

Mobilité : IBM accélère l'innovation des entreprises avec ses nouveaux services MobileFirst

IBM étend son offre MobileFirst pour permettre à ses clients de développer et lancer plus rapidement leurs solutions mobiles

Paris, France - 08 avr. 2014: [Une récente étude IBM](#) montre que 90% des organisations internationales ont décidé de maintenir ou d'accroître leurs investissements dans les technologies mobiles dans les 12 à 18 mois à venir. Cependant, ces entreprises doivent faire face aux 3 défis majeurs de la Mobilité: l'intégration, l'implémentation et la capacité à réagir vite aux changements technologiques et à l'évolution des appareils mobiles. C'est pourquoi IBM annonce aujourd'hui le développement d'un nouveau portefeuille de services [IBM MobileFirst](#) afin d'aider les entreprises à mieux s'affranchir de ces challenges.

Par ailleurs, dans le cadre de son rapport MarketScape, IDC nomme IBM leader mondial en Conseil et Services Technologiques en mobilité. Après une analyse de 14 entreprises avec 117 critères d'évaluation, IBM a été nommé dans la catégorie des "leaders" pour "sa formation et son partage des connaissances, la qualité de sa gamme de services, son expertise en Recherche & Innovation mais également pour le rythme et la productivité de son développement, l'engagement de ses employés et la satisfaction de ses clients".

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IBM Accelerates Mobile Innovation for Businesses with New MobileFirst Services

Expands Services Portfolio to Help Clients Rapidly Develop and Launch Mobile Solutions

ARMONK, N.Y. - 7 April 2014: To help organizations accelerate and drive more business value from their mobile initiatives, IBM (NYSE: IBM) today announced the expansion of its [IBM MobileFirst](#) portfolio with new and enhanced services focused on mobile strategy and security, application development and device procurement and management.

"The expansion of our mobility services portfolio demonstrates our continued investments in building the full breadth of capabilities clients need to radically transform and grow their business through mobile," said Rich Esposito, general manager, Mobility Services, IBM Global Technology Services. "In 2014, we will further leverage our software acquisitions and growing capabilities in the cloud to provide clients with more flexibility and choices, including 'mobility as-a-service' solutions."

A [recent IBM study](#) reports that 90 percent of global organizations across eight major industries are planning to

sustain or increase their investments in mobile technologies over the next 12 to 18 months. According to the report, the top three mobile challenges facing organizations are:

- Integrating mobile applications with existing systems (54 percent)
- Implementing secure end-to-end mobile solutions for devices and applications (53 percent)
- Reacting to changes in technology and mobile devices in a reasonable period of time (51 percent)

Today mobile is helping drive business transactions and revenue while delivering valuable information that teams can tap into to identify and capture new business opportunities. As a result, mobile leaders are doing more to integrate this channel into the fabric of their business, helping clients address their key challenges and fully integrate mobile across their entire business.

For example, The Fashion Institute of Design and Merchandising (FIDM) wanted to enable secure bring your own device (BYOD) access to online resources at all campuses while enhancing user satisfaction and increasing productivity for faculty, staff and guests. Using IBM solutions including its IBM Network Services, FIDM rolled out a BYOD solution that lets users securely access online resources using their smartphones, tablets and laptops. As a result FIDM has improved user satisfaction while increasing faculty and staff productivity.

In order to help further drive this transformation, IBM is rolling out new and enhanced mobility services, including:

- IBM Mobile Infrastructure Consulting Services – Helps enterprises evaluate their existing mobile infrastructure environment, identify gaps and build a comprehensive mobile strategy and roadmap that meets their business and technical needs. Using industry-specific points of view, IBM guides the journey, focuses clients on approaches that are specific to their business and recommends solutions that achieve the client's service management, cloud and workplace objectives.
- IBM Mobile Application Platform Management Services – With apps emerging as a key growth area for their business, enterprises are creating their own developer communities. With these new services IBM will help clients build, configure and fully manage their developer community's app dev environment, supported by both software and a skilled team of experts.
- IBM Mobile Device Procurement and Deployment Services – Allows clients to simplify the selection and ordering of devices and install the client's tailored platforms, apps and service components. Devices can be shipped directly to employees and include services for ongoing secure management, customer service and predefined refresh cycles with disposal or repurposing.
- IBM Mobile Managed Mobility Services – Provides enterprises with scalable, secure, reliable and flexible management of their mobile infrastructure and wireless endpoints. With these services IBM helps clients reduce the risk, complexity and cost of managing their bring your own device (BYOD) and corporate device programs while freeing up the client's IT resources to focus on core business needs. Leveraging technology from its

acquisition of Fiberlink, IBM has enhanced the offering with Mobility as a Service (MaaS) as its primary-go-to-market focus, using MaaS360 and an ecosystem of IBM business partners to deliver cloud-based solutions.

- **Mobile Network Services** – Provides customers with a deep understanding of resources required to deploy a secure, scalable and reliable network infrastructure to support the unique demands of their mobile business. As a result, clients can identify the new unique components and design considerations that must be taken into account to establish a secure mobile enterprise. For example, customers can pinpoint what type of mobile security is required to sustain the increased network traffic volume generated by mobile apps and data.
- **Mobile Collaboration Services** – Provides a suite of productivity solutions including email, instant messaging, voice and video that enable mobile employees to exchange information, locate experts and become more productive. Clients can benefit from design, implementation and managed services to help them stay connected and perform business transactions from any mobile device, anywhere. As a result, employees become more collaborative, creative and effective, driving growth, customer loyalty, cost reductions and higher employee satisfaction.
- **Mobile Virtualization Services** – Enables clients to leverage virtualization technology to design, implement and manage distributed end users. Using this service, end users can access platform independent, hosted applications and full client images. This comprehensive offering includes assessment, design and implementation and managed services delivered on premises. Devices included in this service include laptops, workstations, tablets and thin clients.
- **IBM Smart and Embedded Device Security** – Helps enterprises secure their emerging mobile applications and enables device manufacturers to address concerns around safety, stability, service cost and intellectual property protection of smart and embedded devices. IBM uses threat modeling, source code analysis and penetration testing of device and application, including firmware and kernel module security, to identify and fix vulnerabilities. This enables the client to prevent hackers from gaining root access to their devices and increases the integrity and availability of their security services.

In 2013, IBM launched IBM MobileFirst, a significant mobile strategy that enables clients to radically streamline and accelerate mobile adoption. IBM assembled the people, technology and R&D to build the most comprehensive mobile portfolio in the industry. IBM MobileFirst combines deep industry expertise with mobile, Big Data and analytics, cloud and social technologies to help organizations capture new markets and reach more people.

About IBM

For more information about IBM, visit: <http://ibm.com/mobilefirst>

IBM Named A Worldwide Leader in IDC MarketScape for Mobile Consulting and Technology Services

IBM recognized for its technical expertise in mobile, global scale and client flexibility

Armonk, N.Y. - 7 April 2014: IBM (NYSE: IBM) today announced that IDC has named IBM a leader in the new MarketScape Worldwide Mobile Application Development, Testing, Management, and Infrastructure (mADTMI) Services 2014 Vendor Assessment.

Following an evaluation of 14 companies against 117 criteria, IBM was recognized in the “leaders” category in part for its “training and knowledge sharing, range of service capabilities, innovation/research and development pace and productivity, employee engagement, and customer satisfaction.”

The report highlighted customers’ praise for IBM’s technical expertise in mobile, consulting and its global technology services, as well as, its flexibility to coach clients through the application development cycle, regardless of the design process already in place. IBM’s professionalism, punctuality, customer service, and overall project management capabilities – were also noted.

Today’s announcement reinforces IBM’s commitment to helping organizations across multiple industries streamline and accelerate mobile adoption. Based on more than 10 mobile-related acquisitions, a team of thousands of mobile experts and 270 patents in wireless innovations, IBM MobileFirst solutions help businesses connect, secure, manage and develop mobile networks, infrastructures and applications.

“As mobile technology has grown in functionality and popularity, organizations are becoming inundated with data, challenged by customer demands, and faced with the complex decision to partner with a provider that offers the right combination of both business and technology services to support their mobile initiatives,” said Kevin Custis, Global Leader, Mobility and Social Business, IBM Global Business Services. “This evaluation acknowledges the value that a strong, front office-focused client agenda can bring to organizations that want to better engage with customers and remain competitive.”

Based on IDC analysis and customer perception, IBM’s position as a leader was secured for the following key attributes:

- IBM’s global delivery capability and the use of mostly commercially available tools to build, test, and manage mobile applications.
- IBM’s dedication to overall project time teaching and coaching clients on their newly developed mobile applications.

- IBM's percentage of mADTMI services resources with business requirements gathering, analysis, and definition skills outweighed the competitor group average.
- The percentage of user experience personnel with creative design and information architecture skills was higher than the competitive peer group average. IBM recently announced the expansion of the IBM Interactive Experience , where researchers and designers are working directly with clients to develop experiences that are increasingly mobile-driven. These experiences leverage IBM's MobileFirst portfolio to take advantage of the transformational nature of mobile solutions.
- High level of research and development investment in mobility services, as well as its high customer service and flexibility to work with client's application development methodology. . In fact today, IBM announced the expansion of its IBM MobileFirst portfolio with new and enhanced services focused on mobile strategy and security, application development and device procurement and management.
- The company's professionalism, punctuality, and overall project management capabilities.

Additionally, with reports such as the IBM Institute for Business Value study, " The 'Upwardly Mobile' Enterprise ," IBM consulting continues to deliver thought leadership that helps companies identify how mobile can and should reshape their business models.

To download the IDC MarketScape Worldwide Mobile Application Development, Testing, Management, and Infrastructure Services 2014 Vendor Assessment report, visit:<http://www.idc.com/getdoc.jsp?containerId=247480>.

For more on IBM Business Consulting Services, visit <http://www.ibm.com/services/gbs> .

About IDC MarketScape

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

Sources: IDC MarketScape MarketScape Worldwide Mobile Application Development, Testing, Management, and Infrastructure Services 2014 Vendor Assessment Doc # 247480, March 2014.

