



Enterprise Mobility Delivery

The Whole Picture

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Mobility – On the CIO Agenda

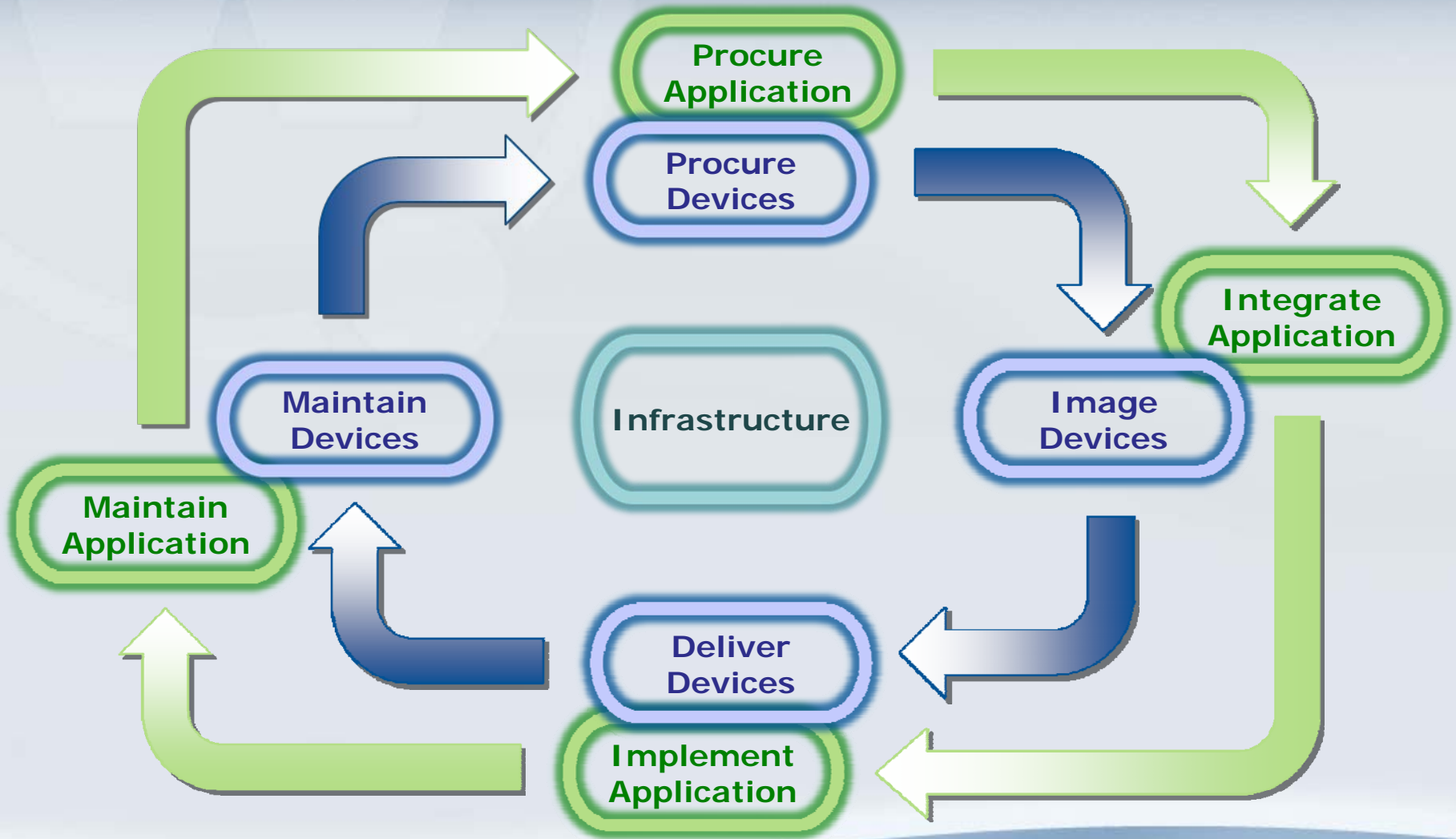
- Recent Forrester Report: **‘Enterprise Mobility, Q4 2008’**
 - “Which of the following initiatives are likely to be a major telecommunications - technology-related priority for 2008?”
 - **65%** Said “Provide more mobility support to employees”
 - “What are the most Critical mobile applications beyond email/PIM?”
 - **38%** Said “Sales Force applications”
 - **35%** Said “Field Service applications” & “Inventory Management applications”
- IBM Point of View
 - Mobility is one of the **top five** CIO Agenda items
 - The devices, operating systems and applications have now reached a level of maturity that matches the requirements of our enterprise customers
 - No single organisation operating alone, has all of the tools & capabilities necessary to deliver an enterprise scale & quality solution
- **Business Drivers versus IT Reluctance**

Mobility – An Opportunity & A Challenge

- **What it takes to deliver an enterprise quality mobility solution**
- Mobility has become a critical business requirement in many areas of the business
- There are many elements to consider in establishing a mobility solution
- Development & deployment is often custom and in-house, costs & benefits are not transparent
- Organisations lack the expertise to successfully implement
- Often benefits are not easily quantifiable – improved service & marketing benefit – and accrue in the line of business whereas costs crystallise in IT departments
- Mobile devices are easier to lose or break and more difficult to fix and that means your data is at risk too!



Lifecycle of Mobility Project



Mobility – Bringing it all together

The Right Operational Model

Procurement & Supply

Staging & Imaging

Device Management

Mobile Application

Application Integration

Connectivity

Service Management

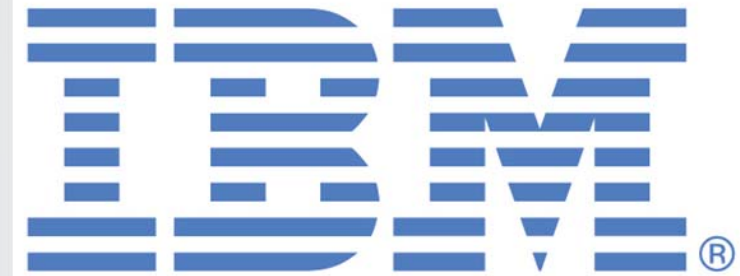
The Right Financing Model

IBM Brings it all together using MMS

- **Practical and up to date experience**
- **Cost control and visibility**
- **Single Point of Contact**
- **Access to the broadest range of proven technologies**
- **International, standardised delivery capability**
- **Existing relationships with key industry players**
- **Investment in R & D and Innovative mobility services**



Thank You!!!



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