WebSphere User Group

Mobile with WebSphere Portal and IBM Worklight - from Desktop to Device

Daniel Kilpatrick
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Client Technical Professional

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Agenda

- Setting the Scene
- IBM Mobile Strategy

Demonstrations

- Making Portal mobile
- Using Worklight to deliver mobile application
- Integration with Web Experience Factory

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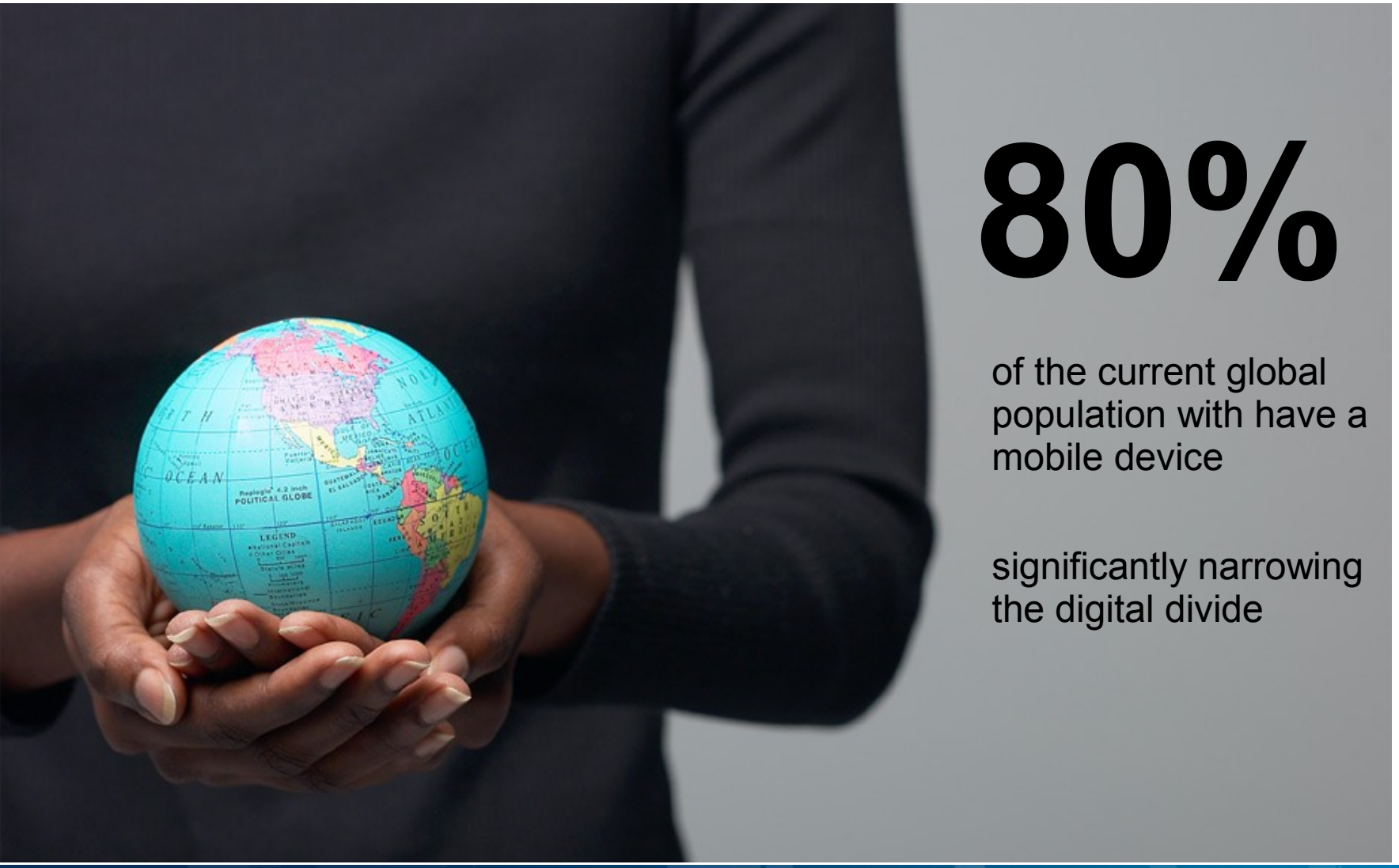
In **5** years...



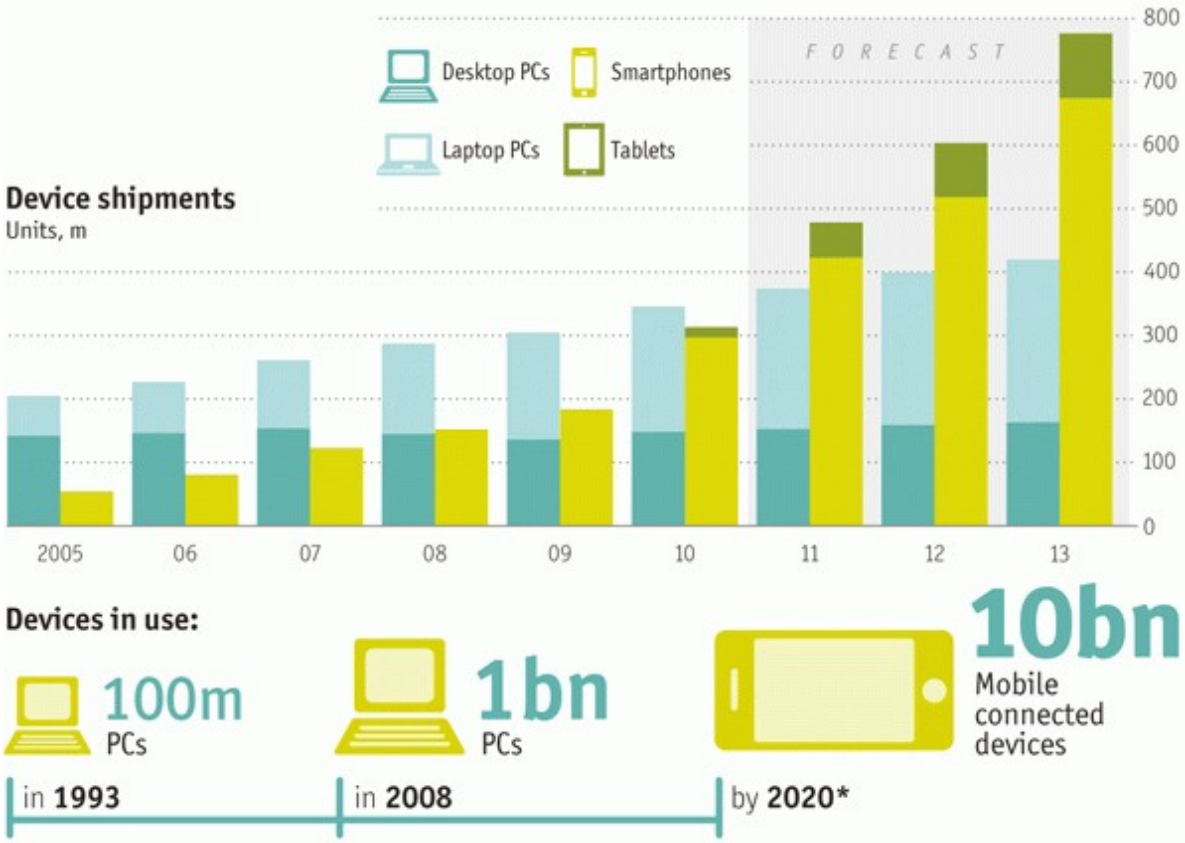
80%

of the current global population with have a mobile device

significantly narrowing the digital divide

http://asmarterplanet.com/blog/2011/12/the-digital-divide-will-cease-to-exist.html

10 billion



mobile connected devices by 2020

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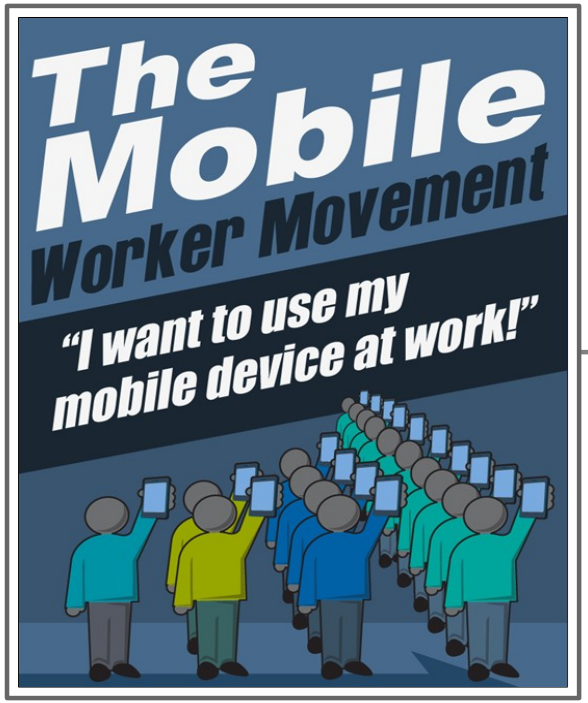
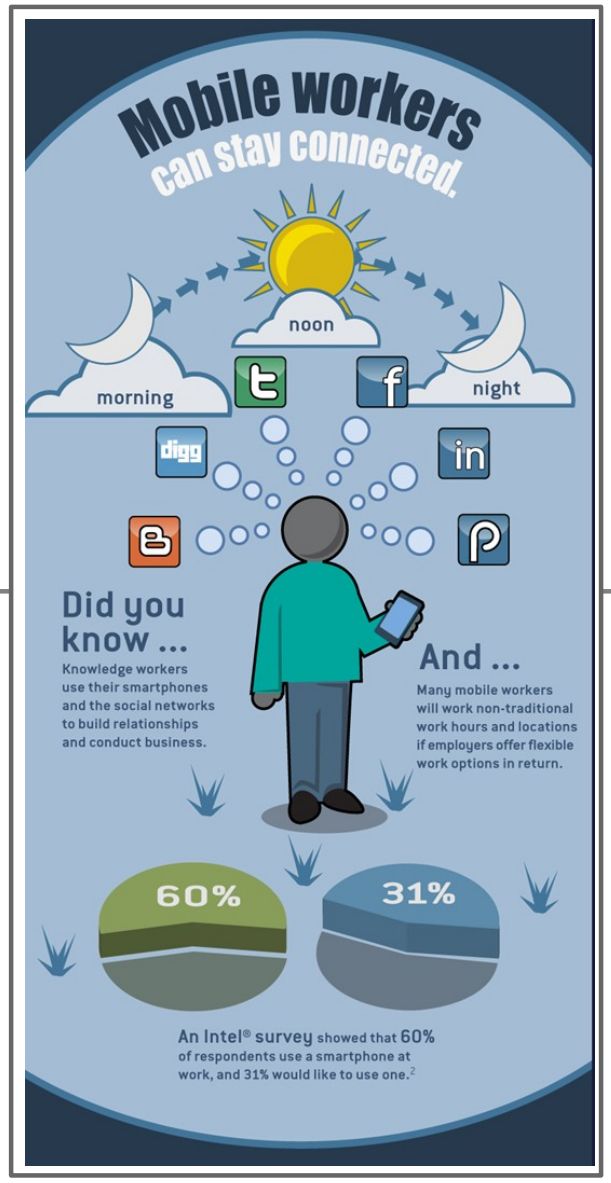
Infographic http://www.economist.com/node/21531109

Mobile **Workers**...





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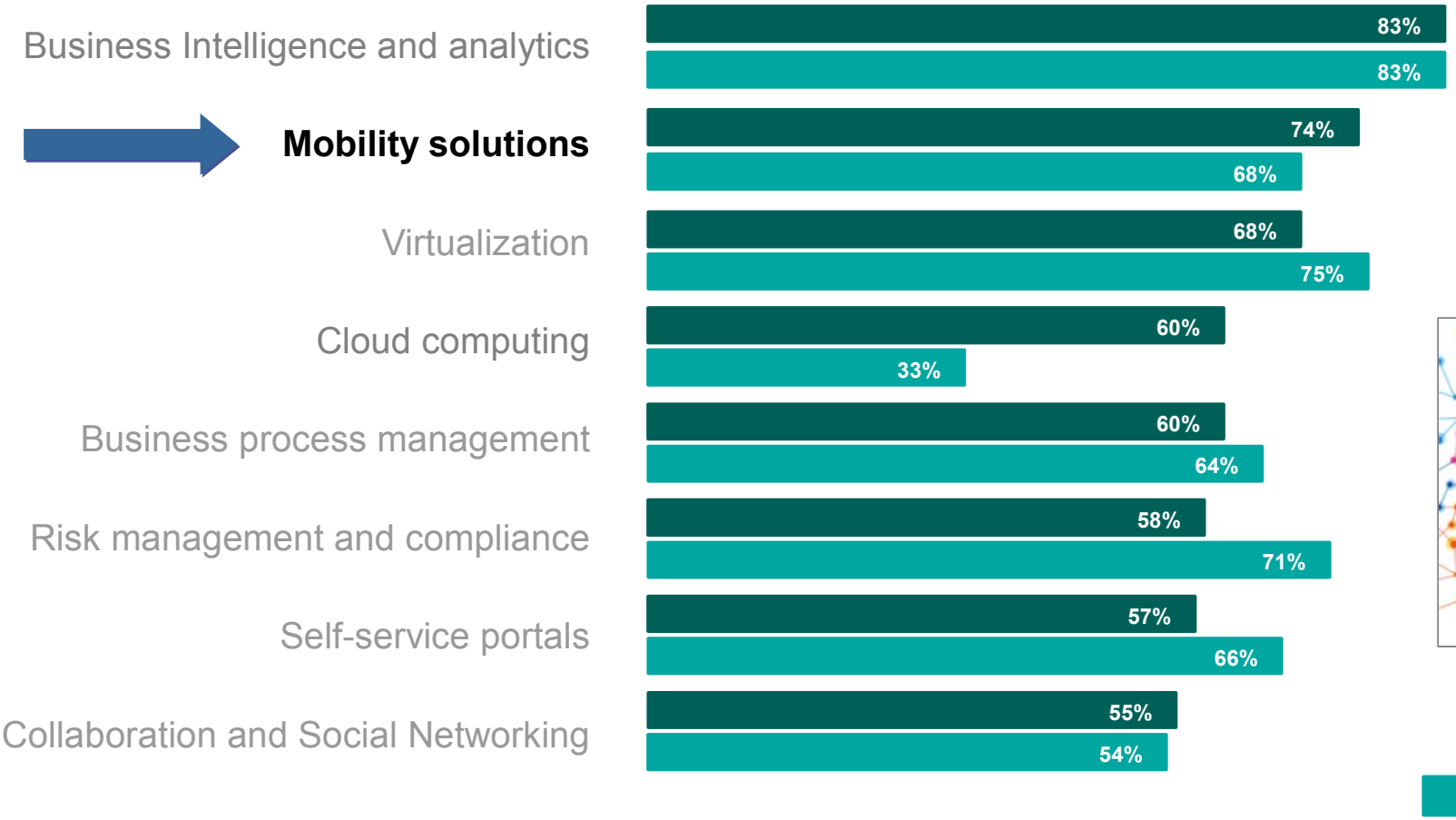
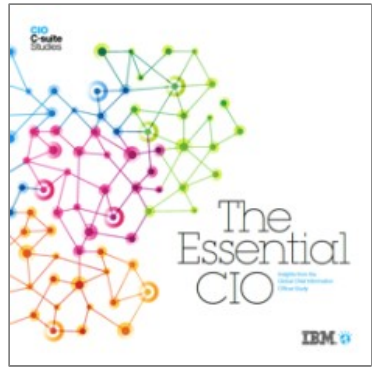
One of the **CIOs** top priorities

Most important visionary plan elements of the next 3 to 5 years





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Business. Made Social.

Source: 2011 CIO Study. Q12: "Which visionary plans do you have to increase competitiveness over the next 3 to 5 years?" (n=3,018)

Users Are Instrumented

Continually online, interacting through multiple devices

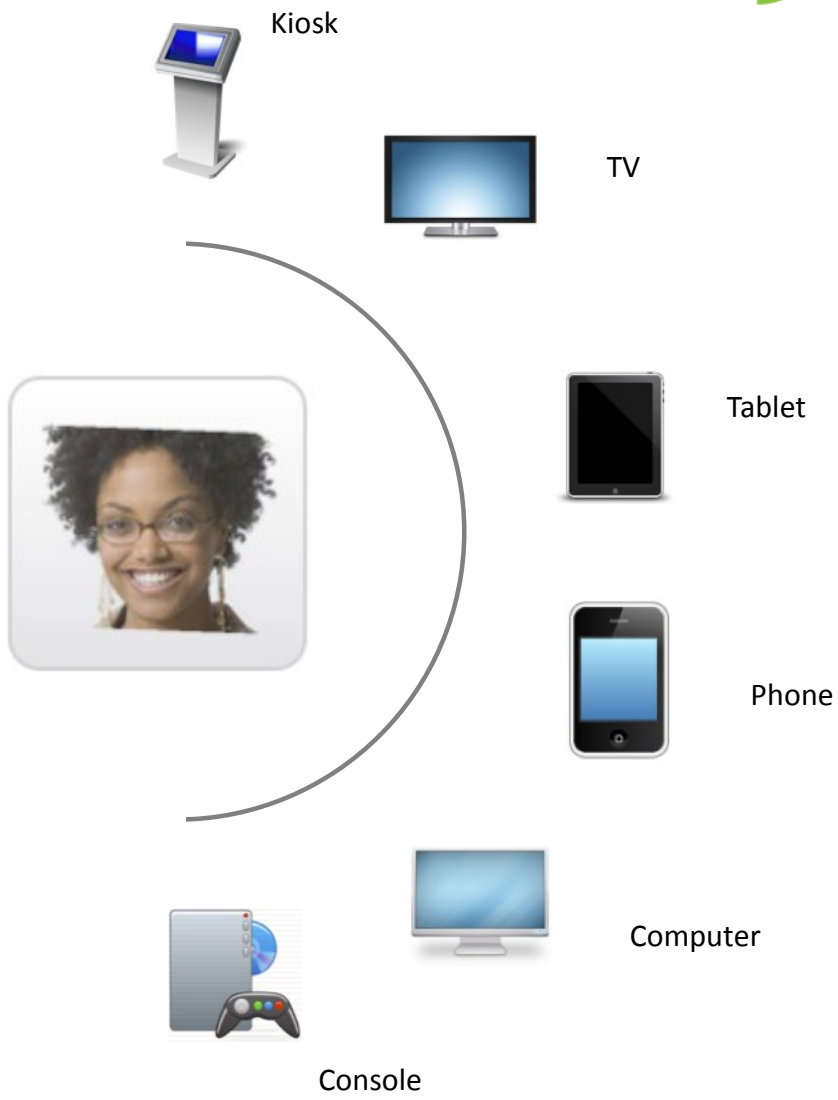
177 million US online adults In the U.S.

105 million have **two** or **more** different types of devices connected to the Web

One-third of those have at least **four** different types of devices online

4.5 million have at least **nine** different types of gadgets connected to the Web

Ubiquitous connection to the web



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Exceptional Web Experience

Integrated

Optimized
(Multichannel/ Multiscreen)

Personalized

Content,
Applications,
Process

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IBM WebSphere Portal Mobile Experience

- Targets high-end smartphones: Android, BlackBerry, iPhone
- Lightweight, visually rich, exploiting CSS3 visual effects
- Mobile navigation widgets
- Mobile page layouts
- Offline support

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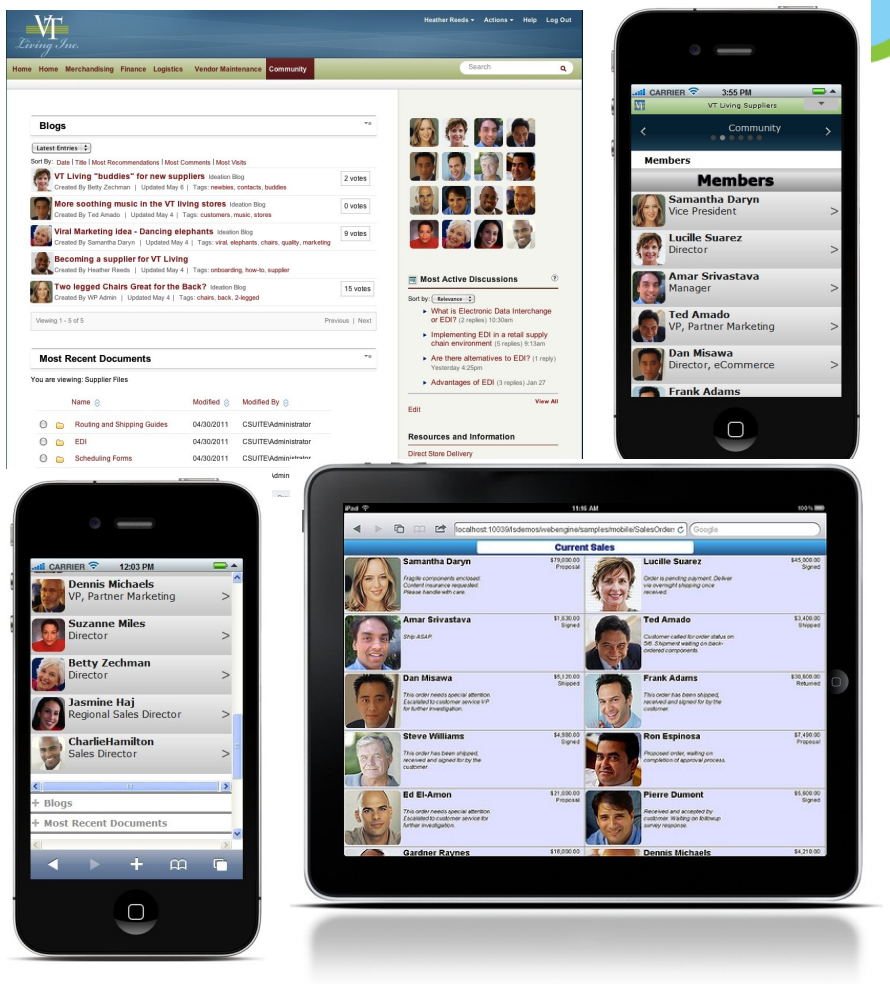
IBM WebSphere Portal enables multi-device web sites

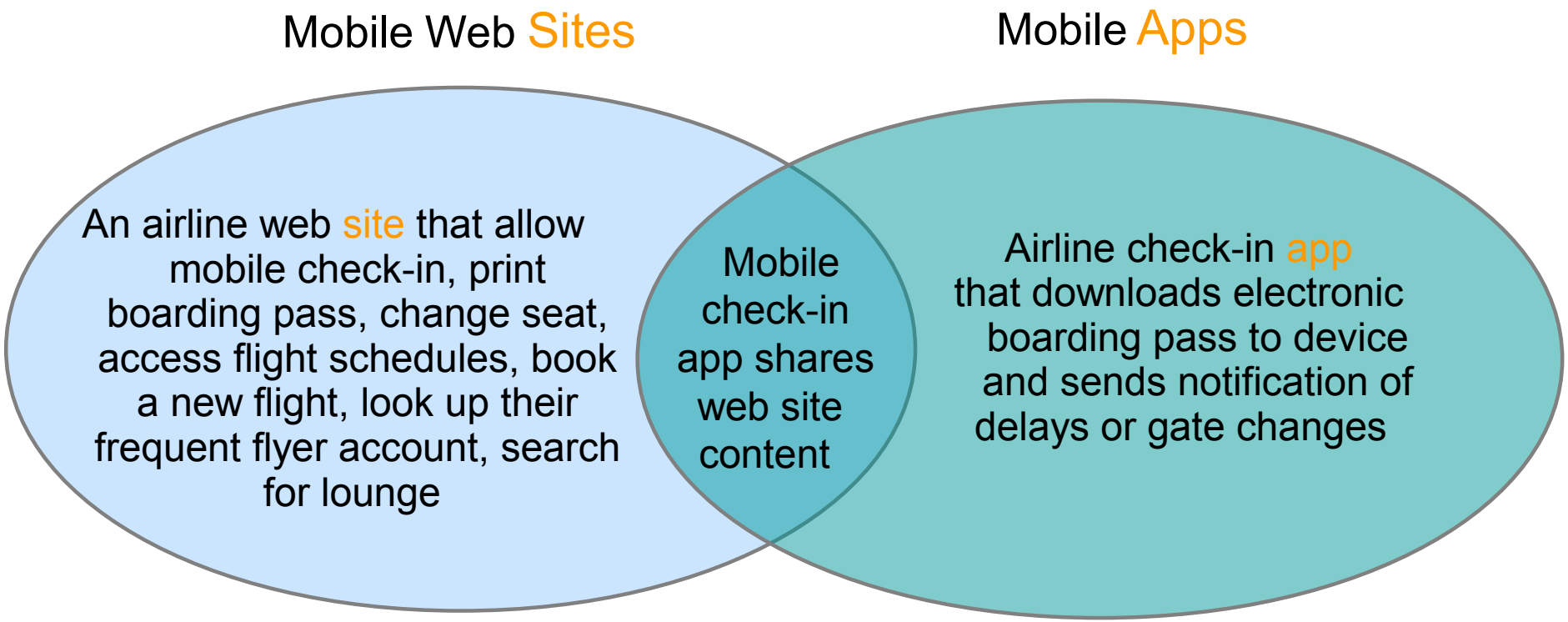
- **Integrates** with back-end systems, including **web content management**
- Allow **seamless navigation** and **authentication** between web channels
- **Personalized** to a user's role, preferences, and behavior
- **Adapts presentation** and functionality according to the device
- Can be measured and optimized using **analytics**



One common framework for multi-device Web sites

orporation

Example of related mobile needs



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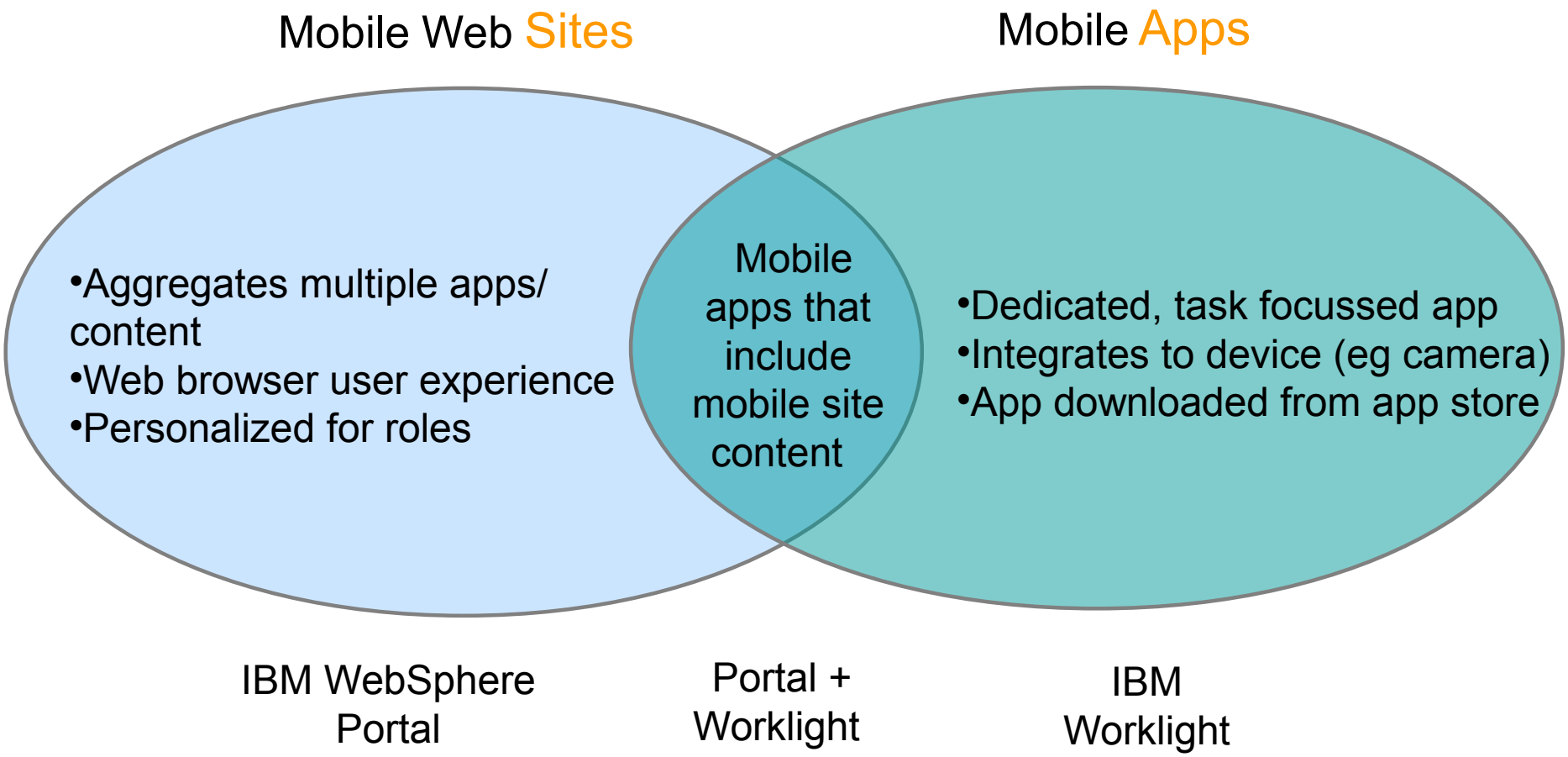
How IBM solutions address different mobile needs



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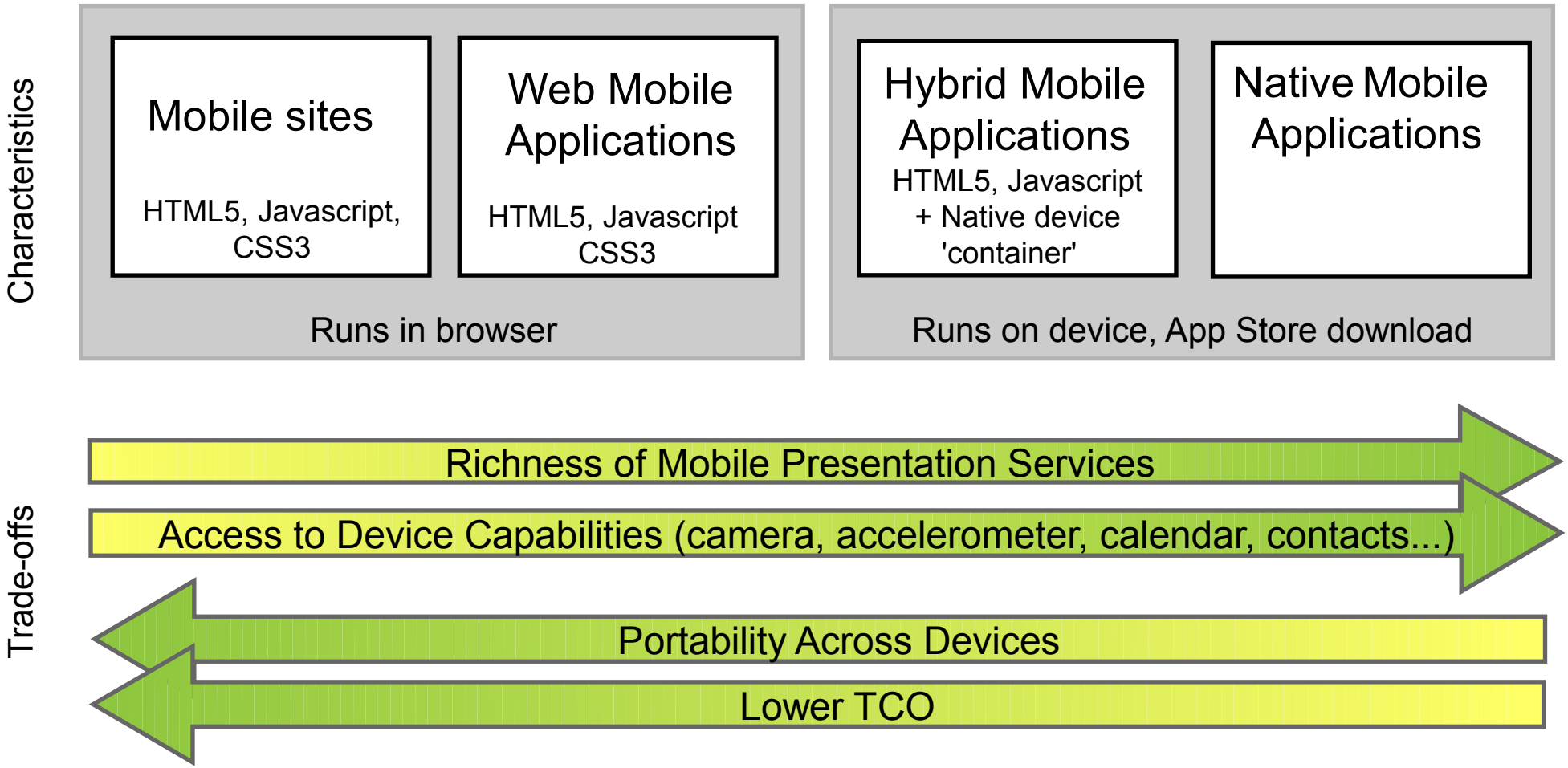
Trade-offs of Mobile Approaches



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Mobile Application Comparison

	Web	Hybrid	Native
Development cost	Reasonable	Reasonable	Expensive
Development time	Short	Short	Long
Application portability	High	High	None
Performance	Fast	Native speed if needed	Very Fast
Native functionality	No	Some	All
Application store distribution	No	Yes	Yes
Extensible	No	Yes	Yes

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Worklight

- Acquired by IBM in January 2012

Worklight
An IBM® company

- Worklight is an open, complete and advanced mobile application platform for HTML5, hybrid and native apps.

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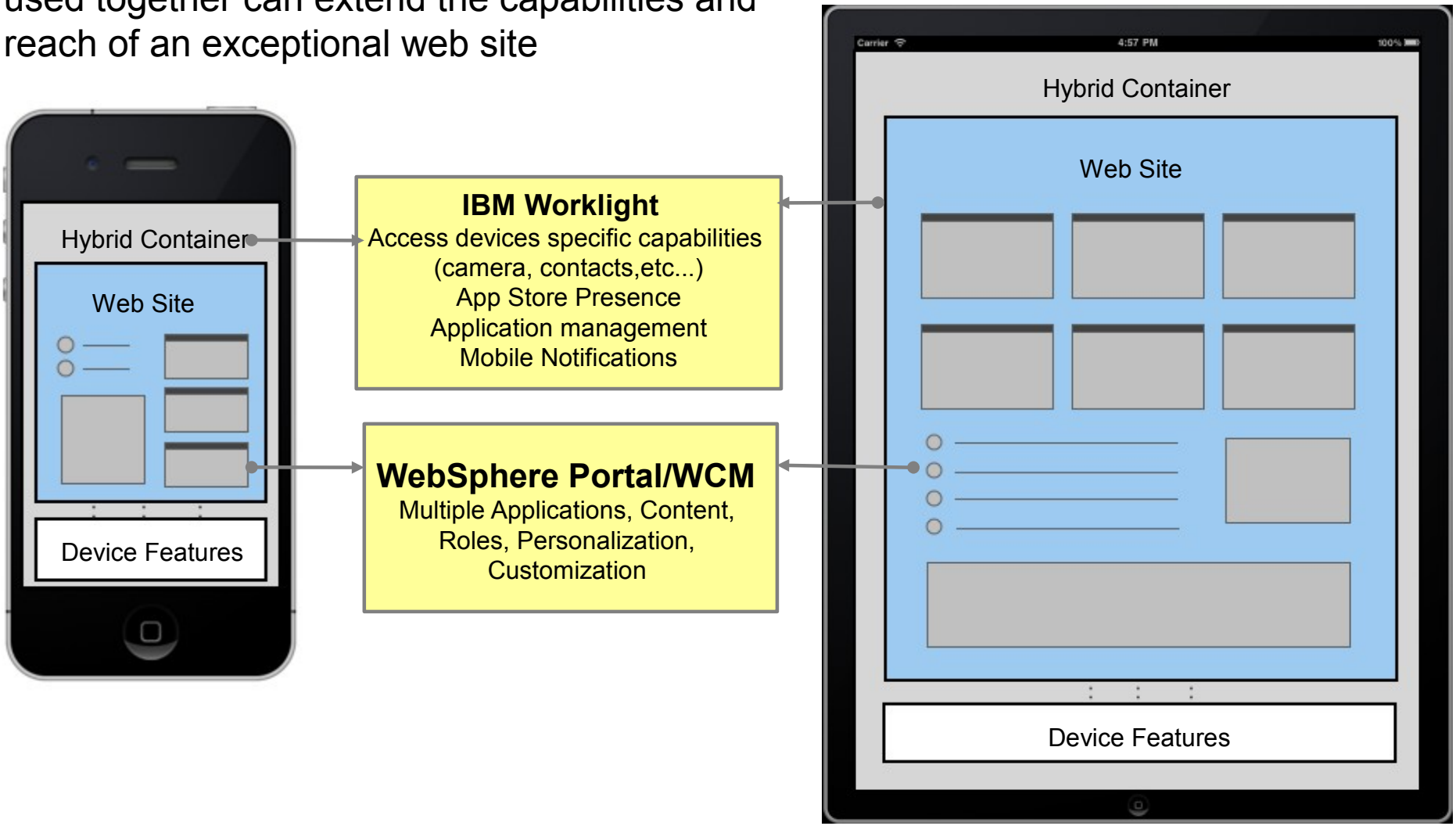
WebSphere Portal and Worklight together

WebSphere Portal/WCM and IBM Worklight used together can extend the capabilities and reach of an exceptional web site



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Examples of on-device mobile app features enabled by IBM Worklight

- On-device capabilities such as
  - Camera
  - Contacts
  - Accelerometer
- Mobile notifications
- Deploy app via public or enterpise app stores
- Mobile application management
- Embedded security

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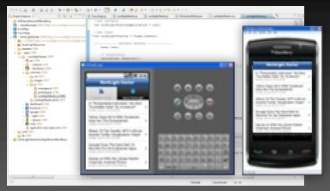
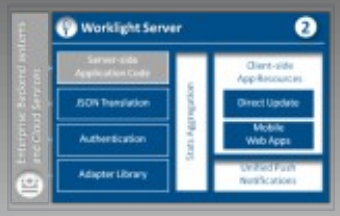
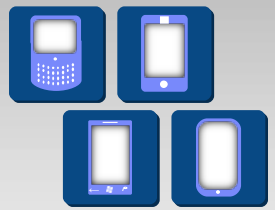
IBM Worklight mobile capability overview



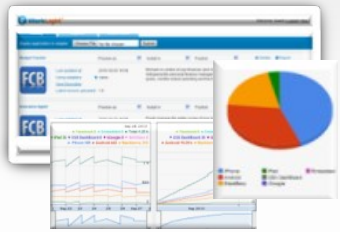
Worklight Studio
A complete, extensible environment with maximum code reuse and per-device optimization



Worklight Server
Unified notifications, runtime skinning, version management, security features, integration and delivery



Worklight Runtime Components
Extensive libraries and client APIs that expose and interface with native device functionality and the Worklight server



Worklight Console
A web-based console for real-time analytics and control of your mobile apps and infrastructure

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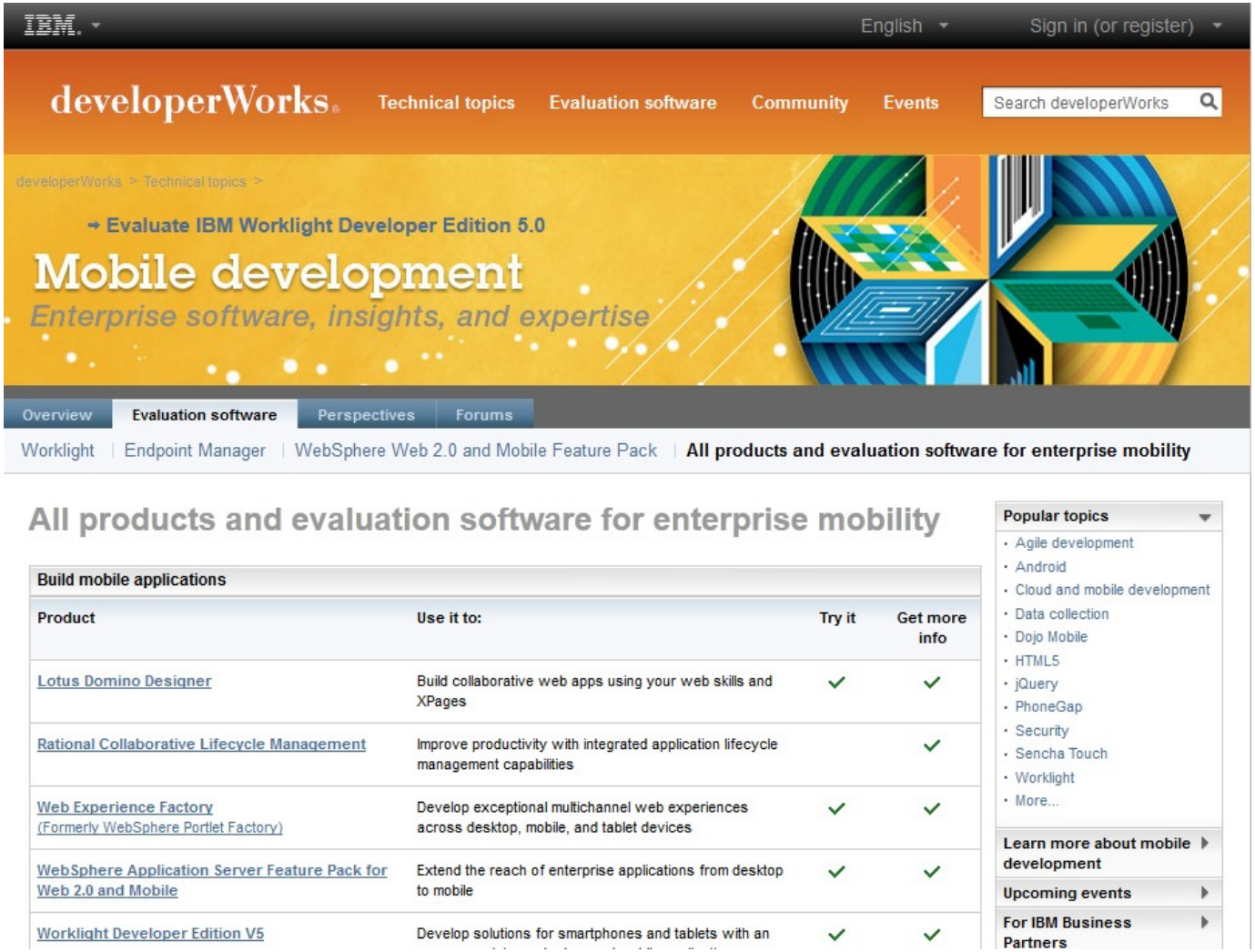
IBM Worklight Developer Edition 5.0

- http://www.ibm.com/developerworks/mobile/all-products.html



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Entitlement

- Free with Web Experience products
- IBM Mobile Foundation, Worklight Consumer Edition
- Starting **today!**

Restrictions

- Two Worklight applications
- For use with WebSphere Portal only

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IBM comprehensive mobile strategy

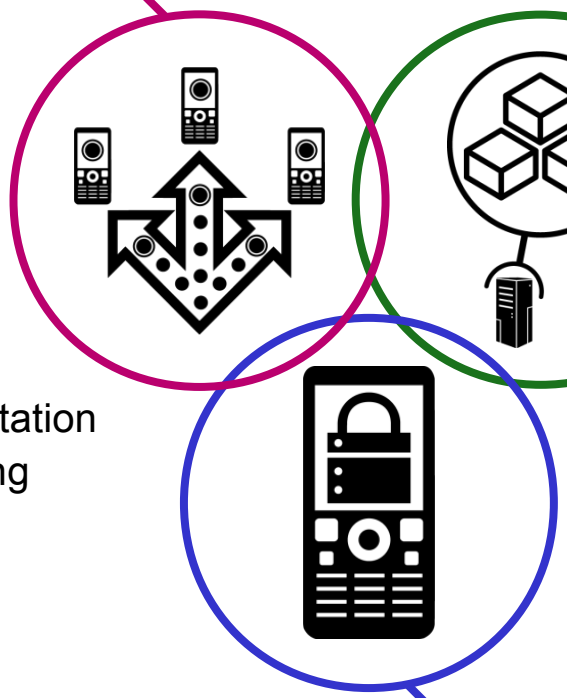
Extend & Transform

Extend *existing business capabilities to mobile devices*

Transform *the business by creating new opportunities*

Key Capabilities

- Strategy, planning and implementation
- Mobile-enabled solutions including analytics, commerce, and social business
- Mobile as a service



Build & Connect

Build *mobile applications*

Connect *to, and* ***run*** *backend systems in support of mobile*

Key Capabilities

- Multiplatform mobile web, hybrid and native app development
- Enterprise data, service, and application integration
- Iterative teamwork

Manage & Secure

Manage *mobile devices, services and applications*

Secure *my mobile business*

Key Capabilities

- Mobile Governance
- Device analytics and control
- Secure network communications & management

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Thank you
Any Questions?

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IBM Social Business and Collaboration Solutions
Client Technical Professional

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