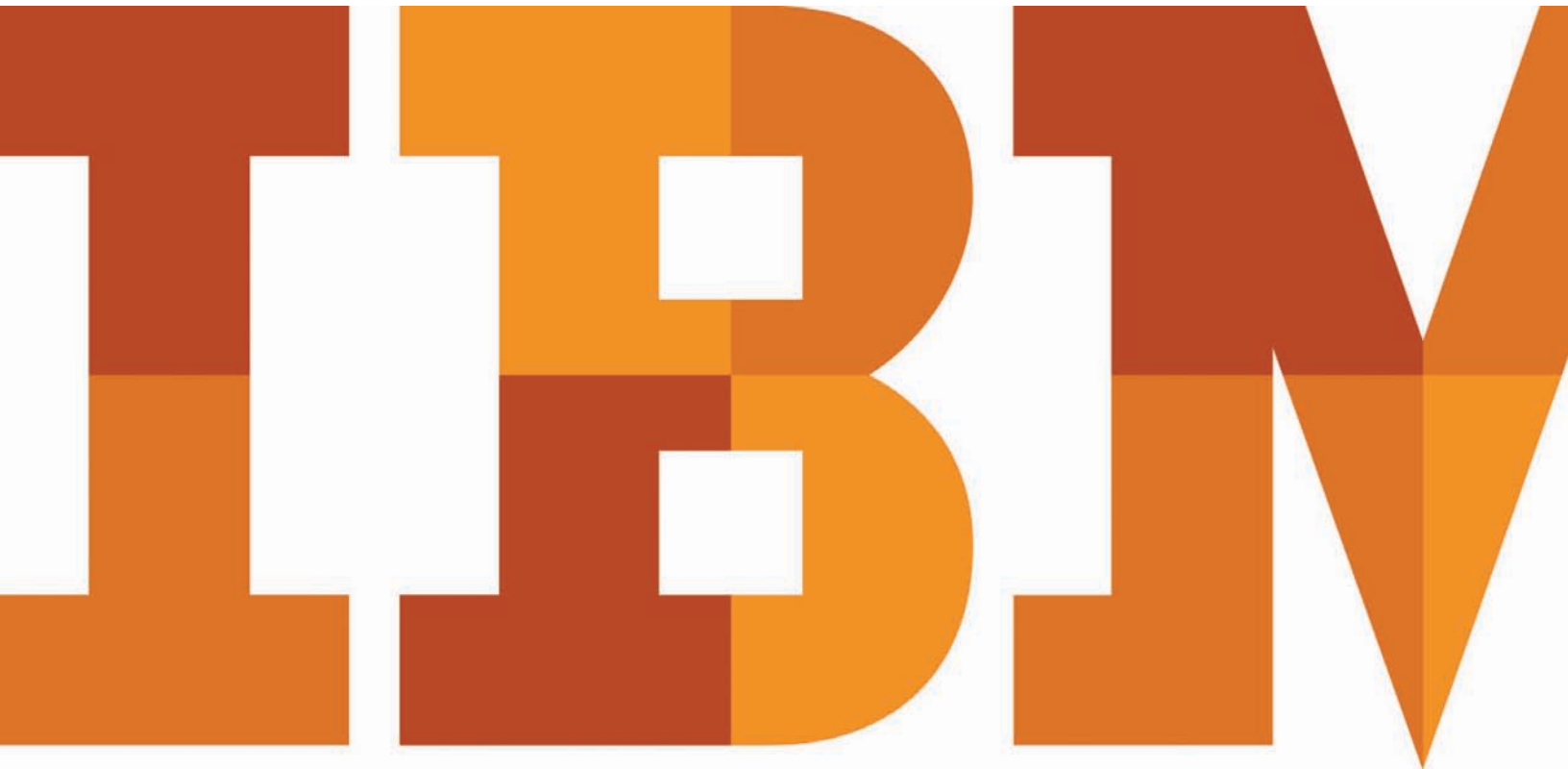# Social business anytime, anywhere

IBM mobile software for social business

IBM

The road is calling

Support for mobile devices is becoming a more urgent require-ment for most organizations. A Forrester Research study[1] released in June 2012 "found that overall 53 percent of employ-ees are using their own technology for work purposes." Your customers are also expecting to be able to access your web content from mobile devices. The IBM report "From Stretched to Strengthened: Insights from the Global Chief Marketing Officers Study"[2] reported that chief marketing officers selected the growth of channel and device choices as one of the top five factors impacting marketing, but 65 percent of respondents felt underprepared to manage this growth. How are enterprises reacting to this demand for mobile support?

Forward-thinking companies are embracing social technologies to make their workforce more effective and to delight customers. These social businesses need employees, partners and customers to be able to engage anytime, anywhere—and with any device, including today's smartphones and tablets. One recent Aberdeen survey[3] found a 45 percent increase in productivity through the use of mobile apps, as well as increased employee, partner and customer satisfaction and loyalty.

Security-rich IBM solutions for social business can help you address these mobile opportunities. With a breadth of messaging and business functions in the palms of their hands, employees can stay connected with their professional networks—even away from the office—and be nimble in their interactions with colleagues, business associates and customers. And customers can access your web content from practically any mobile device they use.

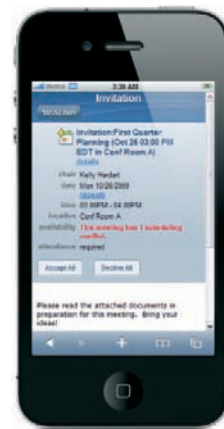*Figure 1.* Android device running IBM Notes Traveler email

Figure 2. iPhone device running IBM iNotes® email

Accessing email, calendar and contacts from your favorite mobile device

Your workforce needs access to email and schedules from the road, but how do they stay in sync? IBM provides syncing capabilities—whether your enterprise delivers them on premises with IBM® Notes® software, in the cloud with IBM SmartCloud® for social business services, or with a hybrid of the two offerings. These solutions bring the latest messages, schedules and contacts to a mobile device to help employees stay up-to-date via their mobile devices while on the go.

Figure 3. iPad tablet displaying the IBM Notes Traveler calendar

IBM solutions enable enterprises to deliver access to email, calendars and contacts through a web browser on a mobile device—with practically nothing for users to install. Enterprises with IT policies that prohibit content, such as email, from being stored on mobile devices will want to use this option for their on-premises solution.

If your enterprise wants to deliver a push email solution, IBM Notes Traveler software provides IBM Notes email, calendar, contacts and to do items on an Android, an Apple iPhone or iPad, a BlackBerry 10, Microsoft Windows Phone or Microsoft Windows RT/Pro device. Email, calendar and contacts are also available on Nokia Symbian devices. IBM Notes Traveler software—included in IBM SmartCloud Notes, IBM Notes and IBM Domino® software—provides the following:

- Automated, two-way, over-the-air synchronization of IBM Notes email, calendar and contact data, facilitating a single, up-to-date version of messaging and collaboration
- Partial wipe support for lost or stolen devices, helping you remotely erase only sensitive IBM Notes Traveler data

Taking your social business with you

You can help make your workforce more effective with security-rich social capabilities delivered to mobile devices. People can use Android, iPhone, BlackBerry and Symbian devices to access IBM Connections profiles, files, blogs, ideation blogs, wikis and more to tap into the expertise of their professional networks and communities and to collaborate from practically anywhere. They can stay on top of key work activities and actions to maintain productivity and locate nearby colleagues with geolocation (at the user's choice), while local and remote data wipe capabilities provide added security.

Figure 4. BlackBerry mobile device displaying the Connections home page with status updates

Figure 5. Symbian device with an open Sametime chat window

IBM Sametime® software supports real-time social communications. Sametime software lets people see who is online now and provides enterprise instant messaging capabilities—both one-on-one and group messaging—on Android and Apple smartphones and tablets in addition to BlackBerry and Symbian smartphones. Sametime software manages multiple active chat sessions on small screens, and it automatically stores and logs these communications for ready retrieval. Sametime software extends online meetings to Apple iPad and Android tablets, in addition to BlackBerry smartphones, giving users an additional real-time collaboration option.

IBM SmartCloud Meetings provides an online meeting space for sharing presentations, documents and desktops across web and mobile devices (including Android and Apple smartphones and tablets, as well as BlackBerry smartphones), both inside and outside your company.

Streamlining business processes

Business-critical operations of all kinds, such as customer relationship management, billing, supply chain tracking, project management, and help desk and customer support, can benefit from the rich application environment of IBM Domino software. Mobile users can access IBM Domino applications developed with XPages technology on their mobile devices.

Many business processes are initiated with online forms. IBM Forms software supports both smartphones and iPad tablets, enabling mobile users to easily create online forms to help reduce transaction times.

In addition, many companies rely on applications that capture data from scanners, handheld devices and radio frequency identification technology. To help support these types of applications, IBM has a rich ecosystem of IBM Business Partners, including leading enterprise mobility hardware manufacturers and software vendors. By taking advantage of the wide range of ready-to-use applications, devices and wireless infrastructure products from IBM Business Partners, you can streamline a wide variety of business processes, including warehouse management, field service operations, manufacturing work in process, direct store delivery, routing, accounting, medication administration, retail points of sale and logistics.

Accessing business systems and information from practically anywhere

To effectively do their jobs, employees need to stay up-to-date on business trends and maintain access to complex reporting and analysis tools. IBM Cognos® Mobile software delivers security-rich IBM Cognos Business Intelligence content to your mobile employees, arming them with the relevant data they need to make sound decisions. Users have security-rich access to business data to help improve productivity. Cognos Mobile software supports Apple iPad and iPhone, BlackBerry and Android devices.

IBM Mobile Portal Accelerator software gives mobile users—including employees, business associates and customers—access to key web content in a secure manner from practically any mobile device. The software currently supports over 10,000 device types. The separately priced subscription service adds mobile device definitions and updates as they become available from manufacturers. This combination helps organizations quickly deliver personalized content and an exceptional web experience to mobile users. And this rich content can be provided to the latest devices available—without redeveloping mobile web apps.

Keeping data safe while offering broader access

Your employees need mobile access to data, but, as you grant access to your company's key systems via the Internet, you need to keep that data protected. To enhance the security of its suite of mobile collaboration solutions, IBM offers IBM Mobile Connect software for clientless access from Android, Symbian, Windows Mobile, and iPhone and iPad devices. It also provides a mobile virtual private network (VPN) between an Android smartphone or tablet or a Symbian device and your network systems, as well as encryption of transferred data at levels comparable to that of a traditional Internet protocol security VPN.

Comparison of IBM mobile solutions by device support

Description of mobile capabilities	Android smartphone	Android tablet	Apple iPhone	Apple iPad	BlackBerry smartphone	BlackBerry PlayBook	BlackBerry 10 devices	Microsoft Windows Phone	Microsoft Windows RT and Pro tablets	Nokia Symbian	IBM offering
Home pages, profiles, communities, media galleries, blogs, files, wikis, forums and more	●	●	●	●	●	●				●	IBM® Connections
Access to IBM Notes® applications	●		●	●	●						IBM Domino® Designer
Wireless replication of email, calendars, contacts and tasks in the IBM cloud or on premises	●	●	●	●			●	●	●	●	IBM Notes Traveler
Web access to email, calendars and contacts	●		●								IBM iNotes® Ultralite
Cloud-based services for email sync using the device's native software	●		●	●	●					●	IBM SmartCloud® iNotes
Instant messaging, presence awareness, location awareness, business card view and click to call	●	●	●	●	●					●	IBM Sametime®
Online meetings		●		●	●						
Access to web conferencing services	●	●	●	●	●						IBM SmartCloud Meetings
Creation and viewing of business process application forms				●							IBM Forms
Mobile virtual private network (VPN) client	●	●								●	IBM Mobile Connect
Clientless mobile VPN	●	●	●	●		●				●	
Multichannel access to portal content; write once, render on multiple devices	●	●	●	●	●	●	●	●	●	●	IBM Mobile Portal Accelerator
Theme to control the web experience on WebKit mobile browsers	●	●	●	●							IBM WebSphere® Portal Mobile Experience
View documents, presentations and spreadsheets	●	●	●	●							IBM Lotus® Symphony® Viewers
Security-rich interaction with IBM Cognos® Business Intelligence reports	●		●	●	●	●					IBM Cognos Mobile

Figure 6. IBM mobile solutions support several mobile device types.

Using the cloud for your social business

The IBM SmartCloud offering integrates the essential tools for social business: enterprise-grade file sharing, communities, instant messaging, web meetings, user profiles, email and calendars. The solution is designed to let you work seamlessly with people inside and outside of your organization. Meet online, share files, chat, manage projects, network with potential clients, schedule meetings, and send and receive email anywhere, anytime. Whether you work remotely, manage remote teams, or need a way to bring colleagues, partners and vendors together, these innovative offerings help transform your business into a social business.

Providing exceptional web experiences

Deliver customized and engaging multichannel websites with IBM WebSphere® Portal software and a theme to control the web experience with WebKit mobile browsers on Android devices.

Starting down the path today with an eye on tomorrow

When you deploy a mobile collaboration solution from IBM, you not only align yourself with the world's largest technology services provider, but also tap into the skills and capabilities of IBM's worldwide network of over 100,000 IBM Business Partners and alliance partners. With years of experience in collaboration and mobile technology, IBM Global Technology Services has the mobility and wireless services and support you need to deploy an open, scalable, flexible and security-rich mobile collaboration solution for your business.

Why IBM?

Mobile collaboration solutions from IBM can help you create a truly collaborative office environment that spans the globe. Whether your employees, business associates or customers are across the hall or across continents, we can help them stay connected to each other; find the expertise they need anytime, anywhere; and help your business become more social.

An IBM Social Business AGENDA workshop can help you engage IT and business users to align goals, build trust, leverage experiences, implement new ways to work and establish basic policies. A Social Business Value Assessment (BVA) will position your organization to capitalize on social business trends today, align your efforts to deliver maximum business value, and explore how to get started. Contact your IBM representative for more information.

For more information

To learn more about mobile collaboration solutions from IBM, contact your IBM representative or IBM Business Partner, or visit: **ibm.com**/socialtogo

Additionally, IBM Global Financing can help you acquire the software capabilities that your business needs in the most cost-effective and strategic way possible. We'll partner with credit-qualified clients to customize a financing solution to suit your business and development goals, enable effective cash management, and improve your total cost of ownership. Fund your critical IT investment and propel your business forward with IBM Global Financing. For more information, visit: **ibm.com**/financing

[1] "Forrester: 53% of employees use their own devices for work." ZDNet, June 13, 2012.

[2] "From Stretched to Strengthened: Insights from the Global Chief Marketing Officers Study," IBM Institute of Business Value, October 2011.

[3] "Survey: Mobile Apps Increase Enterprise Performance and Productivity Advantages, Top Three Mobile App Strategies Gain Momentum," Bill French, iPad CTO, January 2011.

Please Recycle

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