

# MOBILE APPLICATIONS

Phones and PDAs are converging into a single, always connected device that is increasingly multi-functional through voice, messaging, web browsing, or location-based services. The IBM Mobile Applications Practice shapes your strategies around mobile business and enterprise opportunities, prioritizes mobile users' wants and needs, and develops mobile applications customized to today's diverse classes of device capabilities.

## Offering Components

- Mobile Check-in
- Mobile Content Delivery
- Mobile Workforce Automation
- Mobile Strategy and Marketing
- Mobile User Experience
- Mobile Testing

## Business Value

- Develop mobile applications and services that maximize end-user experience
- Deliver experiences that align across multi-channels
- Establish enterprise mobile platform

