



Highlights

- Deliver next generation of cognitive, engaging, and personalized apps
 - Choice of deployment models – on-premise, Hybrid or on-Cloud
 - Proven across hundreds of production deployments
 - Market leading offering endorsed by leading analysts
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IBM Mobile Foundation

Market leading, enterprise-grade offering to deliver the next generation of cognitive, engaging and personalized apps – on-premise, Hybrid or on-Cloud

Today's fragmented mobile landscape presents many application development challenges. Mobile application development and management have become complex and costly undertakings because of the increasing numbers of operating systems, devices, form factors and standards developers must account for while connecting their existing enterprise applications, data, and services to create personalized customer engagement experiences. In addition, organizations must continuously monitor and improve their apps in order to deliver improved user experiences.

Meanwhile, website interactions from mobile devices continue to grow and are now 56% of the total traffic*. Leading organizations are undergoing a digital transformation to stay competitive and relevant. Mobile trends today are driving organizations to go from enabling mobile to perfecting omni-channel experiences, from predefined interaction patterns to customer lead engagement, and from inflexible, hard-to-customize apps to continuous experimentation and adaptation. As mobile apps grow in number and demand, development teams face enormous pressure to continually adapt to changing technologies and user expectations. To help address these challenges, leading organizations are now looking for simple, scalable, time-tested enterprise mobile middleware, deployable on-premises or on Cloud.

IBM Mobile Foundation V8.0 is a market-leading enterprise-grade platform that enables enterprises to deliver the next generation of cognitive, engaging and personalized apps. IBM Mobile Foundation is uniquely designed to provide the essential capabilities while radically simplifying building, managing, and updating those apps using front-end tools of choice, and thereby creating powerful mobile experiences with greater speed, security and performance. Whether you are building new apps from scratch or enhancing your existing apps, IBM Mobile Foundation can more effectively manage and deliver your entire mobile portfolio, while allowing for maximum flexibility by equally



supporting all mobile development approaches: native, hybrid, or any of the popular third-party development environments. IBM Mobile Foundation provides choice of deployment models -- on-premise, Hybrid or on Cloud.

Learn more

Access our dev center for the latest blog, videos, labs, docs and more at <https://mobilefirstplatform.ibmcloud.com/>

* <https://www.similarweb.com/corp/the-state-of-mobile-web-in-the-us-2015/>



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