

# The Essential CIO

Insights from the  
Global Chief Information  
Officer Study

## IBM WhirlWind

*Enabling productivity on the move*

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Since late 2010,  
more than  
28,000

employees registered and more than  
500 apps contributed.

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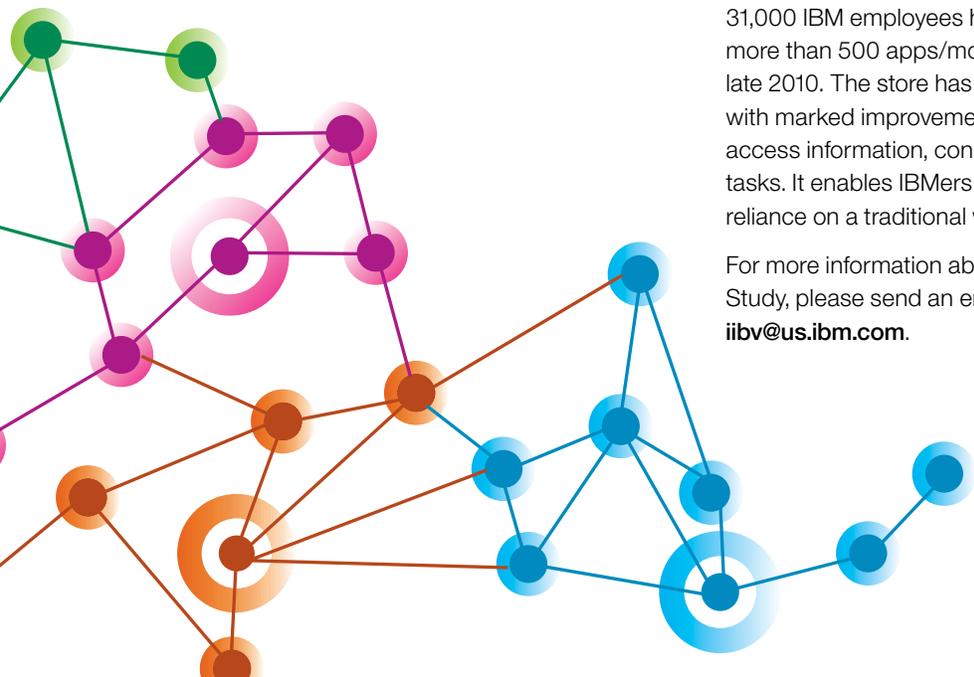
In today's business environment, IBM employees need access to business information anytime, anywhere. To meet that demand, IBM developed WhirlWind – an enterprise mobile application (“app”) store that manages and distributes smartphone applications for IBM's population of over 400,000 employees in 170 countries. Its purpose is to help employees unleash the power and potential of their smartphones as a productivity tool.

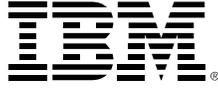
WhirlWind is available through the “mobile tab” on IBM's intranet. After employees log in, they can access the store directly from their mobile devices. They can easily search, browse and find mobile apps; view the most highly rated and newest apps; comment on their experiences with a particular app; and contribute their own apps.

WhirlWind contains information on both Blackberry applications – currently the only officially supported device – and web applications designed for all mobile devices. But the technology has been designed to support all sorts of mobile devices, including devices not yet on the market. Versions to support native iPhone and Android devices are in pilot.

WhirlWind has already proven a huge hit with the workforce. More than 31,000 IBM employees have used the service. This group has contributed more than 500 apps/mobile web sites since WhirlWind was launched in late 2010. The store has also delivered a healthy return on investment, with marked improvements in the speed with which employees can access information, connect with users and perform other collaborative tasks. It enables IBMers to stay productive on the move by reducing their reliance on a traditional work environment.

For more information about this case study or the IBM Global CIO Study, please send an email to the IBM Institute for Business Value at [iibv@us.ibm.com](mailto:iibv@us.ibm.com).





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