IBM Security
Thought Leadership White Paper

When business is the app, the app is the business

Volume I: The appification of business – Learn how apps are changing how business is done today

IBM

Introduction

IBM Security, a leader in Enterprise Mobile Management (EMM), presents Volume I of a three-part series that explores the appification of the enterprise, including IT's role as the great enabler of app-led employee productivity and collaboration, enterprise growth and customer engagement.

In this volume, get the lay of the enterprise mobile app landscape. Learn how apps are one of the biggest mobility priorities of business today; why using best practices in app design, development and deployment is critical; and how you, in IT, are well positioned to be the enterprise hero in this app revolution.

Explore the appification of the enterprise, including IT's role as the great enabler of app-led employee productivity and collaboration, enterprise growth and customer engagement.

It is a mobile world

It has been less than a decade since the iPhone, followed a bit later by its cousin the tablet, entered the world. During this time, mobile devices and their apps have transformed the way we live – how we communicate, travel, shop, work and so much more. This mobility transformation has been so radical, so revolutionary, that it is hard to imagine life without these devices.

Customers caught the fever pretty quickly. The enterprise was slower to adapt, but it is catching up at a blistering pace. The enterprise mobility market is expected to grow to $30 billion[1], as businesses across virtually all industries recognize the value of both corporate and employee-owned mobile devices – and understand the role that public and bespoke mobile apps play in increasing employee productivity and collaboration, engaging customers and growing the business.

A recent survey of 300 senior enterprise mobility professionals[2] by Enterprise Mobility Exchange found that the majority of respondents (62.5 percent) are investing more in apps than any other mobility priority. Their top four reasons are to increase employee productivity (67.9 percent), improve operational efficiency (50 percent), increase profitability (37.5 percent) and improve customer satisfaction (35.7 percent).[3]

This survey underscores Gartner's predictions that custom mobile app development projects will outnumber native PC project by a ratio of 4:1 by 2015[4], and that 25 percent of all enterprises will have an app store by 2017.[5]

Mobile last to MobileFirst, the appceleration of business

With an entire value chain now requiring fast and untethered access to data, the all-too-common practice of shoehorning archaic programs with for "clicks" interfaces into mobile devices will slowly result in a lost signal for your mobile strategy.

Being mobile first in mindset is no longer simply about data access or even device security – while important, these universal truths of IT enablement now need the application of best practices in design and function.

IBM and Apple, partners in MobileFirst for iOS, recently released the first wave of more than 100 industry-specific apps with the goal of placing big data analytics into virtually any size device without compromising usability or requiring a nightmare of middleware to complete the "call" for insight.

Apps for the business first wave

Travel and transportation

- Passenger+ enables flight crews, while in transit, to rebook flights, make special offers, and more for passengers when delays occur.
- Flight Plan allows pilots to view flight schedules, crew manifests and flight plans pre-flight; make more informed decisions about discretionary fuel based on rich data analytics; and report issues to maintenance crews while in flight.

Banking and financial markets

- Advise & Grow puts bankers on site with their small business clients, with protected authorization to access client profiles and competitive analyses, gather analytics-driven insights to make personalized recommendations, and complete safeguarded transactions.
- Trusted Advice allows advisors to access and manage client portfolios, gain insight from powerful predictive analytics – in the client's kitchen or at the local coffee shop, rather than the advisor's office – with the ability to test recommendations with sophisticated modeling tools all the way to complete, protected transactions.

Insurance

- Retention empowers agents with access to customers' profiles and history, including an analytics-driven retention risk score as well as smart alerts, reminders and recommendations on next best steps and facilitation of key transactions like collection of e-signatures and premiums.

Government

- Case Advice addresses the issue of workload and support among caseworkers who are making critical decisions, one family or situation at a time, on the go. The solution adjusts case priorities based on analytics-driven insights, and assesses risk based on predictive analysis.
- Incident Aware converts an iPhone into a vital crime prevention asset, presenting law enforcement officers with access to maps and video-feeds of incident locations; information about victim status, escalation risk and crime history and improved ability to call for back-up and supporting services.

Retail

- Sales Assist enables associates to connect with customer profiles, make suggestions based on previous purchases and current selections, check inventory, locate items in-store and ship out-of-store items.
- Pick & Pack combines proximity-based technology with back-end inventory systems for transformed order fulfillment.

Telecommunications

- Expert Tech taps into native iOS capabilities including FaceTime for easier access to expertise and location services for route optimization to deliver excellent on-site service, more effective issue resolution and productivity as well as improved customer satisfaction.

Apps are great, except when they are not

When used correctly, public and private apps can take a business to new levels. When used incorrectly, they can not only compromise employee productivity and customer engagement but they can open the business to potential threats.

Increasingly, mobile apps are a source of corporate security vulnerabilities. Poor data storage practices, malware, unauthorized access, lack of encryption and data leaks caused by synching can pose great security risks. For companies that lack a robust mobile strategy that incorporates mobile application management[6], employees misusing devices and not practicing good mobile behavior can compound the risk already inherent in poorly designed apps.

Businesses need to be much more mindful about safely enabling productivity.[7] It is no longer okay to just protect employee email, calendars, contacts and a few choice apps and then block access to virtually anything else. Today's users want the apps they want – and often need – to get their jobs done. To empower employees, enterprises need the ability to safely distribute and manage mobile apps – on both BYOD and COPE devices – that are critical to employee productivity and to businesses running smoothly.

Those companies who will fall in the category of "using apps right" are the ones with a sound strategy that harnesses the power of mobility while protecting access to business resources.

Getting apps right from the beginning

Creating a successful app strategy[8] from the beginning – one that helps ensure security, scalability and sustainability – not only protects businesses from data vulnerabilities and lost customers, but from wasting precious time and resources.

As part of an IBM-commissioned paper, The ROI of creating exceptional mobile moments[9], Forrester identified ten key cost drivers of creating an app. These include the app's ability to integrate with existing enterprise systems, update swiftly and seamlessly when new versions are released and protect data at rest, in motion and in use.

The research found that when apps are well designed according to the best practices, the average organization can save as much as 10 percent on building apps and 20 percent on running them. However, ignoring these best practices in app design, development, and deployment can cost a business nearly two times as much to build and 50 percent more to run.[10]

IT, the great enabler

With more employees using mobile devices to conduct business on the go and six in ten consumers downloading business-specific apps[11], enterprises simply can not afford not to appify properly.

Enter IT

In the appification of business, IT is well positioned to be the enterprise hero, the great enabler of mobile app success, the champion of mobility. You can drive employee productivity and collaboration, customer engagement, and revenue by leading the development and deployment of an app strategy that helps satisfy everyone's needs, from enterprise to user – all while keeping your business safe from malware, data leaks, and other potentially serious threats.

However, first, you need the right information and tools to verify that you are developing, deploying and managing your enterprise's apps according to best practices.

Start mapping your mobile app enterprise

IBM® MaaS360® supports best practices for app management and supports business of all sizes to deploy protected, scalable and sustainable app strategies.

Are you ready to be an enterprise hero? For more information, check out the following additional whitepapers:

- **Volume II: Four components of a solid mobile app strategy.** Collaborate with your users to develop an app strategy that works for your organization. Learn what you need to consider at the various stage of a mobile app's lifecycle.
- **Volume III: Addressing the security dangers of appification.** Understand the technical and practical considerations for successfully enabling and protecting the enterprise while building and implementing an app-based business.

Related resources

- Mobilize Your Corporate Content and Apps (IBM)[12]
- Security in the New Mobile Ecosystem (Ponemon Institute)[13]

About IBM MaaS360

IBM MaaS360 is the enterprise mobility management platform to enable productivity and data protection for the way people work. Thousands of organizations trust MaaS360 as the foundation for their mobility initiatives. MaaS360 delivers comprehensive management with strong security controls across users, devices, apps and content to support any mobile deployment. For more information on IBM MaaS360, and to start a no cost 30-day trial, visit www.ibm.com/maas360

About IBM Security

IBM's security platform provides the security intelligence to help organizations holistically protect their people, data, applications and infrastructure. IBM offers solutions for identity and access management, security information and event management, database security, application development, risk management, endpoint management, next-generation intrusion protection and more. IBM operates one of the world's broadest security research and development, and delivery organizations. For more information, please visit www.ibm.com/security

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