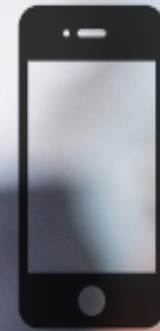


THINK of the Evolution of Mobile

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



Web

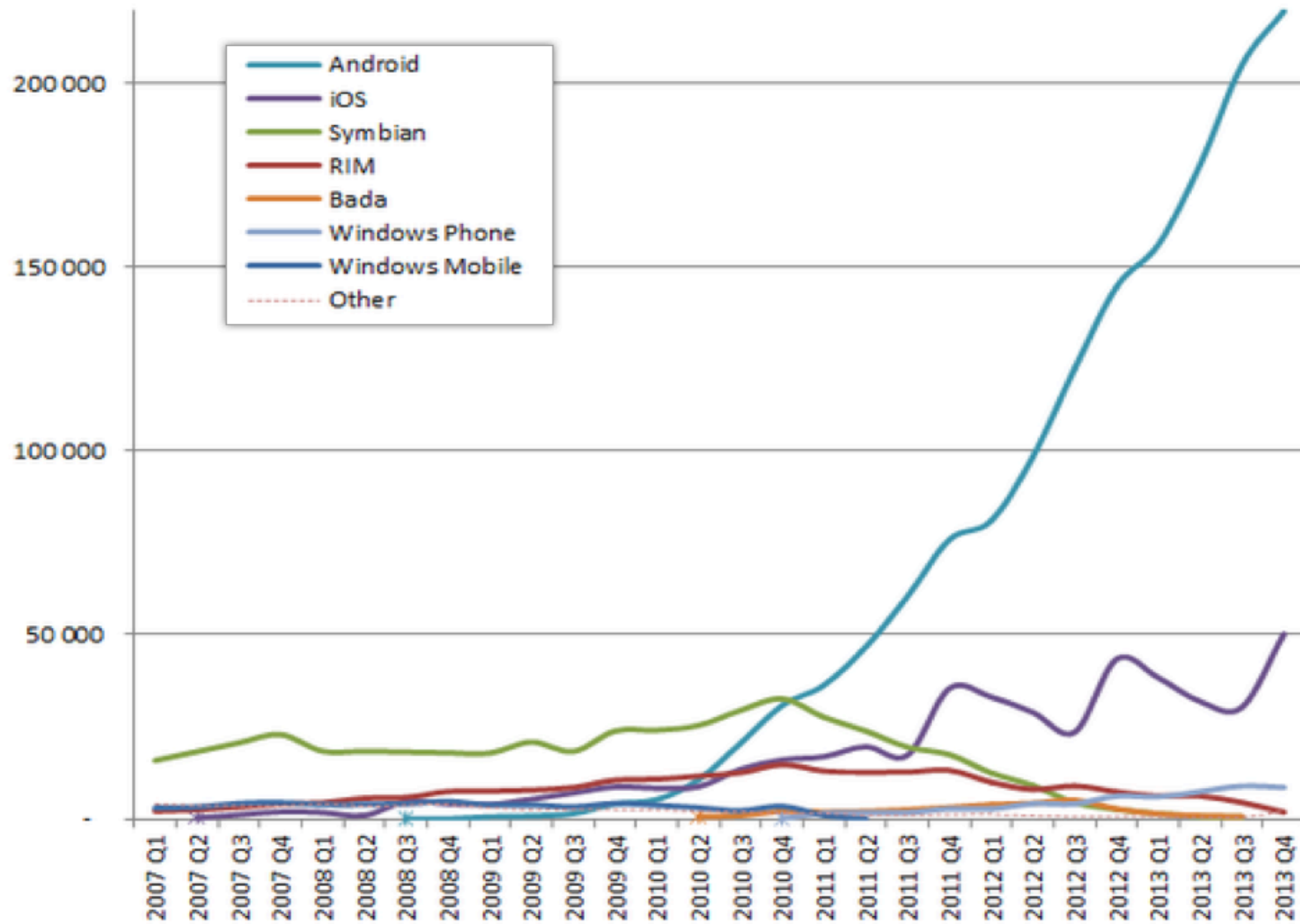
Mobile Web

Mobile Hybrid

Mobile is Now Part of Everything We Do



World-Wide Smartphone Sales (Thousands of Units)



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



Motorola ADMIRAL



Motorola DROID BIONIC



Motorola DROID Pro



Motorola DROID RAZR



Motorola DROID X2



Motorola DROID BIONIC



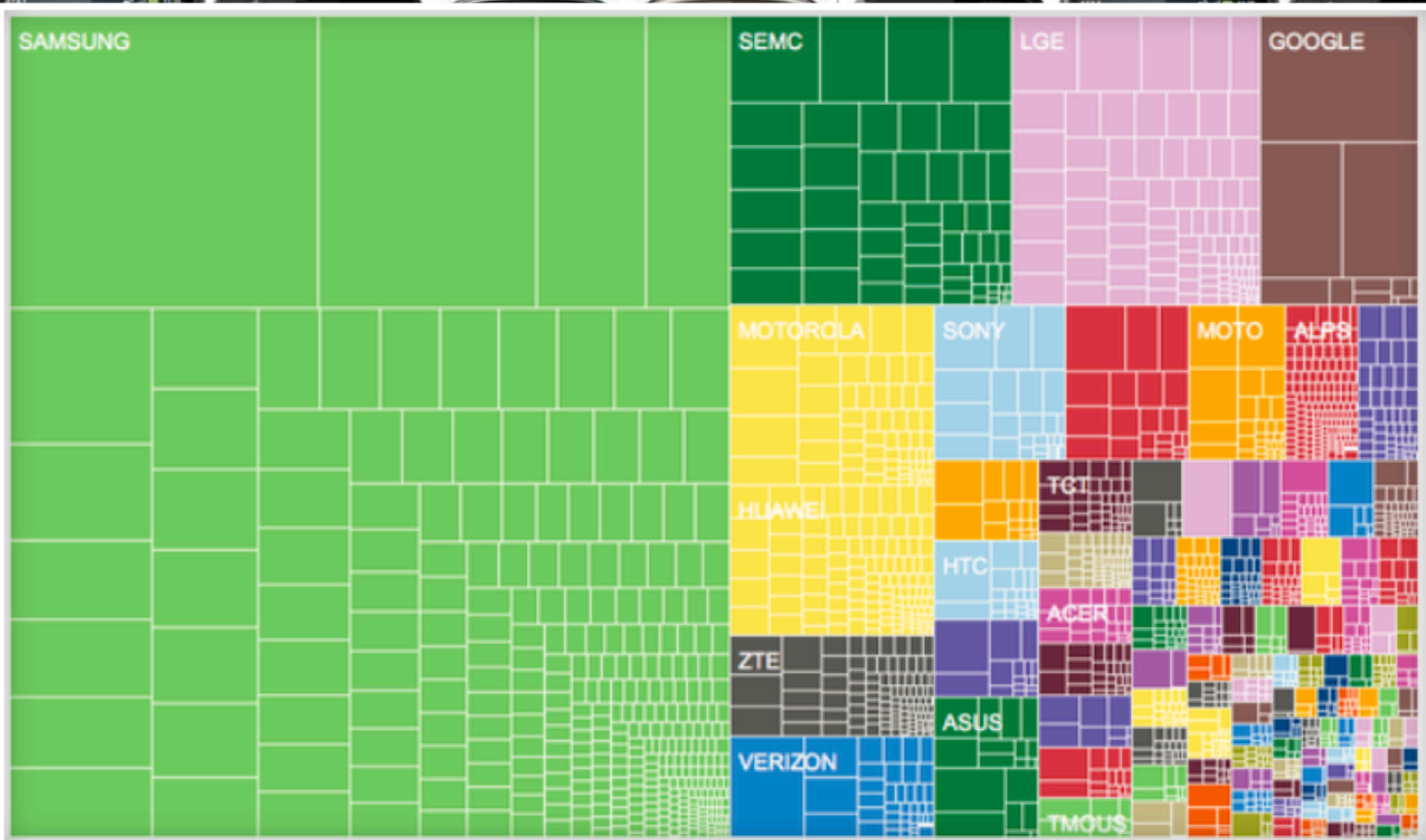
Motorola DROID Pro



Motorola DROID RAZR



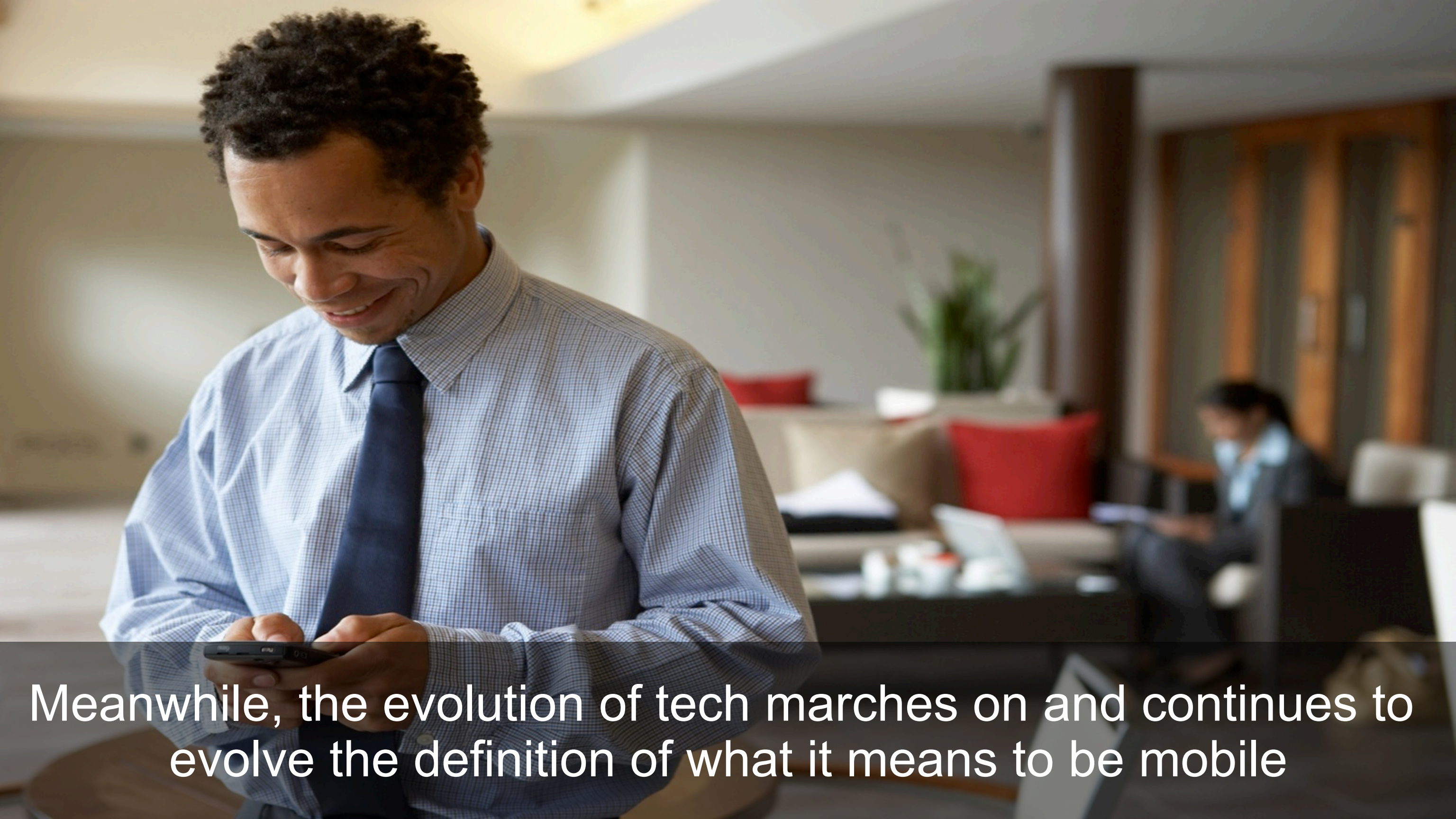
Motorola Cliq



Unprecedented access, but at the cost of dealing with fragmentation



Even iOS suffers fragmentation in practice

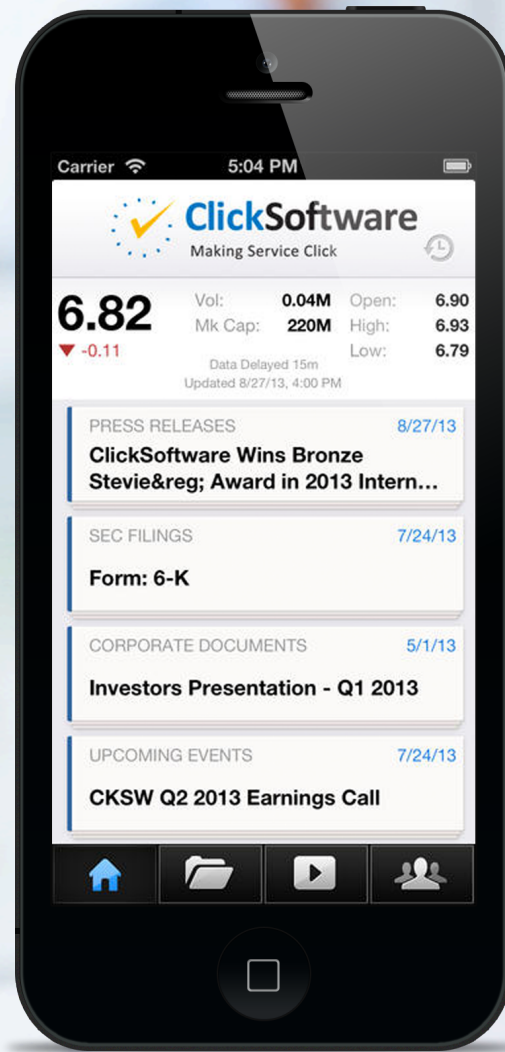


Meanwhile, the evolution of tech marches on and continues to evolve the definition of what it means to be mobile

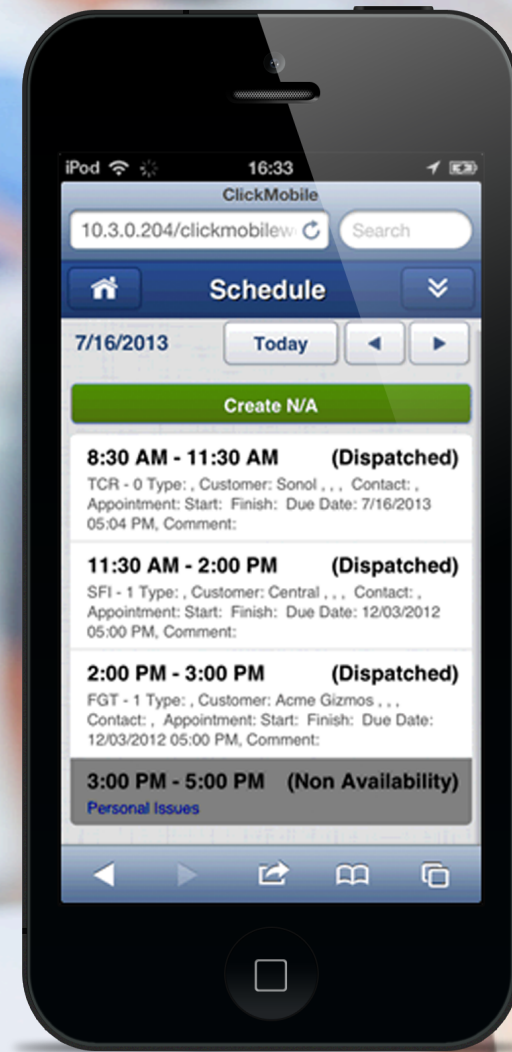
1 From the experience of Instagram



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

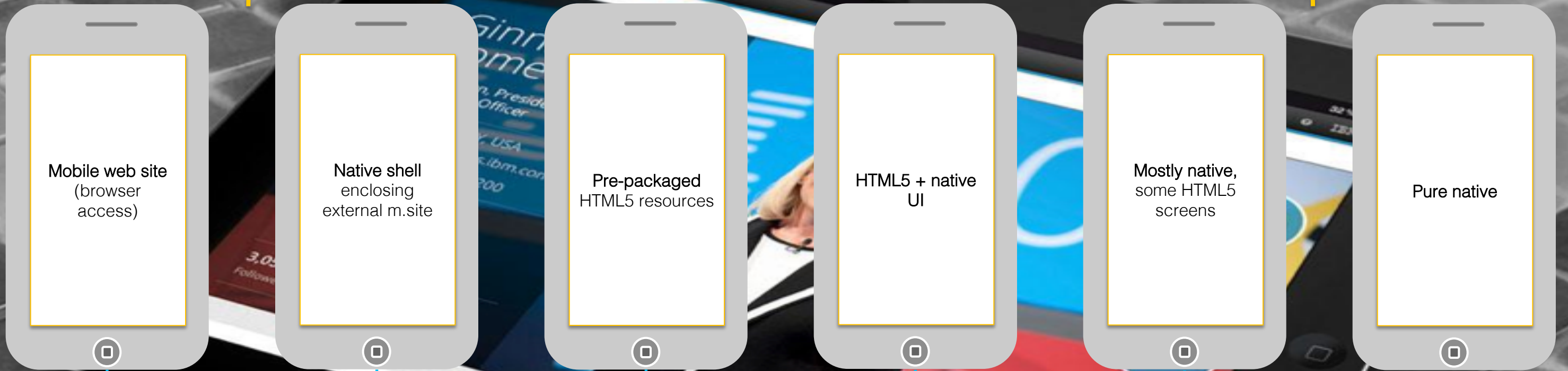


A good mobile design changes the experience to be contextual

Pure web

Hybrid

Pure native



Web-Native Continuum

Spectrum of mobile app development approaches

30%
of the value
and effort is
visible
(mobile UI)



User engagement



Operations



Security

70%
of the value
and effort lies
under the
surface

Mobile apps go deeper than front-end UI

* Shift in personalized computing towards mobile using cloud-based services

* Shift towards unbundling business offerings

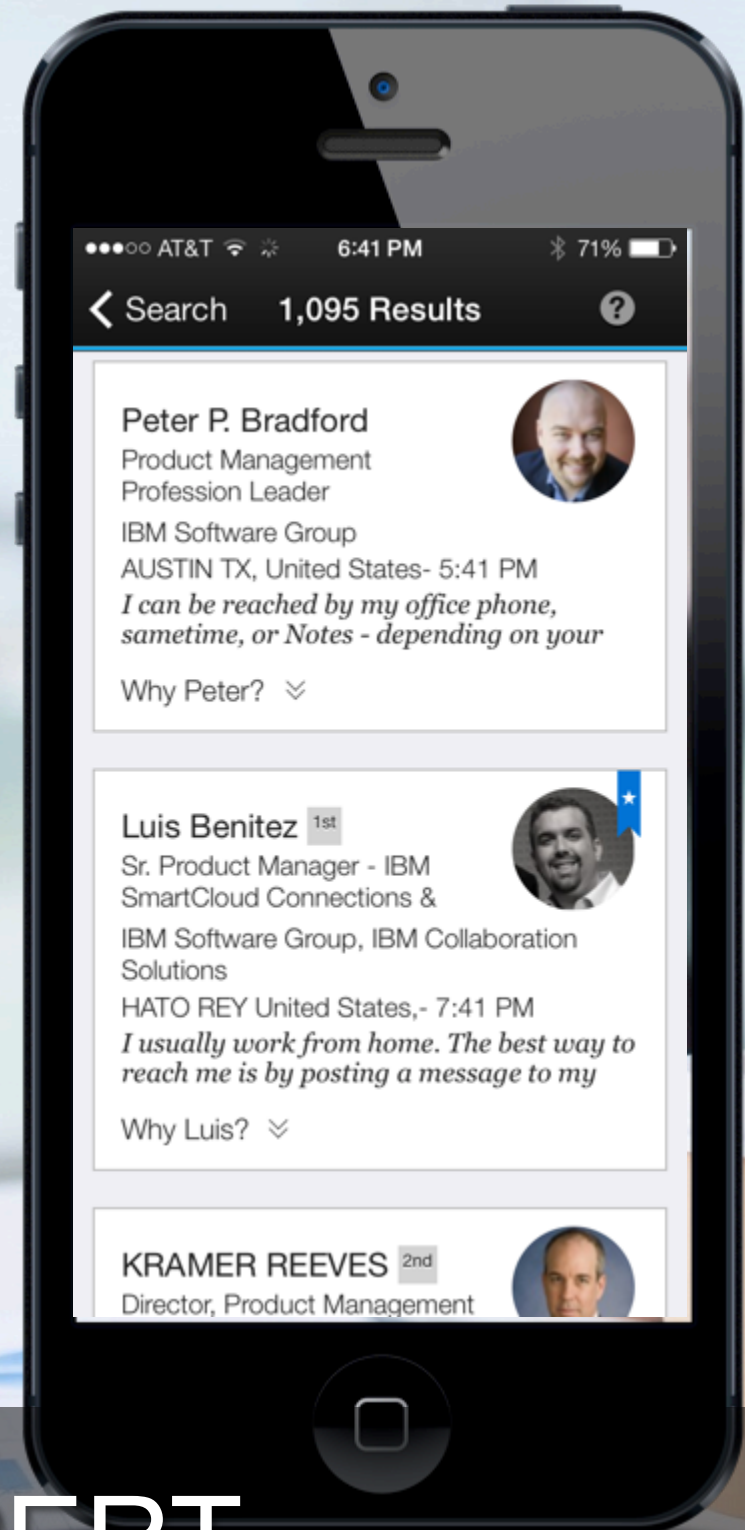
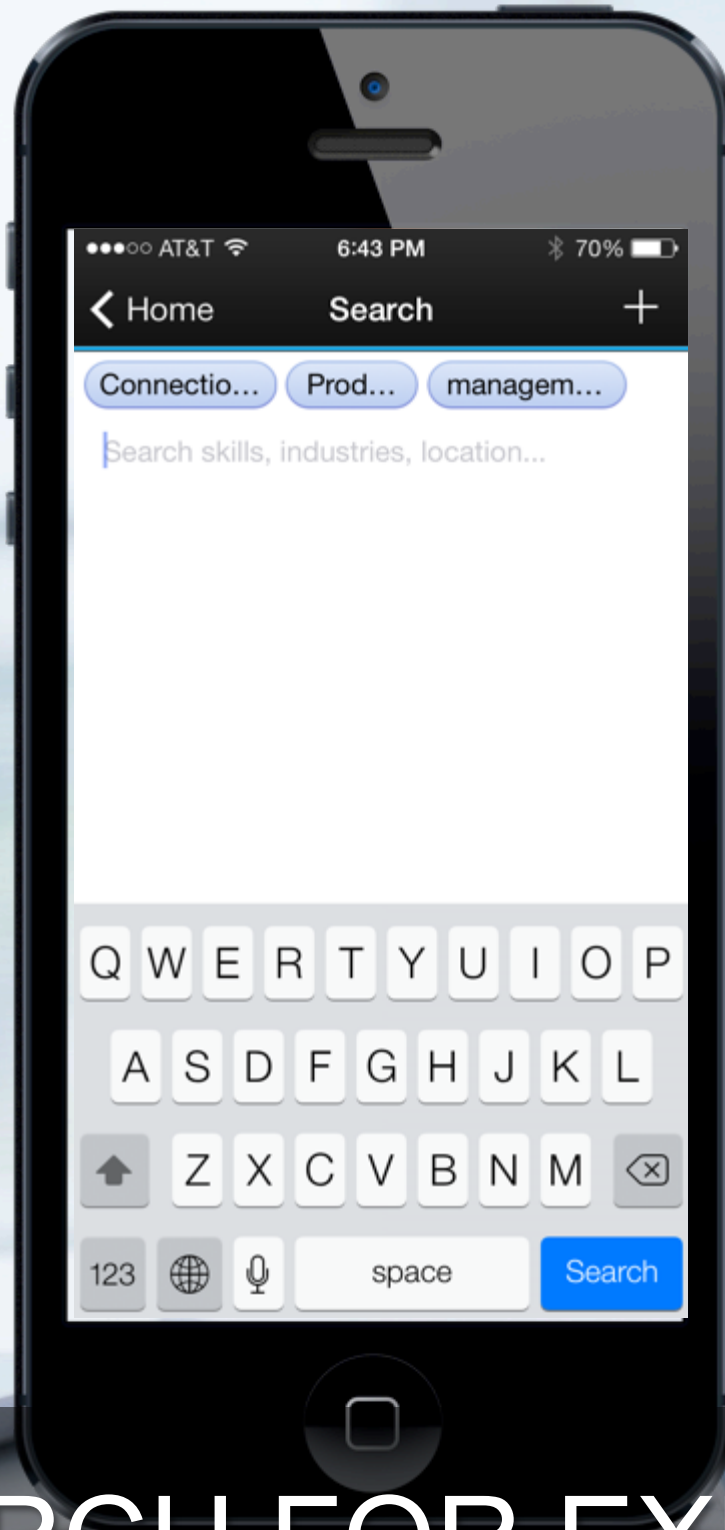
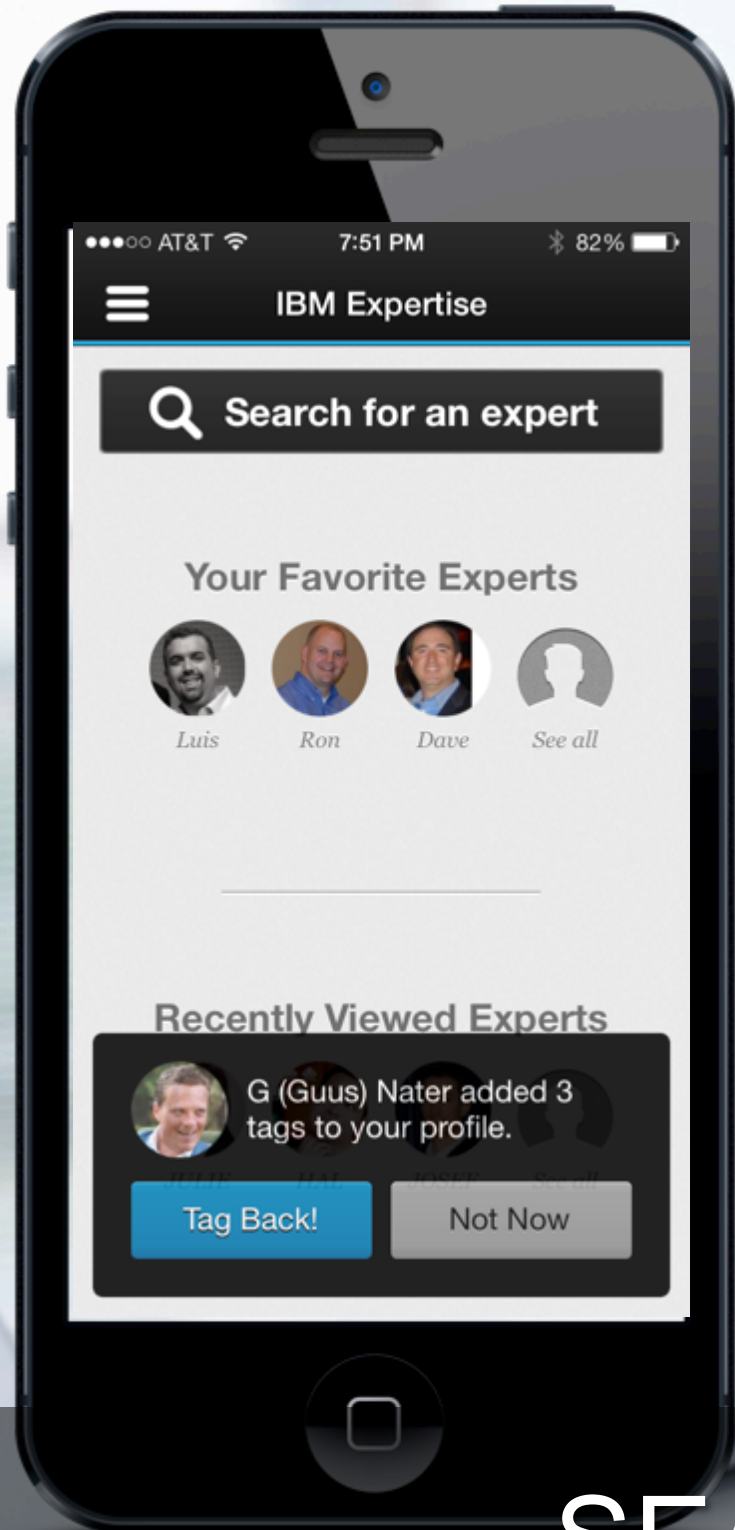
* Shift towards killer-apps disrupting entire industries



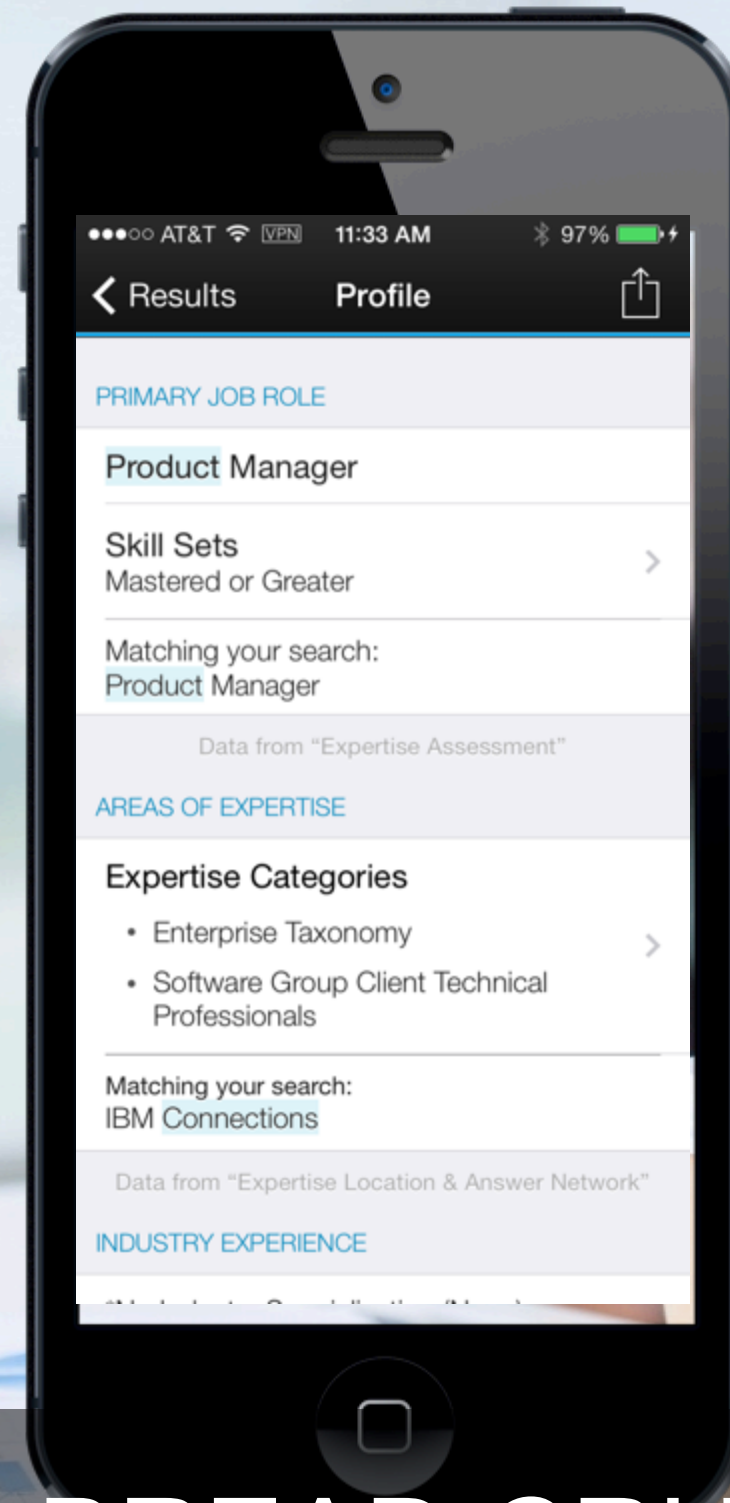
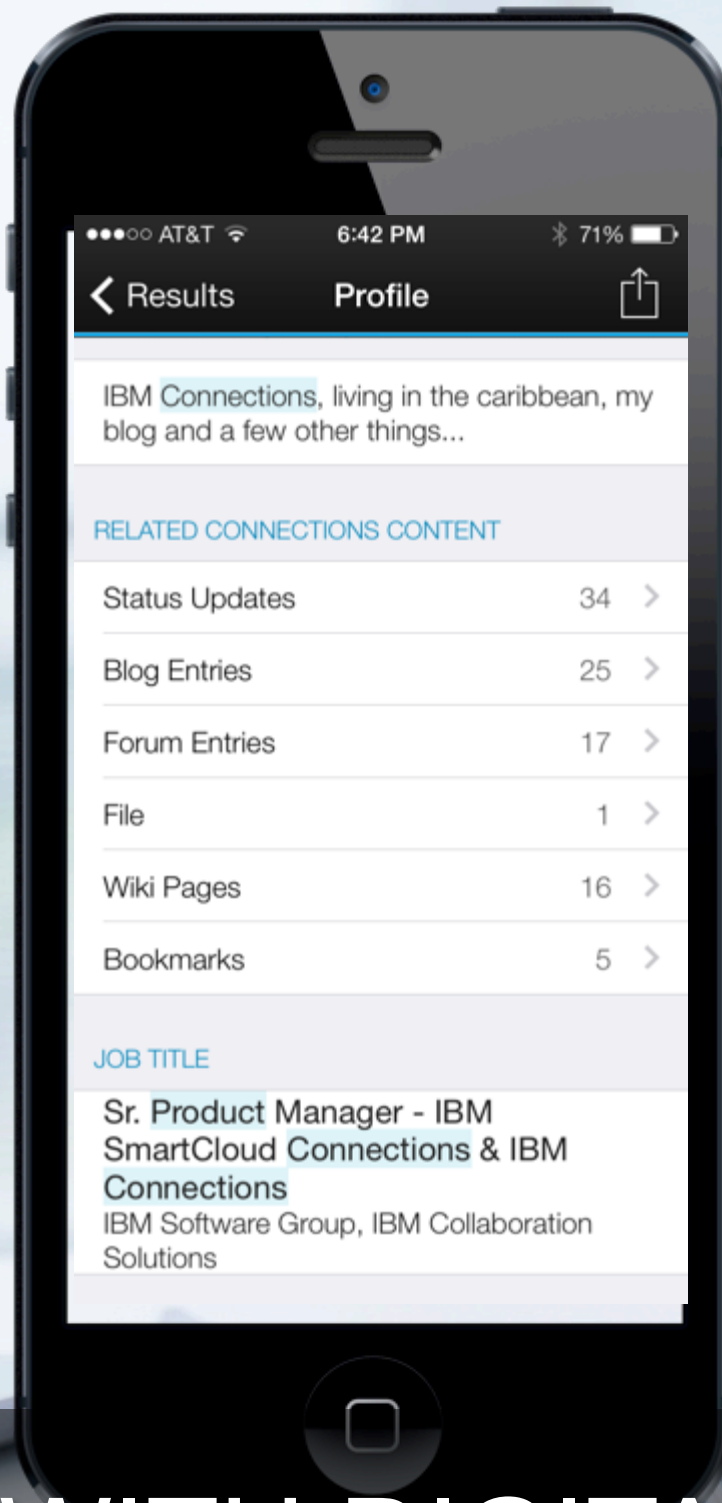
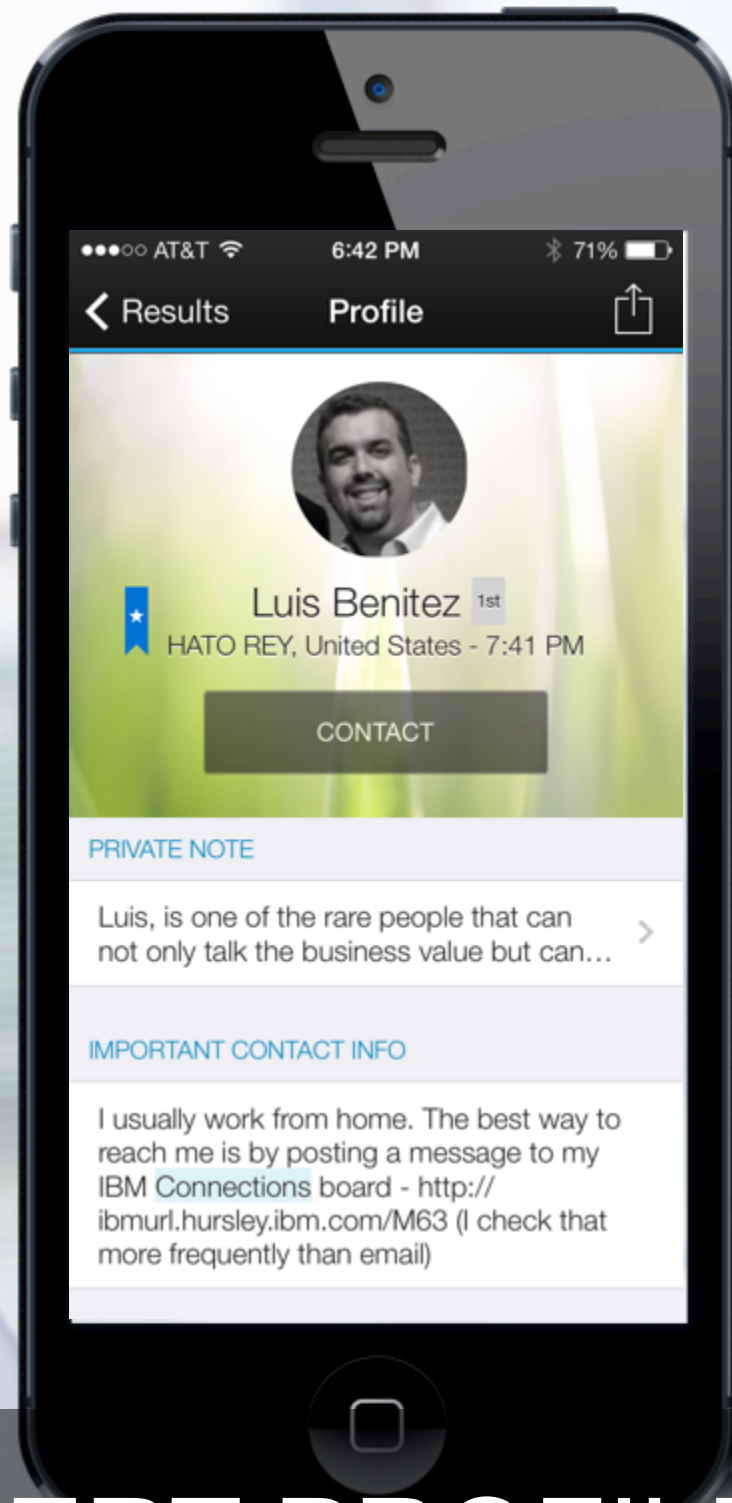
Market Shifts in the digital economy



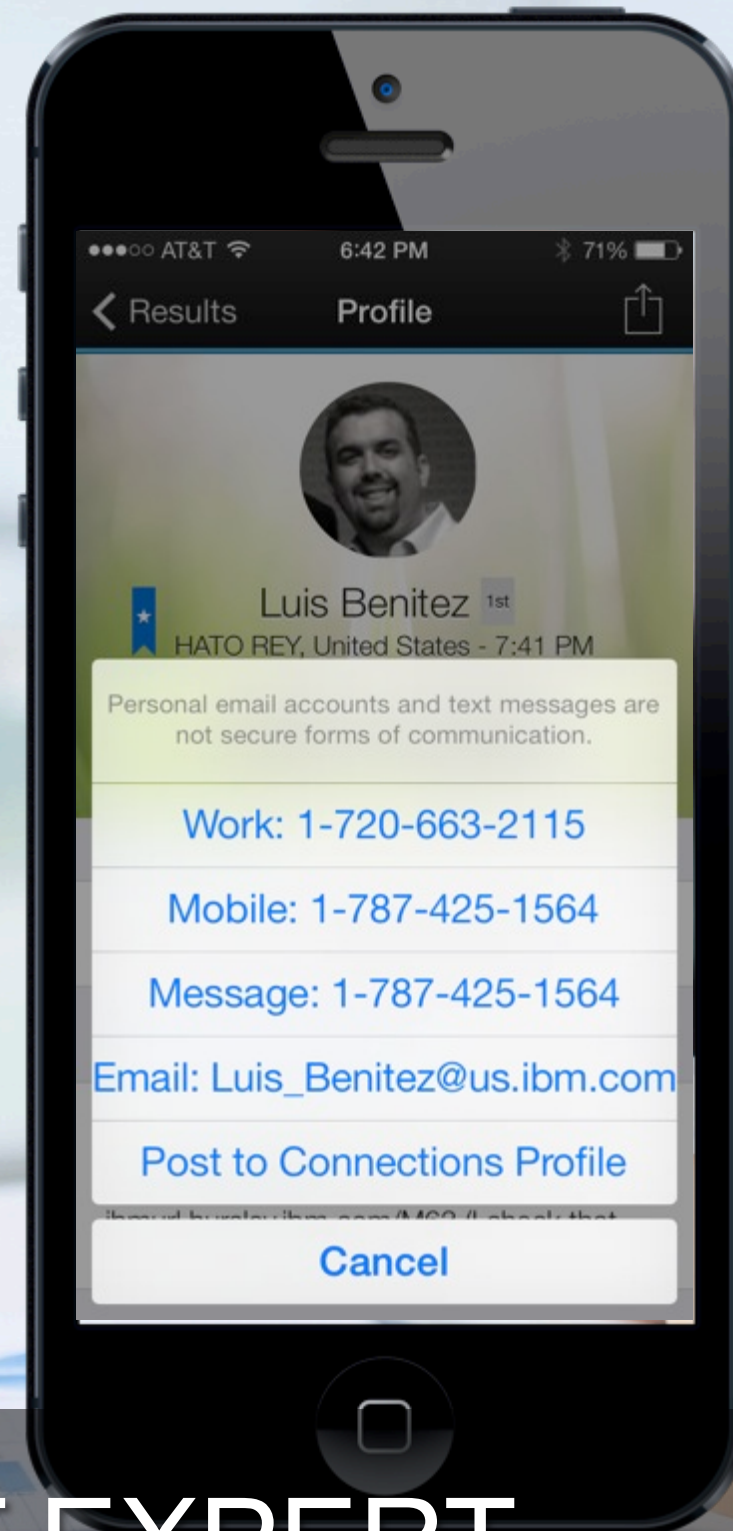
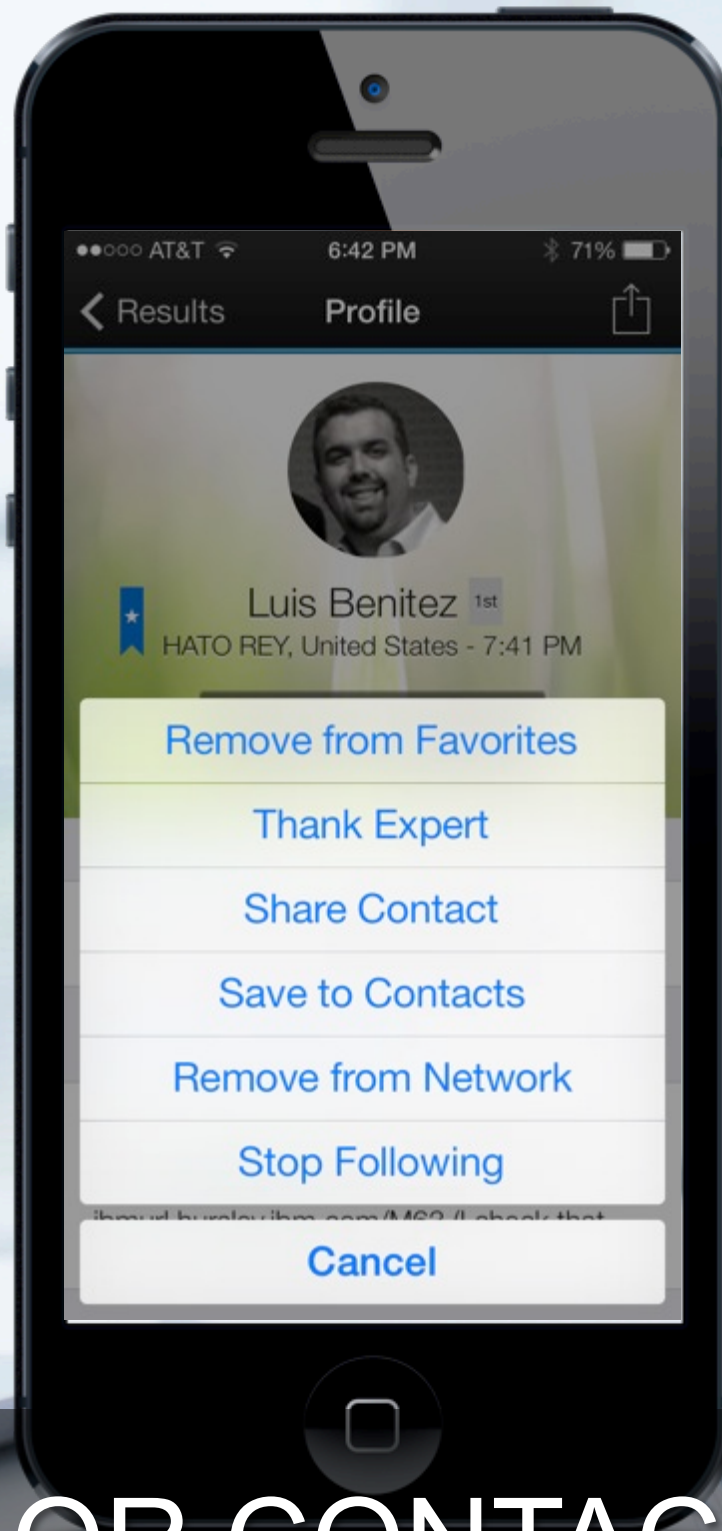
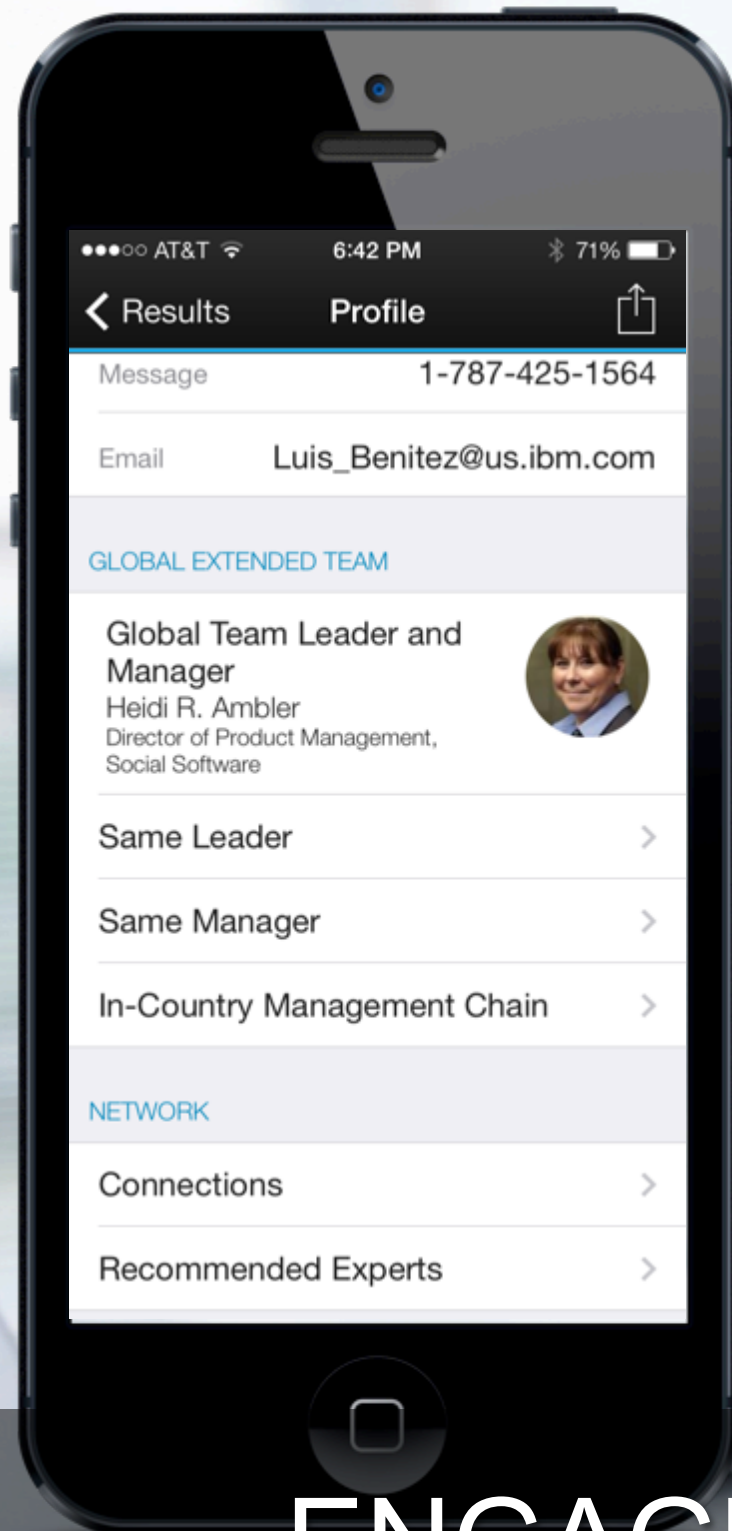
FUTBOL



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

VIDEO Player - "This was the first mobile case, but mobile is the right way to go."

- **Shane Green, Vice President, Power**



7

AT&T Insurance - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, AT&T**



8

Walmart - "We have a mobile app that is the best way to go."


- **John Smith, Vice President, Walmart**



9

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



10

VIDEO - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, VIDEO**



11

VIDEO - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, VIDEO**



12

Openlight - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Openlight**



13

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



14

Walmart - "We have a mobile app that is the best way to go."


- **John Smith, Vice President, Walmart**



15

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



16

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



17

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



18

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



19

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



20

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



21

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



22

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



23

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



24

Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



Walmart - "We have a mobile app that is the best way to go."

- **John Smith, Vice President, Walmart**



Over 100 MobileFirst case studies...

THINK

