Communiqués de presse

IBM dévoile une nouvelle technologie destinée à connecter une planète toujours plus intelligente

Un nouvel outil, un nouveau logiciel et de nouveaux services viennent enrichir l'offre de solutions MobileFirst

Paris - 30 avr. 2013: La stratégie Smarter Planet d'IBM prend un tournant technologique majeur avec le lancement de l'IBM MessageSight, un nouvel outil conçu pour aider les organisations à gérer et à communiquer avec les milliards de dispositifs mobiles et capteurs que l'on trouve dans les systèmes tels que les voitures, les systèmes de gestion du trafic, les bâtiments intelligents ou encore dans les applications domestiques.

Dans les 15 années à venir, le nombre de machines et de capteurs connectés à Internet va exploser. Selon L'IMS Research, il y aura plus de 22 milliards de dispositifs connectés à Internet d'ici 2020. Ces nouveaux dispositifs produiront plus de 2,5 trillions d'octets de nouvelles données chaque jour, tandis qu'à chaque heure qui passe, il se consomme suffisamment d'informations sur Internet pour remplir l'équivalent de 7 millions de DVD.

Basé sur la technologie MQTT (Message Queuing Telemetry Transport), IBM MessageSight apporte la performance, la valeur et la simplicité que les organisations requièrent pour satisfaire la variété croissante de dispositifs mobiles et de capteurs. Cette solution permet de traiter en temps réel et en parallèle de grands volumes d'événements, permettant ainsi aux entreprises de consolider l'ensemble des informations en un seul endroit et d'en tirer de meilleures décisions business. IBM MessageSight est capable de supporter un million de capteurs ou de dispositifs intelligents en simultané et peut gérer jusqu'à 13 millions de messages par seconde.

La capacité d'IBM MessageSight à traiter d'énormes volumes de messages en fait un outil idéal pour les gouvernements ou les organisations qui cherchent à connecter et à apporter l'intelligence dans les villes et dans les industries telles que le secteur automobile, la santé et la finance.

La grande majorité des 22 milliards de capteurs se trouveront dans dispositifs mobiles. En conséquence, IBM MessageSight est conçu pour compléter et prolonger les offres du portefeuille IBM MobileFirst, permettant désormais à une entreprise de créer des solutions mobiles, de gérer et de contrôler ces dispositifs mobiles en temps réel.

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IBM Unveils New Technology to Connect a Smarter Planet

New Appliance, Software and Services Extend the IBM MobileFirst Strategy

LAS VEGAS - 30 Apr 2013: IBM's (NYSE: IBM) Smarter Planet strategy took a major technological step forward today with the introduction of IBM MessageSight, a new appliance designed to help organizations manage and communicate with the billions of mobile devices and sensors found in systems such as automobiles, traffic management systems, smart buildings and household appliances.

Over the next 15 years, the number of machines and sensors connected to the Internet will explode. According to IDC Research, there will be more than 22 billion web-connected devices by 2020[i]. These new devices will generate more than 2.5 quintillion bytes of new data every day[ii], while every hour enough information is consumed by Internet traffic to fill seven million DVDs.[iii]

Building on the Message Queuing Telemetry Transport (MQTT) technology, IBM MessageSight delivers the performance, value and simplicity that organizations need to accommodate the growing multitude of mobile devices and sensors. This enables large volumes of events to be processed in near real time, allowing organizations to consolidate all of the information in one place and more easily glean insights to make better business decisions. IBM MessageSight is capable of supporting one million concurrent sensors or smart devices and can scale up to thirteen million messages per second.

"*When we launched our Smarter Planet strategy nearly five years ago, our strategic belief was that the world was going to be profoundly changed as it became more instrumented, interconnected and intelligent. IBM MessageSight is a major technological step forward in continuing that strategy*," said **Marie Wieck, general manager, WebSphere, IBM**. "*Until now, no technology has been able to handle this volume of messages and devices. What's even more exciting is that this only scratches the surface of what's to come as we continue down this path of a Smarter Planet*."

The ability of IBM MessageSight to handle and route tremendous volumes of messages makes it ideal for use by governments and organizations looking to connect and infuse intelligence into cities and across industries such as automotive, healthcare and finance.

For instance, an automotive manufacturer can use IBM MessageSight to help manage the features and services of its automobiles. With thousands of sensors in each car, a dealer can now be notified when a "check engine" light turns on in a specific car. Based on the information transmitted by the engine sensor, the dealer could then notify the owner that there is a critical problem and they should get their car serviced immediately.

"*To realize the vision of a Smarter Planet, we must first enable the universe of instrumented sensors, devices and machines to communicate more efficiently while sharing, managing and integrating large volumes of data at a rate much faster than ever before,*" said **Bob S. Johnson, director of development for Sprint's Velocity Program**. "*We have been testing IBM MessageSight for some initial projects and are excited about the capabilities that it could help us deliver to the vehicle and beyond*."

The vast majority of the 22 billion sensors will be found in devices that are mobile. As a result, IBM MessageSight is designed to complement and extend the IBM MobileFirst offerings, now enabling a corporation to create mobile solutions, manage and monitor those mobile devices in real time. Introduced in February, IBM MobileFirst is a collection of mobile enterprise software, services, cloud and analytics capabilities that help a corporation design, deploy, secure and manage mobile strategies and apps. According to IDC, the market for mobile enterprise infrastructure software and services was $14.5 billion in 2012, growing at a compound annual growth rate of 16.3%. IDC expects this market to reach $30.9 billion in 2016.

Foundational to IBM MessageSight is its support of MQTT, which was recently proposed to become an OASIS standard,

providing a lightweight messaging transport for communication in machine to machine (M2M) and mobile environments. Sensors are often small in size, have low power and typically low communications bandwidth capabilities. MQTT can be used in conjunction with these devices. Its low power consumption, high performance and reliability allow real time updates that can be acted upon immediately.

IBM MobileFirst Portfolio Delivers Expanded Mobile Analytics and Cloud Services to Clients

In other news, the IBM MobileFirst portfolio is being extended further today with the introduction of new mobile analytics capabilities and cloud services that enable corporations to design more engaging mobile offerings to reach customers, partners and employees in new and compelling ways. As a result, mobile apps can now be constantly tailored to meet the needs of the specific audience they are trying to reach.

Using mobile analytics to collect usage data is an effective and powerful way for companies to create a better user experience and target their customers. IBM's MobileFirst platform is the first in the industry to speed the process of building apps by enabling companies to seamlessly integrate analytics and capture the complete on-device experience of how customers are using apps, including insight into gestures, dwell time and navigation.

The IBM MobileFirst platform now includes geo-location services for developers. Now, geo-location triggers can be used to extend applications to take contextual action based on a user's location to provide personalized service. Featuring a new toolkit, developers can more efficiently monitor battery and network bandwidth. Additionally, newly integrated mobile app testing capabilities enable organizations to improve app quality while reducing the effort needed to test across different mobile platforms.

As mobile apps proliferate, the cloud has also emerged as a key enabler of this growth. Cloud delivery of mobile applications accelerates time to value and speed to market, making availability of new capabilities instantaneous. According to a recent MarketsandMarkets report, mobile cloud services are estimated to grow from $216.5 million in 2012 to $7.7 billion in 2017[iv].

To help organizations take advantage of this opportunity, IBM is also introducing new cloud services for mobile so that companies can focus on creating compelling user experiences, rather than spending time on back end connectivity and integration issues.

This includes a new mobile marketing service that helps organizations create digital passes for employees in Apple's Passbook. Accessed through the cloud, organizations can quickly design and issue passes for loyalty, events, ticketing, payments and more without having to purchase on-premise development tools.

In related news, IBM's recently announced acquisition of UrbanCode will also help its clients tap into new opportunities in mobile. Based in Cleveland, Ohio, UrbanCode automates the delivery of software, helping businesses quickly release and update mobile, social, big data and cloud-based apps.

About IBM MobileFirst

As the first new technology platform for business to emerge since the World Wide Web, mobile computing represents one of

the greatest opportunities for organizations to expand their business. Based on nearly 1,000 customer engagements, 10 mobile-related acquisitions in the last four years, a team of thousands of mobile experts and 270 patents in wireless innovations, IBM MobileFirst offers an array of solutions that helps businesses connect, secure, manage and develop mobile networks, infrastructures and applications.

To learn more about IBM MobileFirst solutions visit the press kit or http://www.ibm.com/mobilefirst.
Follow @ibmmobile and @ibmimpact on Twitter, and see IBM MobileFirst on YouTube, Tumblr and Instagram.

These new capabilities are on display at this year's IMPACT 2013 conference, which features more than 8,000 attendees and hundreds of client testimonials, presentations, workshops and product demos. For more information on IMPACT 2013, join the conversation on Facebook and tune in to the live stream here: www.ibm.com/impact/.

[1] "22 Million Web-Connected Devices 'by 2020'," Marc Chacksfield, August 18, 2010.

[1] http://www.investingdaily.com/17095/big-data-a-special-report-on-a-rising-investment-trend-part-1/

[1] http://www.atelier.net/en/trends/articles/data-and-internet-take-lot-space-real-world

[1] http://www.marketsandmarkets.com/