

IBM accélère le développement d'applications mobiles pour les entreprises

Paris - 29 avr. 2014: Les applications mobiles étant devenues le point de contact privilégié des entreprises avec leurs clients, ce sont à la fois la marque et les résultats qui peuvent pâtir d'une mauvaise expérience client. Une nouvelle étude Gartner sur les applications mobiles révèle même que les attentes des consommateurs sont si hautes pour les applications payantes que moins de 0,01% d'entre elles (soit une sur 10 000) pourront être considérées comme rentables pour leurs développeurs d'ici 2018. A cela s'ajoute le fait que 80% des applications ne sont utilisées qu'une fois avant d'être supprimées.

Les risques et les coûts associés au développement d'applications pour les entreprises se multiplient car elles doivent pouvoir être utilisables sur plusieurs terminaux mobiles et plateformes afin de permettre aux organisations de capitaliser sur les opportunités mobiles, en créant un engagement plus fort auprès des consommateurs. Elles doivent aussi permettre à leurs employés d'être plus productifs et en relation permanente avec un écosystème de partenaires. Cela requiert donc des innovations constantes et la nécessité de lancer rapidement ces applications à large échelle.

IBM annonce l'élargissement de son portefeuille de solutions destinées à aider les entreprises à développer des applications mobiles sécurisées et engageantes pour les professionnels lors de son événement IBM Impact qui se tient à Las Vegas le 29 avril. Ces nouvelles solutions comprennent :

- Le portefeuille de développement d'applications IBM MobileFirst destiné aux développeurs afin de les aider à designer et à générer des applications rapidement.
- L'ouverture de 18 nouveaux studios MobileFirst pour permettre aux clients un accès direct aux experts technologiques, aux développeurs et aux designers mobiles.
- La mise à disposition des IBM Ready Apps, une suite d'applications permettant d'accélérer le déploiement d'applications incluant des fonctions spécifiques à certains secteurs d'activités.

Le succès d'applications mobiles destinées aux consommateurs établit de nouvelles normes pour les entreprises en matière de développement. IBM poursuit son élan et enrichit significativement son portefeuille de développement d'applications mobiles, cela dans le but d'aider les décideurs et les développeurs à fournir des applications engageantes à une large échelle.

IBM complète MobileFirst pour permettre à ses clients de gérer, d'intégrer et de tirer profit des terminaux mobiles. Nous renforçons sans cesse notre savoir-faire pour fournir nos solutions et disposons aujourd'hui de plus de 3000 experts des services et des logiciels dédiés au mobile. L'activité mobile d'IBM a ainsi doublé depuis l'année dernière.

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IBM Fuels Next Wave of Mobile Apps for the Enterprise

LAS VEGAS - 29 Apr 2014: IBM (NYSE: [IBM](#)) today announced a significant expansion of its IBM MobileFirst Application Development portfolio, new industry-specific IBM Ready Apps, and the opening of 18 new IBM MobileFirst studios around the world to help business leaders accelerate mobile initiatives.

The new offerings will help developers from enterprise and born on the web companies quickly design, deliver and deploy

secure [mobile](#) apps – helping to prevent data leaks and vulnerabilities – with the same speed and simplicity that consumers have come to expect, at enterprise scale.

“As mobile apps become a primary touchpoint with clients, the stakes run high to delight consumers. At the same time, the cost of a poorly designed app can significantly impact both the brand and bottom line,” said Marie Wieck, General Manager, IBM MobileFirst. “IBM’s mobile platform, apps and studios are designed to help businesses accelerate the adoption of a mobile strategy for business growth.”

The new IBM mobile offerings include:

IBM MobileFirst Application Development portfolio: A complete range of tools for developers to create, deploy and manage mobile apps, on-premise or in the cloud. The IBM portfolio, comprised of IBM Worklight, Cloudant and [BlueMix](#) technologies and services, enables developers to quickly build and deploy mobile apps.

IBM Worklight is a [mobile enterprise](#) app development platform deployed on a client’s IT infrastructure, while BlueMix delivers similar capabilities as cloud-based services. Both can be used with Cloudant, IBM’s NoSQL distributed database-as-a-service (DBaaS) for mobile apps.

With the new portfolio, IBM has addressed the evolving needs of [mobile app developers](#) by redefining the mobile application development platform. This redefinition includes offering enterprise-grade security and integrated quality assurance, so clients can build better, more secure apps faster. The new platform features a new app scanning capability to identify potential data leaks and vulnerabilities.

A new version of IBM Worklight integrates additional mobile app lifecycle capabilities, expanding the definition of a mobile application development platform. IBM Worklight now allows enterprises to optimize mobile user experiences by supporting both native (via [SDKs](#)) and hybrid development models, as well as add new capabilities such as the USSD (Unstructured Supplementary Service Data) protocol for mobile money solutions in emerging markets. The BlueMix Platform-as-a-Service provides composable app creation and deployment capabilities in an open, common environment to reduce complexity. Both IBM Worklight and BlueMix offer mobile quality assurance capabilities to help developers track user experiences and provide sentiment analysis, crowd sourced feedback submissions, and in-context crash reports that identify problems for rapid resolution.

IBM MobileFirst Business Acceleration portfolio offers IBM Ready Apps, a suite of industry-specific, pre-configured apps that can save clients up to 60 percent on time and resources. Whether an organization is just getting started or has multiple successful mobile projects underway, the IBM Ready Apps streamline design and enable organizations to customize their app once and deploy it to any platform or device. Organizations can also tailor the look and feel of apps and add features using built-in integration with common industry APIs.

IBM Ready Apps include those for banking, retail, healthcare, insurance, travel and transportation, government and connected devices. **IBM Ready App for Industrial, Connected Home** users can control and configure devices throughout their home such as setting the thermostat, arming the in-home alarm system, turning lights on or off, and setting/adjusting appliance settings. In addition, users can also view the amount of energy being used by a specific home device or in an aggregated view of all devices in the home.

IBM Ready App for Retail, In-Store Associate will help retailers benefit from the use of an in-store performance dashboard to

track productivity, look up inventory and view store maps to analyze in-store foot traffic to prioritize customer service.

“Mobile banking is changing not only how people bank, but also what they expect from their bank. Our goal is to use technology to make banking simpler, engaging, more relevant and accessible for all Canadians. Developments in mobile banking will continue to transform the industry and people’s relationship with their money,” said Charaka Kithulegoda, CIO, Tangerine. “IBM will help accelerate our mobile app development and provide value to our clients through richer and more engaging banking experiences.”

IBM MobileFirst studios expand IBM’s mobile ecosystem, providing clients direct access to local teams of IBM mobile experts including designers, developers, architects and consultants in locations around the globe. Clients can work side-by-side with IBM mobile professionals to quickly conceive, design, build and deploy working prototypes. In addition, clients will be able to access the two new families of solutions announced today and benefit from capabilities ranging from the creation of new apps to transform the retail banking customer experience, to new solutions that can change the face of patient healthcare.

The new IBM MobileFirst studios further the investment in the IBM Interactive Experience Labs and are located in major global cities including Atlanta, Georgia; Austin, Texas; Bangalore, India; Beijing, China; Boston, Mass.; Chicago, Ill.; Dallas, Texas; Ehningen, Germany; Groningen, Netherlands; La Gaude, France; London, UK; Melbourne, Australia; Mexico City, Mexico; New York City, NY; Sao Paulo, Brazil; Shanghai, China; Tokyo, Japan; and Toronto, Canada.

For more information IBM MobileFirst, visit the [press kit](#) or www.ibm.com/mobilefirst.

Follow [@IBMmobile](#) on Twitter, and see IBM MobileFirst on [YouTube](#), [Tumblr](#) and [Facebook](#).

For more information on IBM Impact, visit www.ibm.com/press/ibmimpact2014.
