

WebSphere User Group

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

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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%

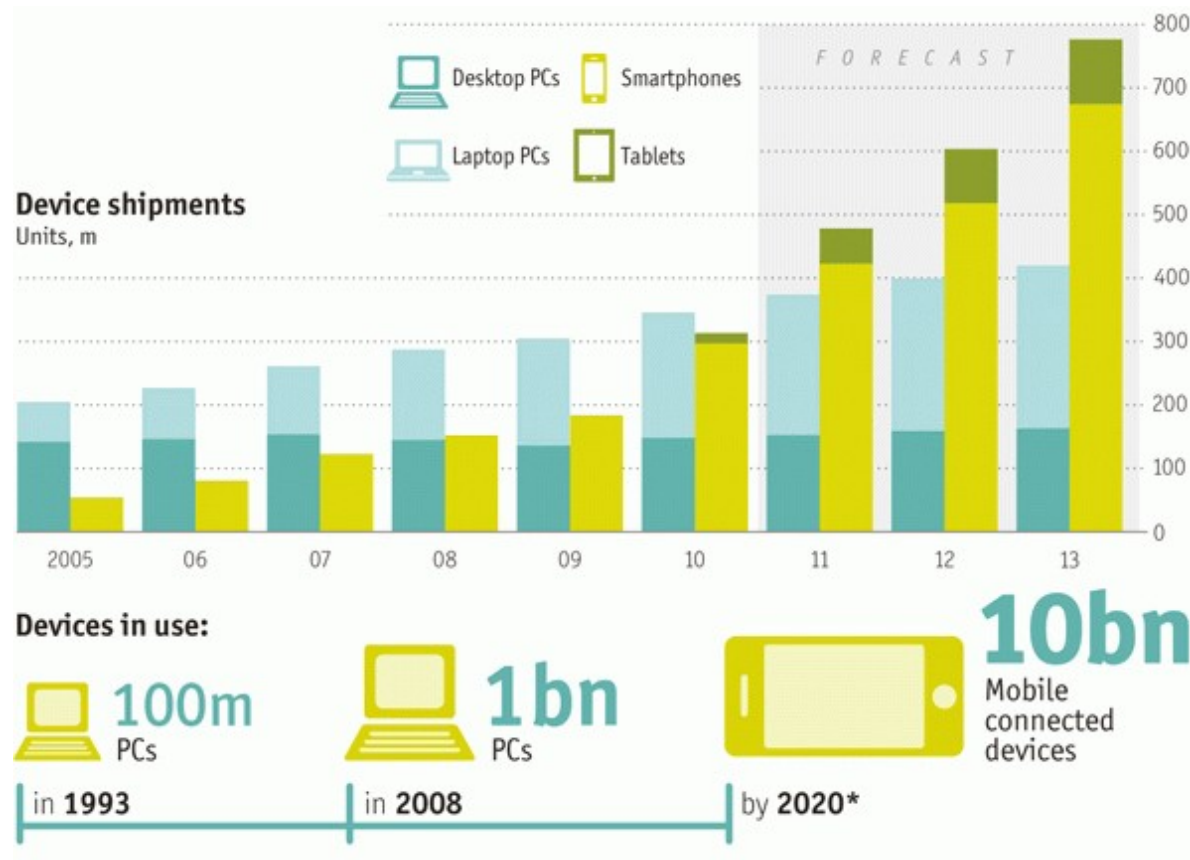
of the current global population will have a mobile device

significantly narrowing the digital divide





10 billion



mobile connected devices by 2020

Mobile Workers...



The Mobile Worker Movement

"I want to use my mobile device at work!"

Mobile workers can stay connected.

Did you know ...
Knowledge workers use their smartphones and the social networks to build relationships and conduct business.

And ...
Many mobile workers will work non-traditional work hours and locations if employers offer flexible work options in return.

60%

31%

An Intel® survey showed that 60% of respondents use a smartphone at work, and 31% would like to use one.²

Mobile workers get more done.

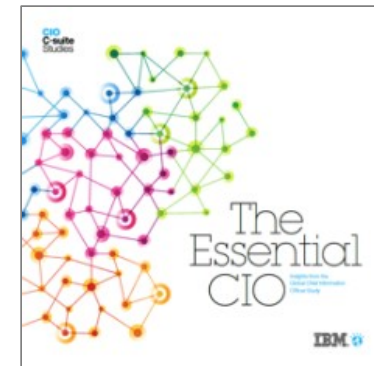
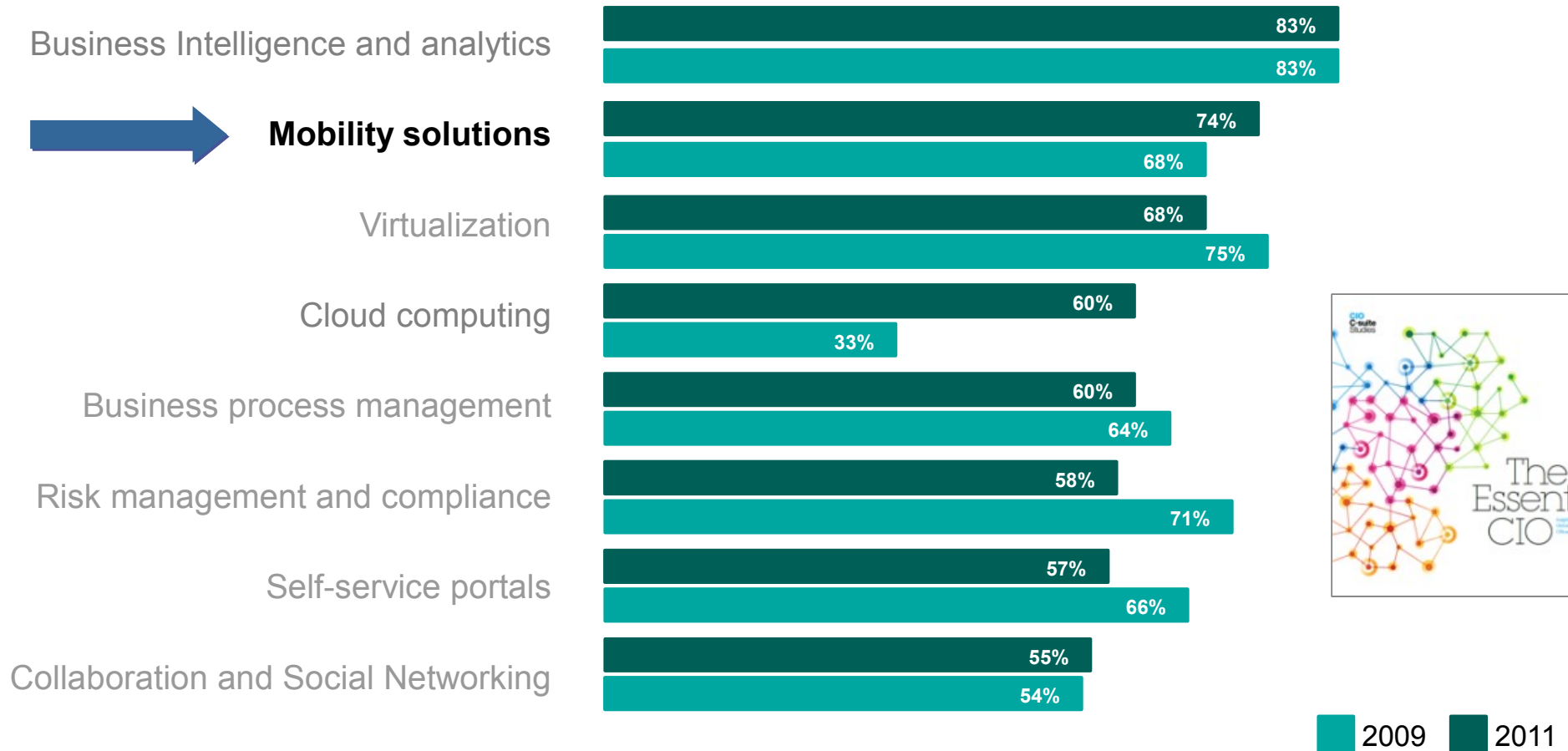
It's no longer necessary to squeeze all of your work into an 8-hour day.

Mobile business computers continue to incorporate more and more consumer-based features while enabling workers to add 51 minutes back to their work day.¹



One of the **CIOs** top priorities

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



2009 2011



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





Exceptional Web Experience

Integrated



Content,
Applications,
Process

Optimized (Multichannel/ Multiscreen)



Personalized





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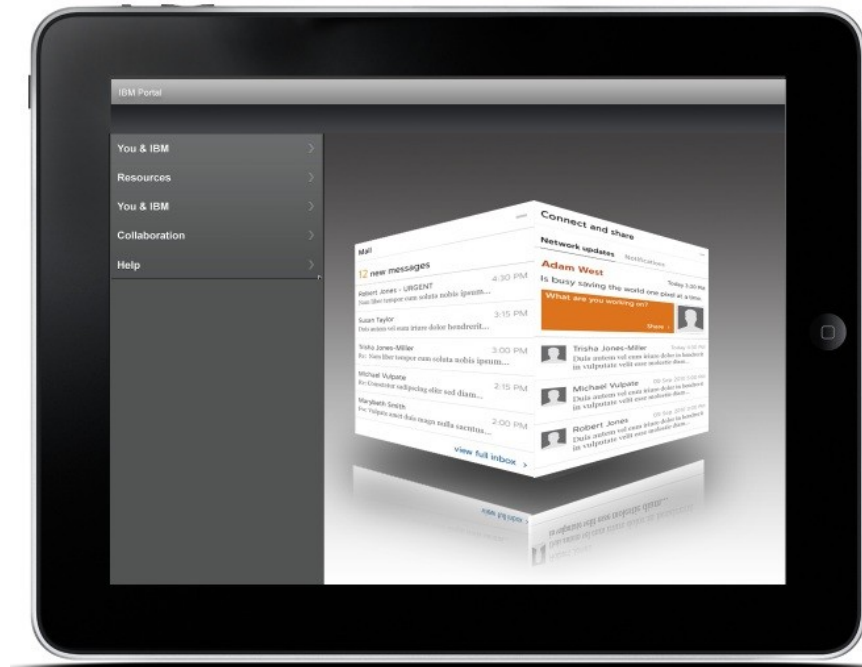
Demonstrations

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IBM WebSphere Portal Mobile Experience

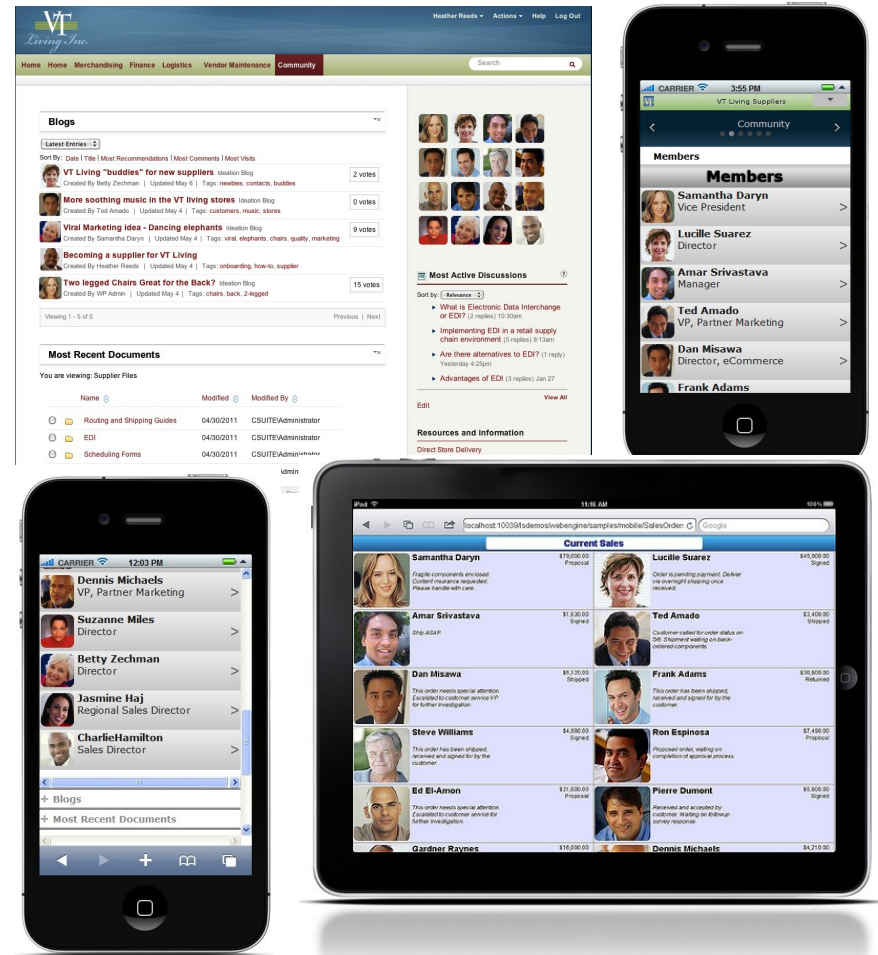
- Targets high-end smartphones: Android, BlackBerry, iPhone
- Lightweight, visually rich, exploiting CSS3 visual effects
- Mobile navigation widgets
- Mobile page layouts
- Offline support





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



Example of related mobile needs

Mobile Web Sites

An airline web **site** that allow mobile check-in, print boarding pass, change seat, access flight schedules, book a new flight, look up their frequent flyer account, search for lounge

Mobile Apps

Airline check-in **app** that downloads electronic boarding pass to device and sends notification of delays or gate changes

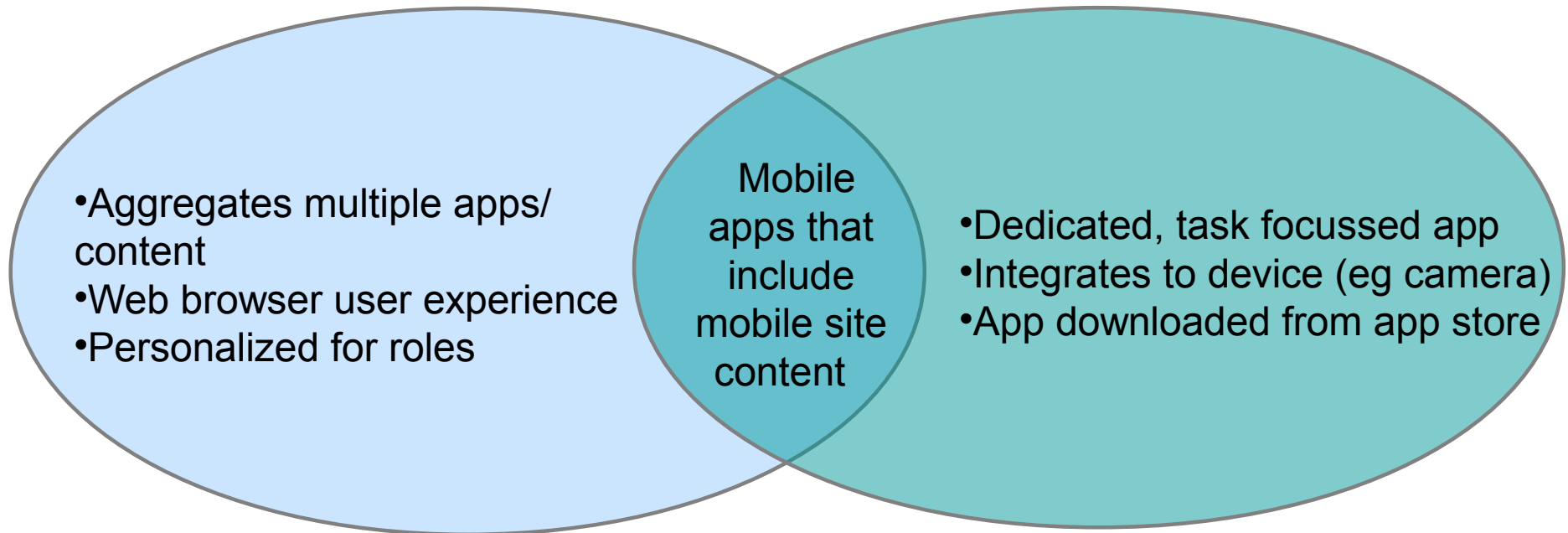
Mobile check-in app shares web site content



How IBM solutions address different mobile needs

Mobile Web Sites

Mobile Apps



IBM WebSphere
Portal

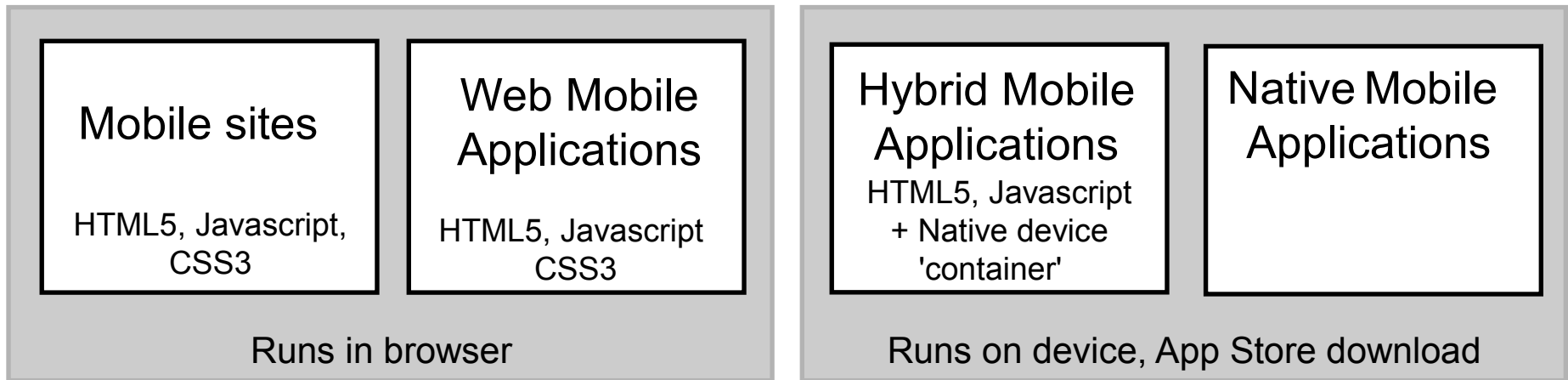
Portal +
Worklight

IBM
Worklight

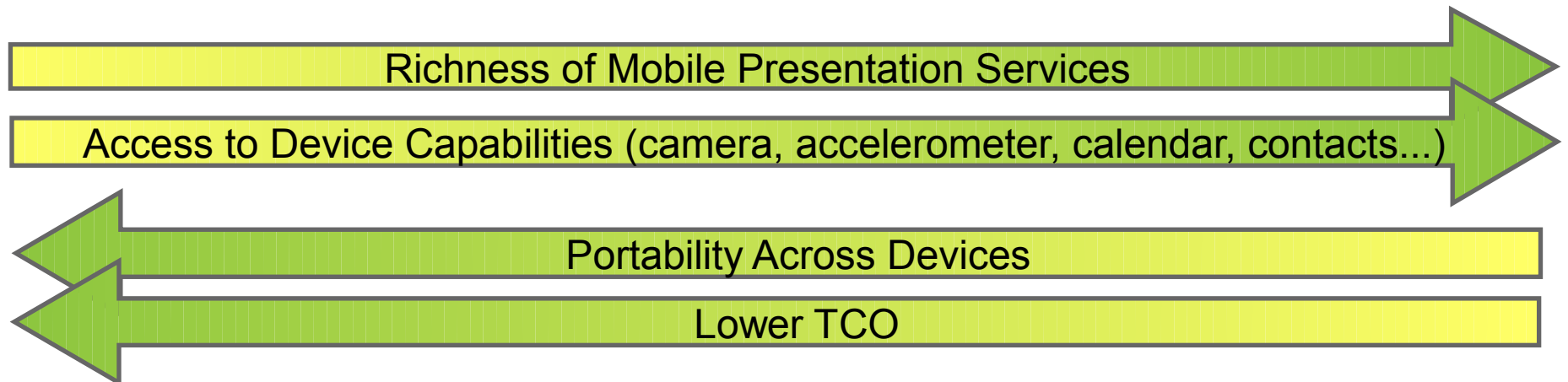


Trade-offs of Mobile Approaches

Characteristics



Trade-offs





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



Worklight



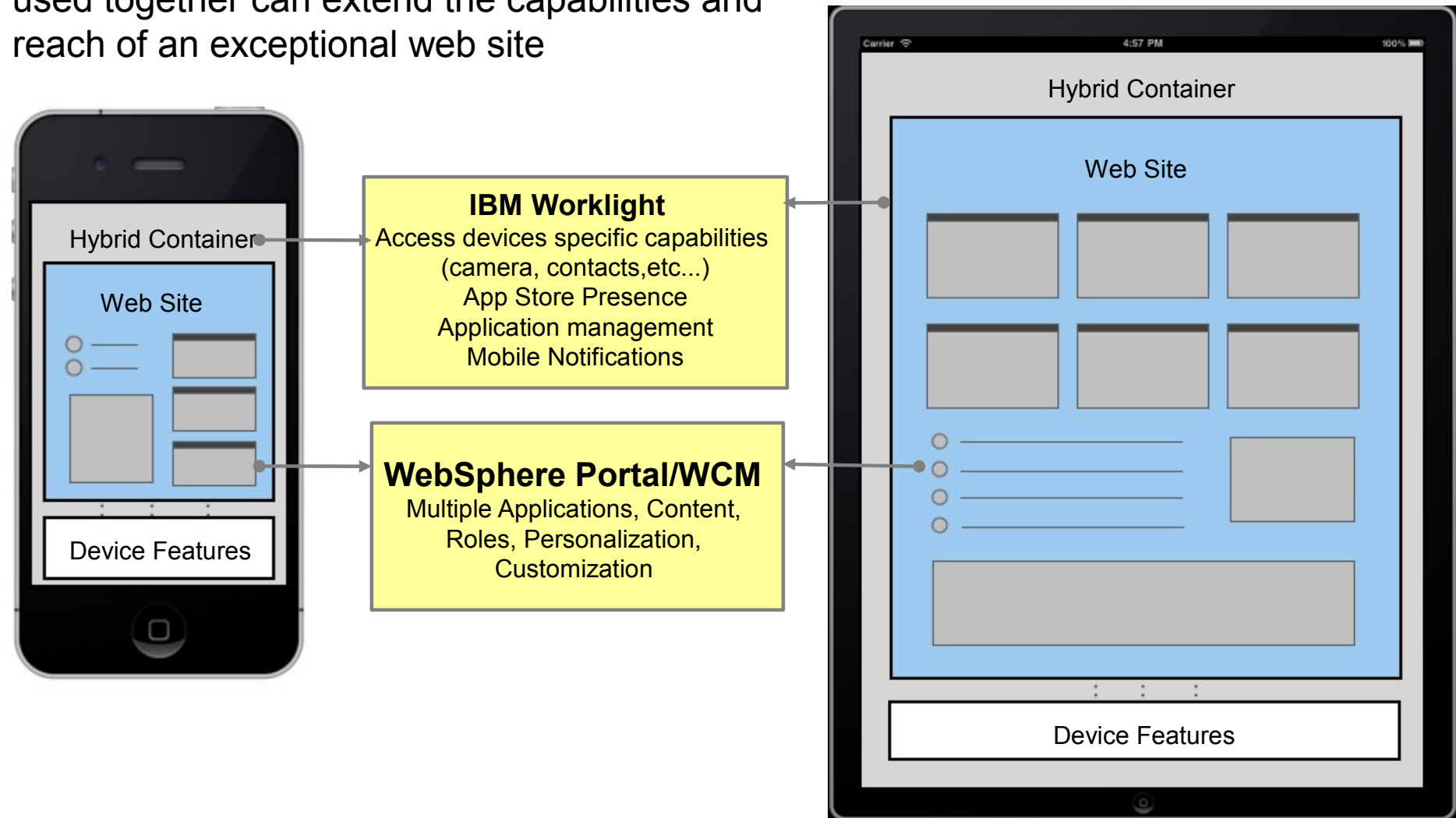
- Acquired by IBM in January 2012
- Worklight is an open, complete and advanced mobile application platform for HTML5, hybrid and native apps.





WebSphere Portal and Worklight together

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



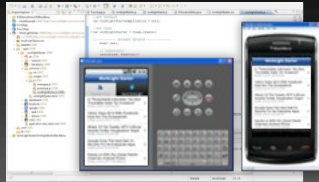


Examples of on-device mobile app features enabled by IBM Worklight

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



IBM Worklight mobile capability overview



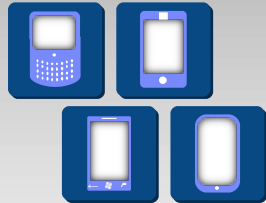
Worklight Studio

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



IBM Worklight Developer Edition 5.0

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

The screenshot shows the IBM developerWorks website. The main navigation bar includes 'Technical topics', 'Evaluation software', 'Community', and 'Events'. A search bar is present on the right. The main content area features a banner for 'Mobile development' with the subtitle 'Enterprise software, insights, and expertise'. Below the banner are tabs for 'Overview', 'Evaluation software', 'Perspectives', and 'Forums'. A breadcrumb trail shows 'Worklight | Endpoint Manager | WebSphere Web 2.0 and Mobile Feature Pack | All products and evaluation software for enterprise mobility'. The main heading is 'All products and evaluation software for enterprise mobility'. A table lists products for building mobile applications, including Lotus Domino Designer, Rational Collaborative Lifecycle Management, Web Experience Factory, WebSphere Application Server Feature Pack for Web 2.0 and Mobile, and Worklight Developer Edition V5. A sidebar on the right lists popular topics like Agile development, Android, and Cloud and mobile development.

Product	Use it to:	Try it	Get more info
Lotus Domino Designer	Build collaborative web apps using your web skills and XPages	✓	✓
Rational Collaborative Lifecycle Management	Improve productivity with integrated application lifecycle management capabilities		✓
Web Experience Factory (Formerly WebSphere Portlet Factory)	Develop exceptional multichannel web experiences across desktop, mobile, and tablet devices	✓	✓
WebSphere Application Server Feature Pack for Web 2.0 and Mobile	Extend the reach of enterprise applications from desktop to mobile	✓	✓
Worklight Developer Edition V5	Develop solutions for smartphones and tablets with an	✓	✓



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

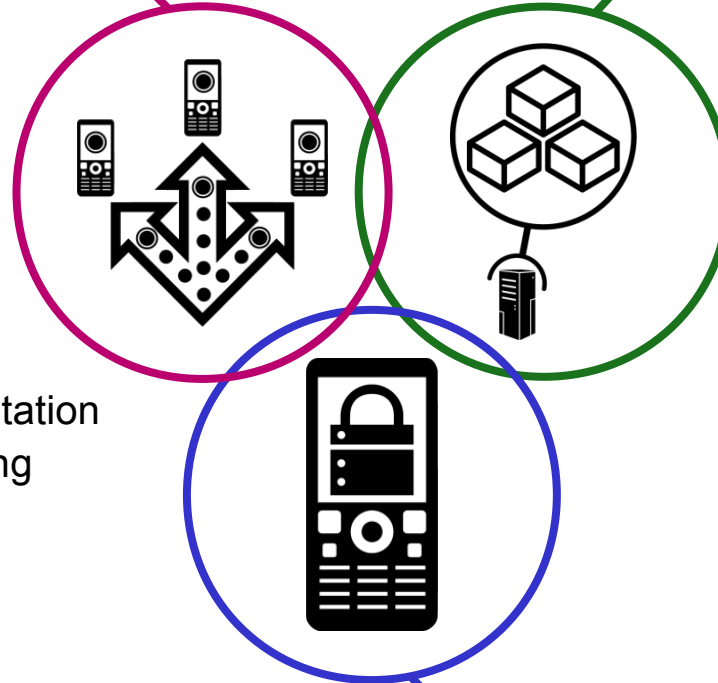
Extend & Transform

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

Thank you
Any Questions?

Daniel Kilpatrick
IBM Social Business and Collaboration Solutions
Client Technical Professional





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