMmobile](#) on Twitter, and see IBM MobileFirst on [YouTube](#), [Tumblr](#) and [Facebook](#).

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