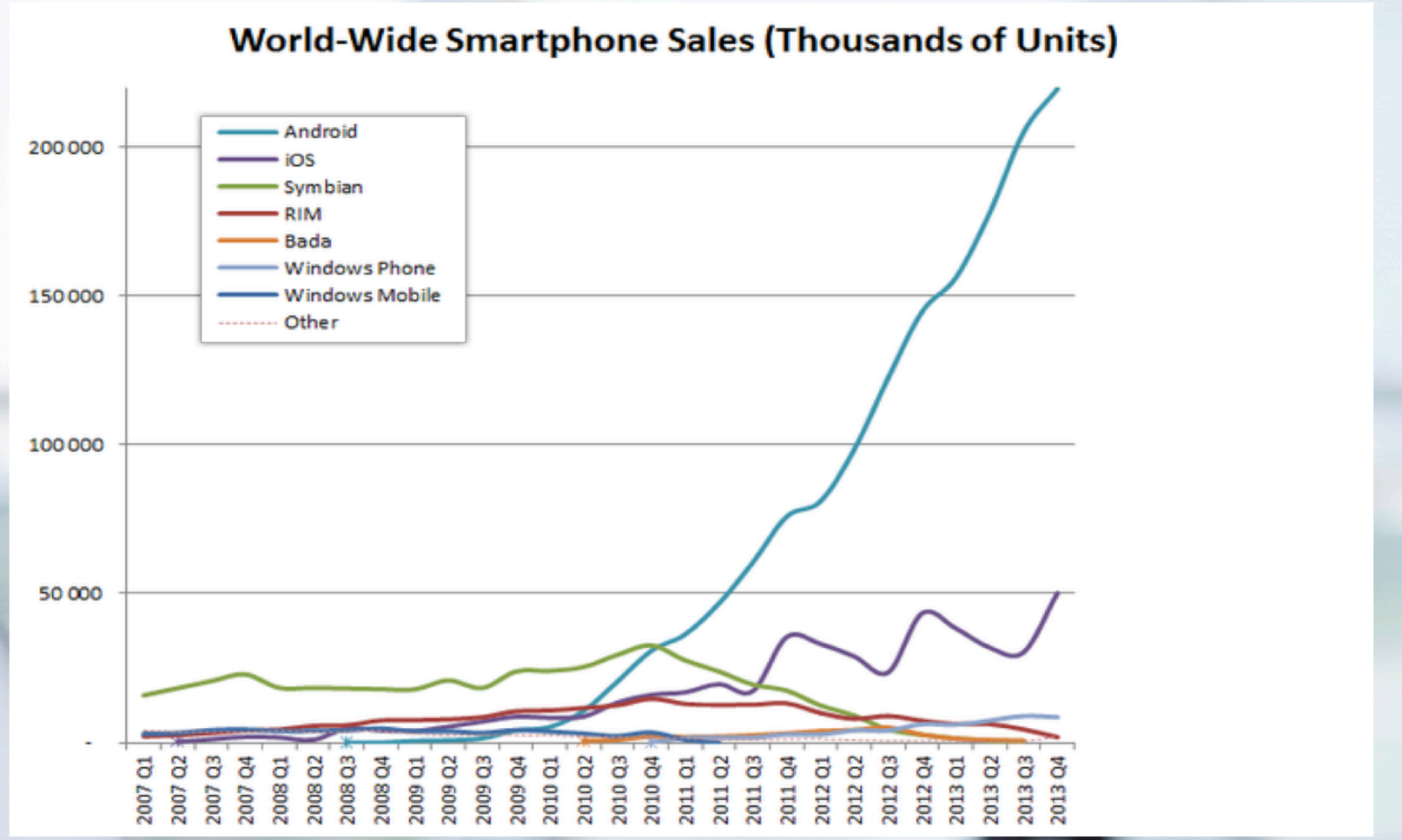
of the Evolution of Mobile

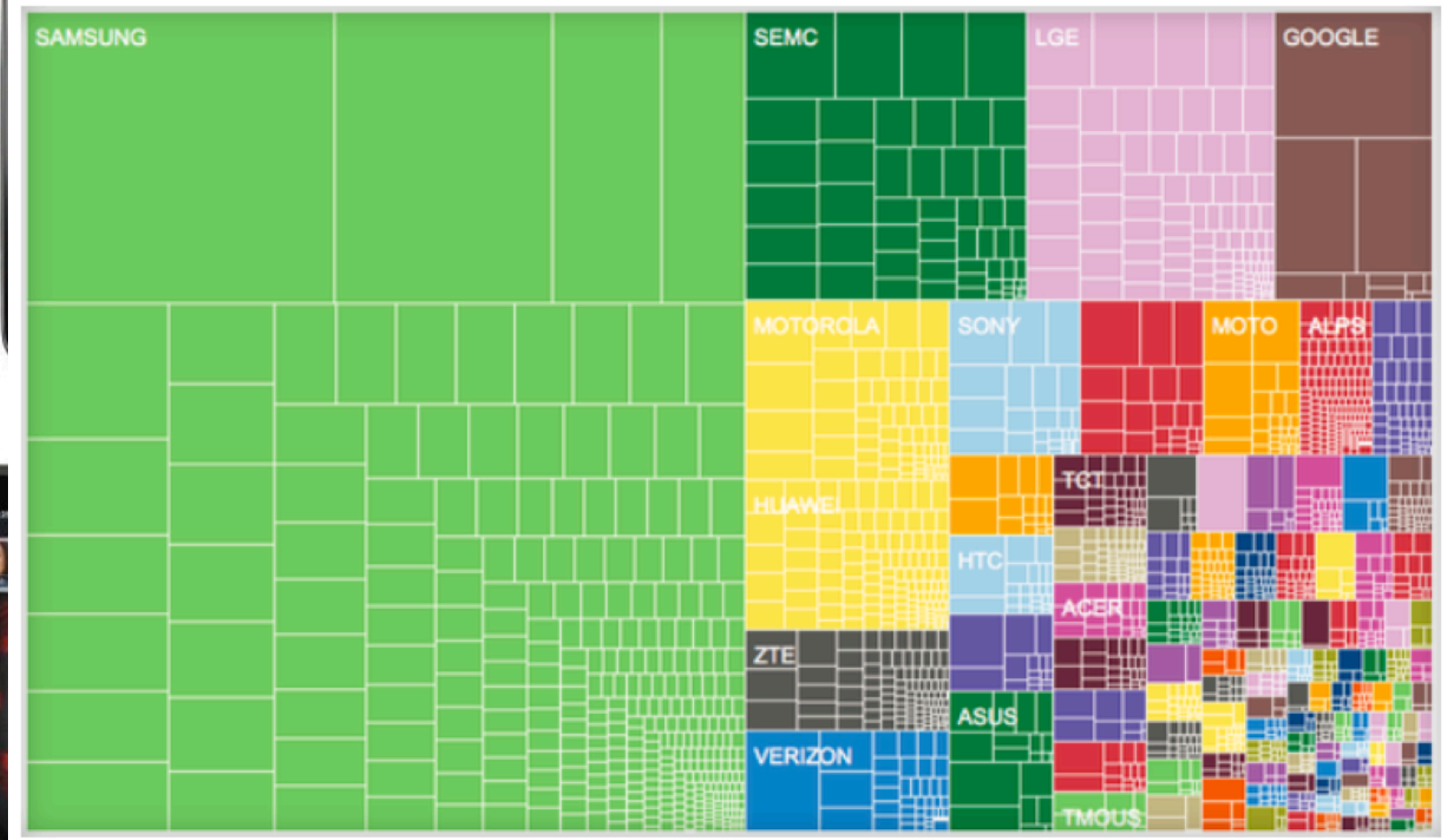
Lars-Olof "Lollo"Allerhed
CTO IBM MobileFirst Europe
lollo@se.ibm.com

@allerhed

Mobile is Now Part of Everything We Do



Welcome to the fast paced world of mobile: What's going on out there?



Motorola ADMIRAL

Motorola Cliq

Motorola DROID BIONIC

Motorola DROID Pro

Motorola DROID RAZR

Motorola DROID X2

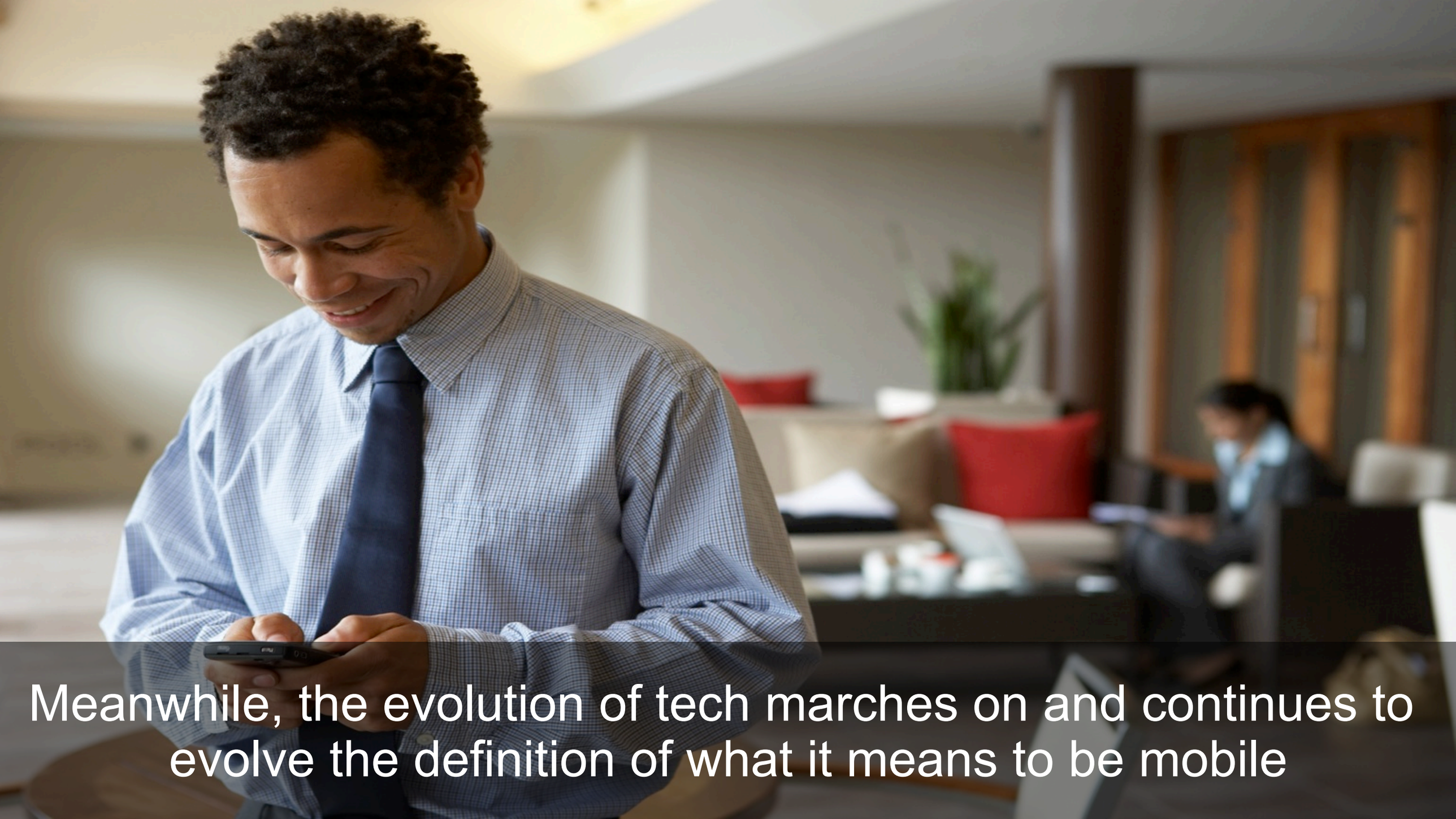
Motorola DROID BIONIC

Motorola DROID Pro

Motorola DROID RAZR

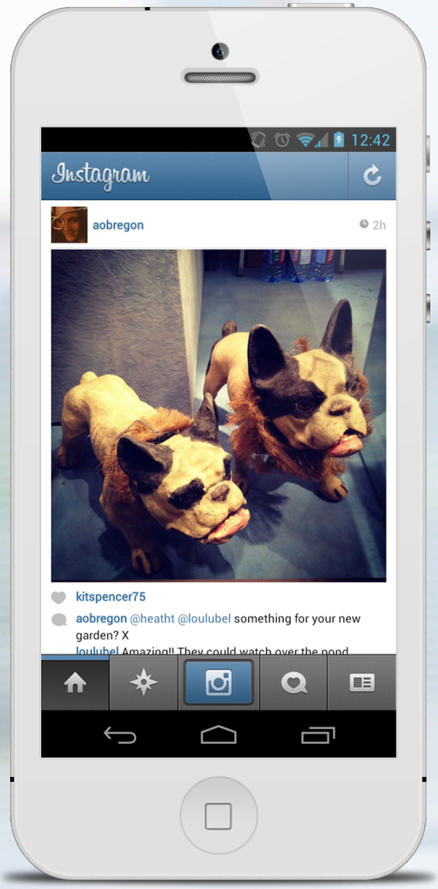
Unprecedented access, but at the cost of dealing with fragmentation

Even iOS suffers fragmentation in practice

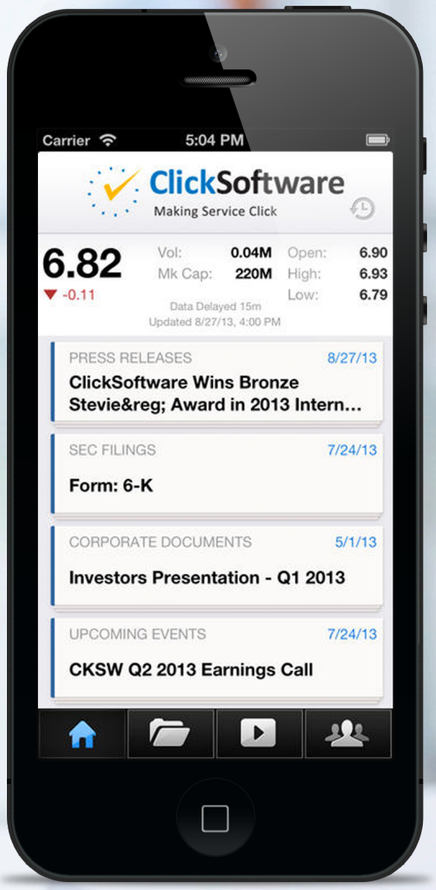


Meanwhile, the evolution of tech marches on and continues to evolve the definition of what it means to be mobile

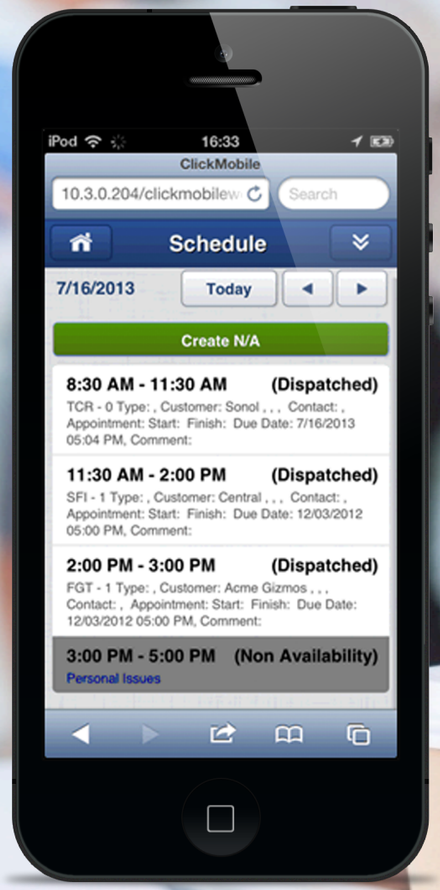
1 *From the experience of instagram*



2 *To smart apps that increases productivity and reduces cost*



3 *Integrated with corporate systems of record*

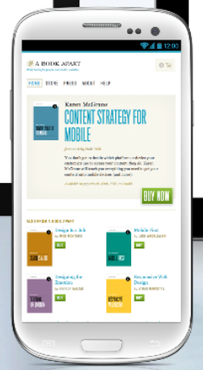


What Enterprise mobile is all about ...

- Integrated – Speed time to market with a core platform
- Contextual – Increase customer satisfaction by with experiences tailored to a user's location, attributes, preferences, device, behaviors.
- LOB Friendly – enable LOB to manage the digital experience life cycle day to day.

IBM’s mobile Experience

39%

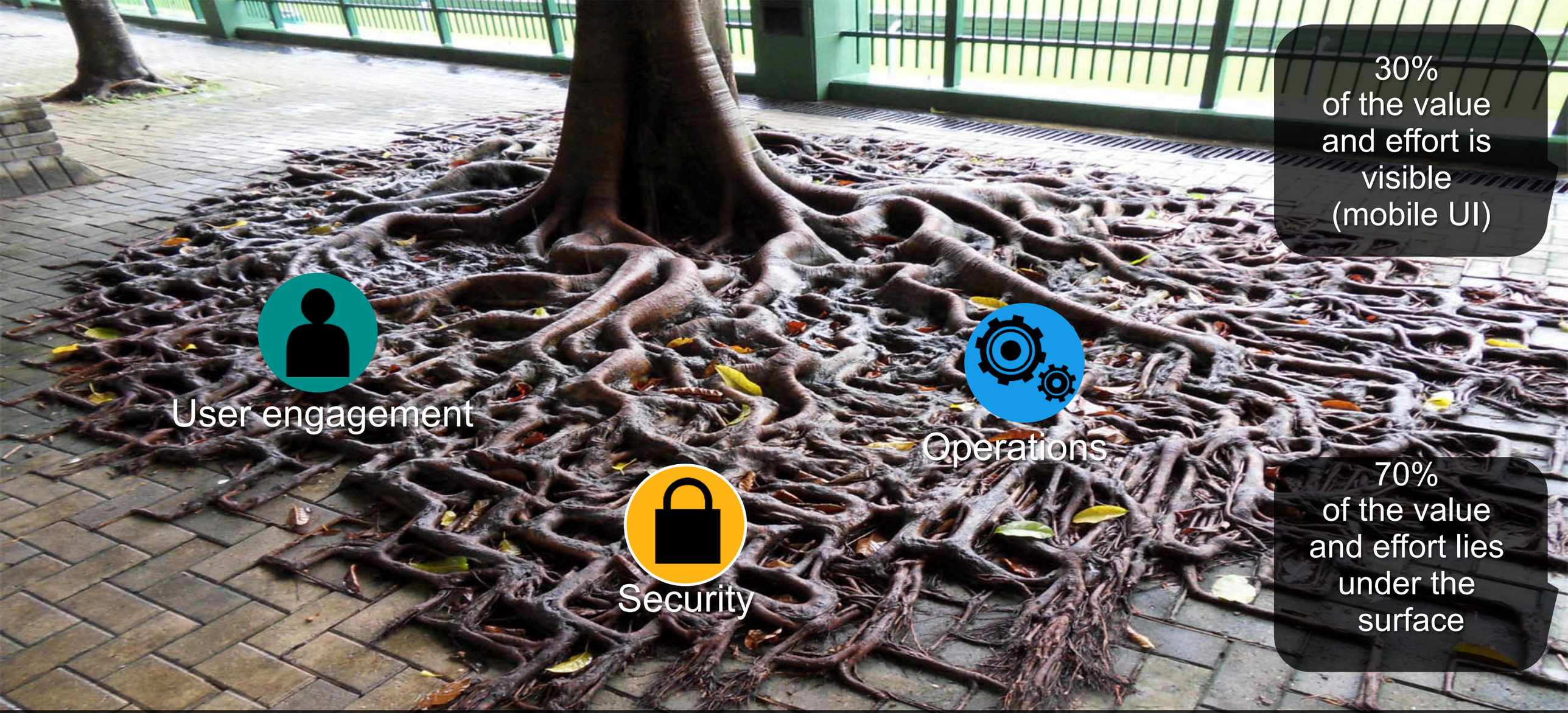


19%

Designing for mobile is different: An information architect perspective

A good mobile design changes the experience to be contextual

Spectrum of mobile app development approaches

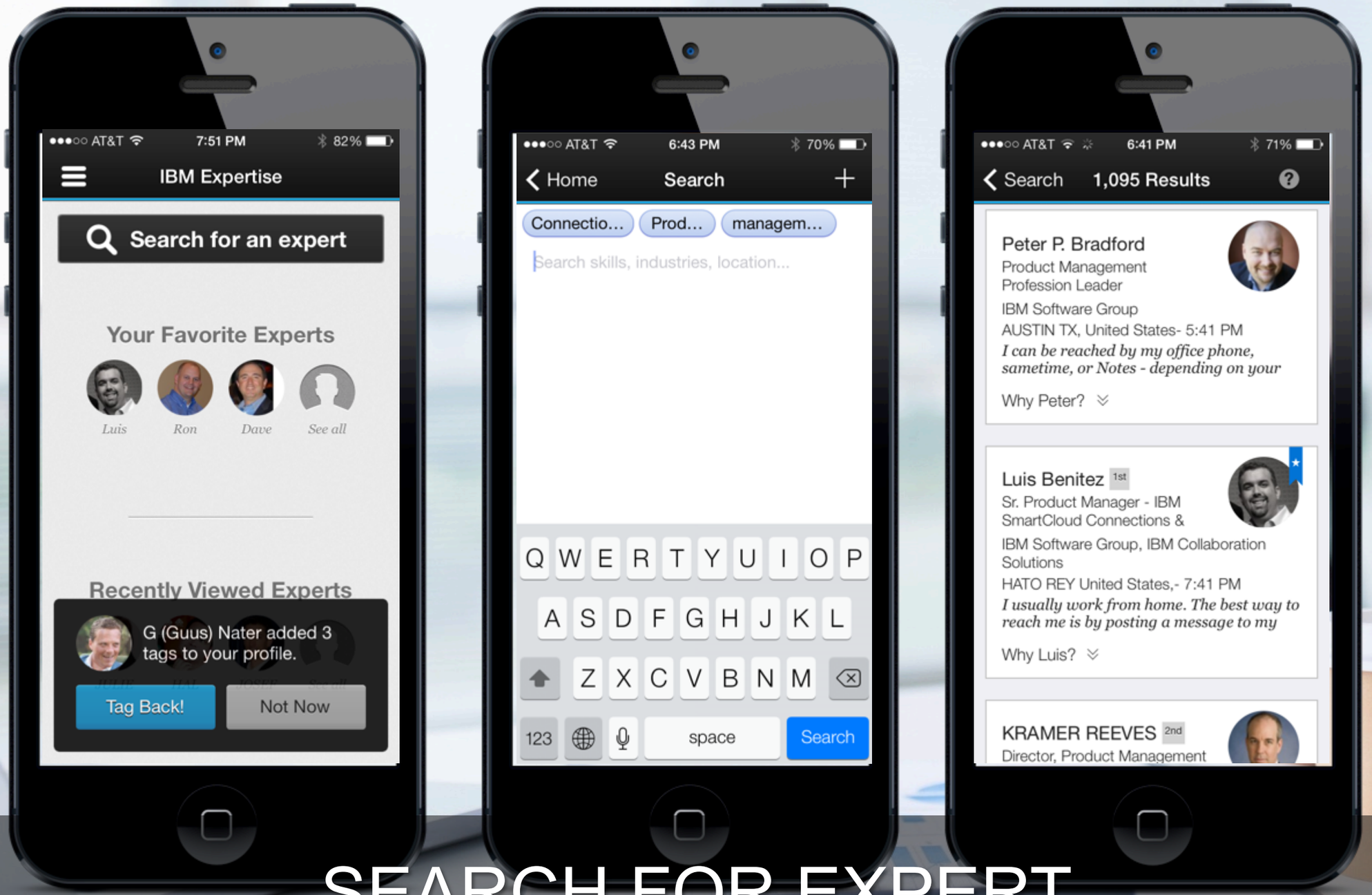


Mobile apps go deeper than front-end UI

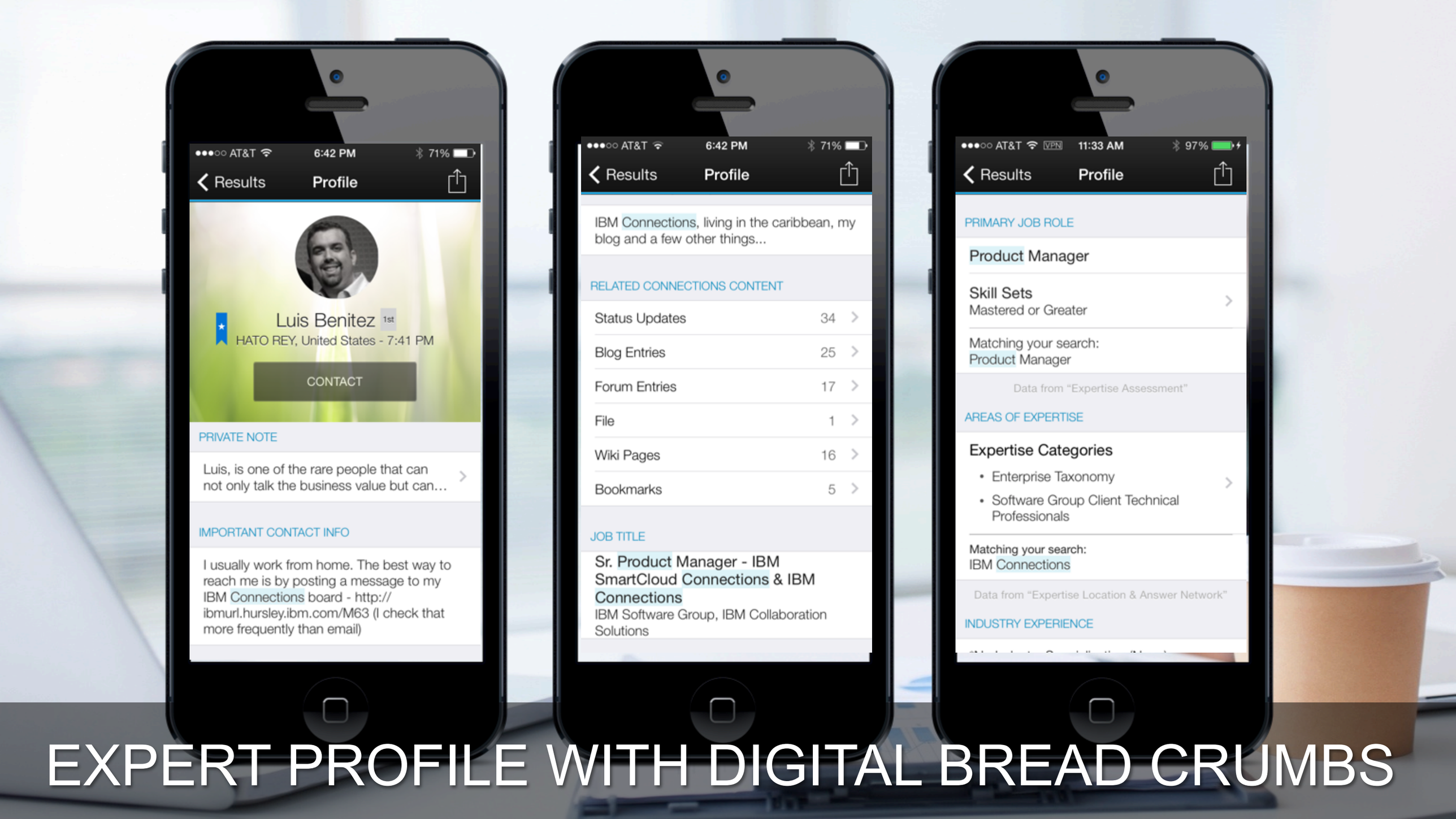
Market Shifts in the digital economy

- Shift in personalized computing towards mobile using cloud-based services
- Shift towards unbundling business offerings
- Shift towards killer-apps disrupting entire industries

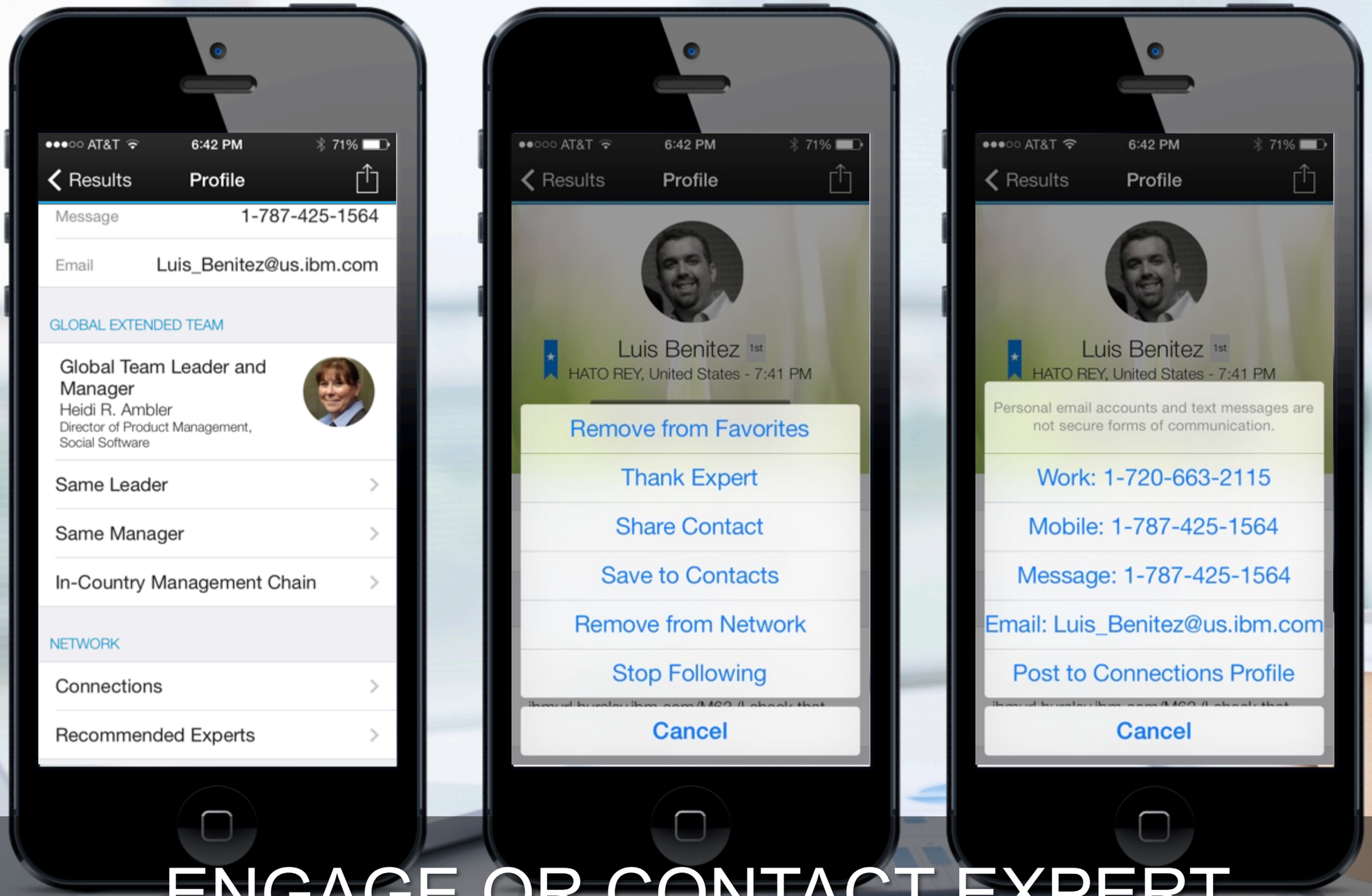
FUTBOL



SEARCH FOR EXPERT



EXPERT PROFILE WITH DIGITAL BREAD CRUMBS



ENGAGE OR CONTACT EXPERT

APPLE + IBM

Computing platform =
a framework on which
applications may be run

VISION

Over 100 MobileFirst case studies...

THINK