

Mobile Strategy Accelerator

*Effectively integrate the unique capabilities offered
by mobile into your business*



Mobile is mainstream: What's your strategy?

To build a smarter planet, organisations must embrace the evolutionary shift in the way that computing has become embedded in our lives. Mobile is a unique opportunity to re-think the way businesses interact with customers, employees and partners. It offers a different value – As an always-connected communications tool, it is a unique platform to build intimacy with your desired audience. Mobile gives you the opportunity to anticipate user needs and deliver more relevant interactions by being aware of the user's immediate context. This includes location, social situation and current activity, and enables an immediate value of context sensitive follow-up actions.

As mobility rapidly moves beyond the early-stages of isolated, limited functionality, applications and companies must create a clearer vision for applying unique mobile capabilities across their enterprise. Realizing the full potential of mobile requires creating a successful mobile strategy. Complicating this is the variety of devices and platforms, employees who increasingly wish to use their own devices at work, application level and device management, cost controls, and security concerns. And unfortunately, many companies are inefficiently expending significant capital, time, resources – and worse – opportunities trying to develop a strategy that does not add much value to their brands, businesses, or bottom lines.

Top mobile adoption concerns:

- Security/privacy (53%)
- Cost of developing for multiple mobile platforms (52%)
- Integrating cloud services to mobile devices (51%)

Source: 2011 IBM Tech Trends Report, <https://www.ibm.com/developerworks/mydeveloperworks/blogs/techtrends/entry/home?lang=en>

Effectively integrate mobile into your business

The Mobile Strategy Accelerator is a focused, yet flexible offering that is intended to help you understand how to most effectively integrate the unique capabilities offered by mobile devices into your business. This approach is designed to develop an enterprise level mobile business vision and supporting rationale as well as a portfolio of mobile capabilities and applications. The strategy is balanced by tactical recommendations addressing device and platform types as well as infrastructure and integration requirements. The result is an actionable roadmap that optimizes mobile opportunities and accelerates time to market. The Mobile Strategy Accelerator:

- Delivers a strategy and plan for achieving the business benefits associated with mobile technology
- Improves customer service by enabling clients to access existing services anywhere and any time through mobile devices
- Helps reduce cost through use of mobile channels for customer service, marketing or other common requests
- Identifies proven mobile architecture, design, development, security and management practices

Providing strategic direction using proven tools and methods

A mobile strategy must consider audience needs, business case considerations, as well as IT and human resource readiness. The Mobile Strategy Accelerator will help you develop a mobile strategy and vision that is informed by stakeholder interviews, customer research, user group observation (of, for example, customer or employee tasks), and a marketplace assessment of leading cross-industry mobile functionality and practices that are relevant to your businesses. The result is the foundation and framework for the future-state mobile vision. The strategy addresses key issues and requirements across all stakeholders including business, user experience and IT.

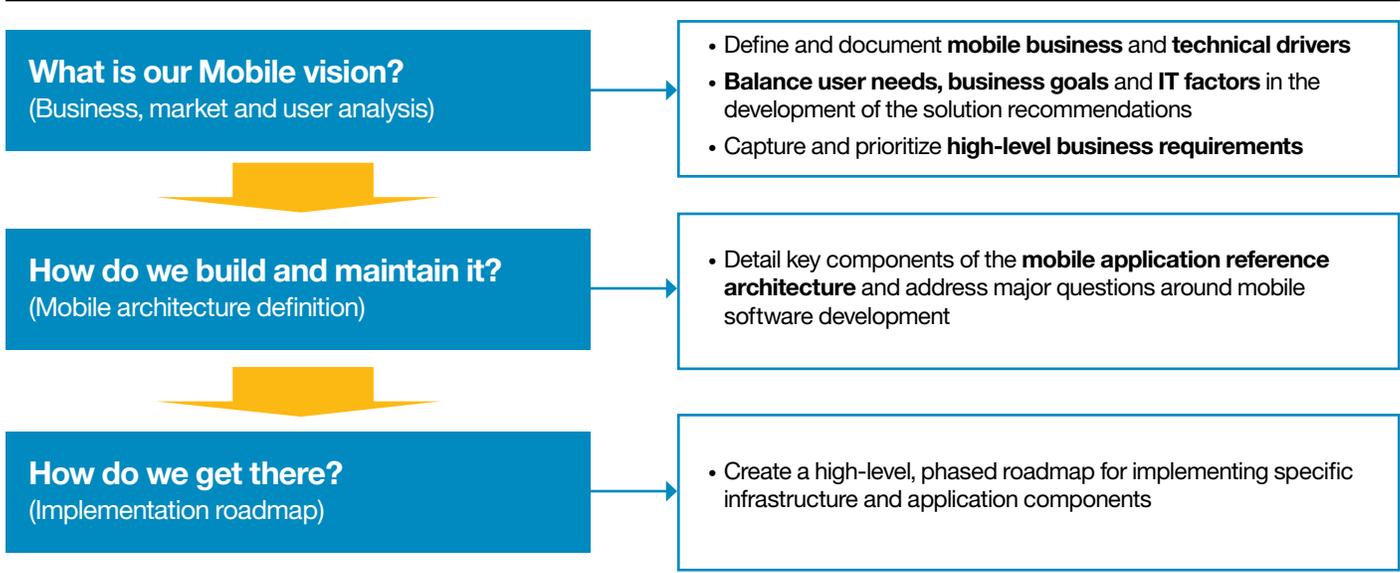


Figure 2: The Mobile Strategy Accelerator path to success

Defining a secure mobile architecture

While there are many opportunities with mobile, you need to ensure that you are putting the right security policies and governance in place. This accelerator provides a direction to underpin both the mobile IT architecture and provide a basis for all future decisions about mobile IT acquisitions, the development of solutions and the running of the service delivery environments. Our principles, policies and guidelines provide the underlying general rules to govern security and privacy and mobile device management lifecycle from a business perspective.

Helping ensure a successful implementation

We define a framework of application functions, packages and solutions that help ensure the desired business processes and customer experiences are implemented effectively and identify

a delivery approach, and define a detailed project plan for delivery. The high-level, phased roadmap will help you implement specific infrastructure and application components recommended in the near-term and long-term.

Making the most of your mobile investment

With an effective mobile strategy, companies worldwide can make more-informed business decisions, accelerate transactions, strengthen relationships with customers and business partners, and provide onsite services. Get the most out of your mobile investment with the help of a network of highly skilled services professionals with deep knowledge and field-tested experience. The IBM Mobile Strategy Accelerator will ensure you design and deploy a mobile solution that meets your organisation's unique business and technical requirements.



Why IBM?

IBM is a fully integrated, full-service provider in the mobile applications marketplace. IBM has worked with nearly every device platform (Android™, BlackBerry®, iOS, Mobile Web, Windows Mobile) and form factor (rugged handheld, Smartphone, tablet). Our application portfolio ranges from internal workforce applications to customer-facing applications for banks, airlines, cities, retailers, and international sporting events. We plan, design, develop and deliver solutions based on innovative uses of web, mobile, wireless and emerging technologies to solve complex business problems for our clients.

For more information

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