



Highlights

- Helps optimize productivity and accelerate sales with the help of online meetings
 - Enables users to download, read, share and use a file from practically anywhere
 - Provides security-rich mobile messaging capabilities and support for leading devices
 - Facilitates flexible, cost-effective growth
-

IBM Connections Cloud Mobility

The growing mobile workforce expects to connect to the corporate network anytime, anywhere and using any mobile device. As the number of mobile employees continues to grow, enterprises of all sizes need smart mobility cloud solutions that reduce costs, increase control and mitigate security risks. Combining the power of cloud computing with the freedom and functionality of mobile devices can give enterprises access to a wide range of key benefits, including increased reliability, real-time updates and access to applications that embrace and cultivate the spirit of collaboration and community—both internally and externally—while delivering outstanding return for the time invested.

IBM® Connections Cloud provides a portfolio of online services that deliver scalable, security-rich email, web conferencing and social collaboration solutions—at a predictable monthly rate. The services, which both office and mobile workers can use from almost any device, can help improve employee responsiveness and effectiveness in support of social business.

IBM was cited as a leader in the 2011 Gartner Magic Quadrant for Web Conferencing.^{1}*

Supporting online meetings to enhance productivity and accelerate sales

To win in today's marketplace, your teams have to move faster, yet the business must also be vigilant about keeping costs in check. And with employees spread around the world, this can be a difficult proposition. For example, salespeople may need the ability to put together meetings at a moment's notice to close sales, and it's often not cost-effective or practical for people on the road to reconvene with teams in the office. The way in which people share information can also impact the effectiveness of meetings. Emailing files to extended teams for a teleconference often results in confusing meetings where team members struggle to stay on the same page.



IBM was cited as a leader in The Forrester Wave Mobile Collaboration, Q3 2011.²

IBM Connections Meetings Cloud can enable your team to cost-effectively meet in the cloud practically anytime, anywhere and with anyone. Using this full-featured service, employees can:

- Instantly host online meetings
- Share applications, presentations and documents in a variety of formats in a security-rich environment
- Host and join conferences in one of 22 supported languages



Figure 1: Users can access SmartCloud for Social Business capabilities from most of today's popular devices and tablets as well as from their laptops.

Participants can access meetings from almost any device, from a traditional laptop to smartphones and mobile devices from leading manufacturers. To join a meeting, users on an iOS, Android or BlackBerry mobile device simply need to add a free mobile app, which is available through various mobile marketplaces. Unlike a teleconference, participants in Connections Meetings can view shared presentations, documents and other desktop content; see other meeting participants; and raise virtual hands to ask questions. They can also see a full list of meeting participants, participate in group and individual chats, and browse through slides or other content that were shared during a meeting.

Providing mobile access to files for improved flexibility and responsiveness

As clients expand their mobile workforce and increase adoption of smart phones and tablets, providing mobile access to important files gives workers the flexibility to work wherever they are, whether running for a flight or caught in traffic on the way to a meeting. Connections Cloud enables users to securely access their files and sync, download, read, and share a file on the go from Apple iPhone and iPad devices as well as Google Android smartphones and tablets.

Enabling comprehensive, security rich mobile messaging capabilities

When employees are on the go, the ability to access email and calendars from their preferred devices can have a significant impact on productivity. The IBM SmartCloud Notes® offering not only delivers email and calendar functions via the cloud to traditional desktops and laptops—but also supports leading mobile devices, including Apple iPad, Windows Mobile, Google Android and Nokia Symbian using the optional SmartCloud Traveler for Notes extension. BlackBerry devices are also supported via the optional SmartCloud Notes Hosted BlackBerry service. With mobile Notes capabilities, users can compose and receive email, view and create encrypted emails, and manage personal calendars.

Although mobile devices are an excellent way to boost employee productivity and flexibility, they also introduce new security vulnerabilities, so robust security measures and capabilities are essential to helping prevent critical company information from ending up in the wrong hands. The SmartCloud Notes offering includes an array of security capabilities that are designed to address key business concerns, including the ability to remotely wipe (fully or partially) lost or stolen devices. The solution synchronizes data in transit over a security-rich connection and encrypts data at rest on iOS and Android devices. You can also use security policies to control password length and strength, as well as to deny access to specific features or capabilities, such as the camera, as appropriate.

*IBM was cited as a leader in The Forrester Wave: Cloud Strategies of Online Collaboration Software Vendors, 3Q 2012.*³

Providing a competitively priced, flexible way to grow

With mobility solutions delivered via Connections Cloud, IBM has not only integrated essential tools for social business in the cloud, but also done so in a way that makes sense for business.

- **Competitively priced**—Per user, per month plans provide unlimited guest access and are flexible for organizations of any size. Messaging plans include 25 GB in-boxes.
- **Security rich**—The solution is designed with security-rich features throughout, including anti-spam; real-time, multilayered anti-virus protection; transport layer security encryption in transit; and federated identity via security assertion markup language.
- **Reliable**—IBM Connections Cloud services are backed by a 99.9 percent service level agreement. They are flexible—choose to sign up for combinations of services or stand-alone services. You can also create hybrid configurations combining on-premise and on-cloud email.
- **Extensible**—IBM is committed to building an ecosystem to help IBM Business Partners enter the emerging software as a service marketplace and to succeed with products and services that extend social business capabilities. Example solutions include social e-signature, customer relationship management and social project management.

Why IBM?

IBM not only is a leading provider of user-centric social business and collaboration solutions, but also has a long history of delivering outstanding business value and results. The Connections Cloud, which provides a robust platform for the full cloud portfolio from IBM, continues our tradition of innovation. Through Connections Cloud offerings, IBM provides the power of the cloud to rethink and reinvent business to help you transform the economics of innovation, deliver IT without boundaries and build enduring customer relationships. Companies everywhere are recognizing the value of this approach, as evidenced by the fact that nearly 80 percent of Fortune 500 companies use some form of cloud computing solutions from IBM. IBM has also made a strong commitment to the cloud, which is one of four key growth plays on IBM's 2015 road map. So if you're looking for a more flexible, economical way to provide leading enterprise-class mobility solutions for meetings, messaging and collaboration, be sure to take a close look at IBM. We even make it easy with a complimentary 60-day trial, so sign up today.

For more information

To learn more about IBM Connections Cloud mobility, contact your IBM sales representative or visit:

www.ibmcloud.com/social/mobile

To start a 60-day no cost trial of messaging, collaboration and online meetings, visit: www.ibmcloud.com/social/mobile

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: ibm.com/financing



© Copyright IBM Corporation 2014

IBM Corporation
IBM Software Group
Somers, NY
U.S.A.

Produced in the United States of America
September 2014

IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml.

This document is current as of the initial date of publication and may be changed by IBM at any time. Not all offerings are available in every country in which IBM operates.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED "AS IS" WITHOUT ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING WITHOUT ANY WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND ANY WARRANTY OR CONDITION OF NON-INFRINGEMENT. IBM products are warranted according to the terms and conditions of the agreements under which they are provided.

* Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

1 "Magic Quadrant for Web Conferencing," Gartner, December 2011.

2 The Forrester Wave™: Mobile Collaboration, Q3, 2011. Forrester Research Inc. Aug 5, 2011.

3 "The Forrester Wave™: Cloud Strategies of Online Collaboration Software Vendors, 3Q 2012. Forrester Research Inc. Aug 16, 2012.



Please Recycle
