

THE MOBILE WORLD IS

It starts with an impulse. A person is walking through a mall or presenting to a client or sitting in bed at 2:00 AM, when suddenly they feel a twinge—of need, of inspiration, of curiosity, of... anything. And, just like that, they pick up their smartphone or tablet or reader. This simple gesture, a seemingly automatic reaction, repeated around the world billions of times a day, is the mobile world at work. And it represents one of the greatest challenges—and the greatest opportunities—facing companies today.



By 2013, there will be more mobile devices than people on Earth.

THE NEW ESSENTIALS OF MOBILE BUSINESS.

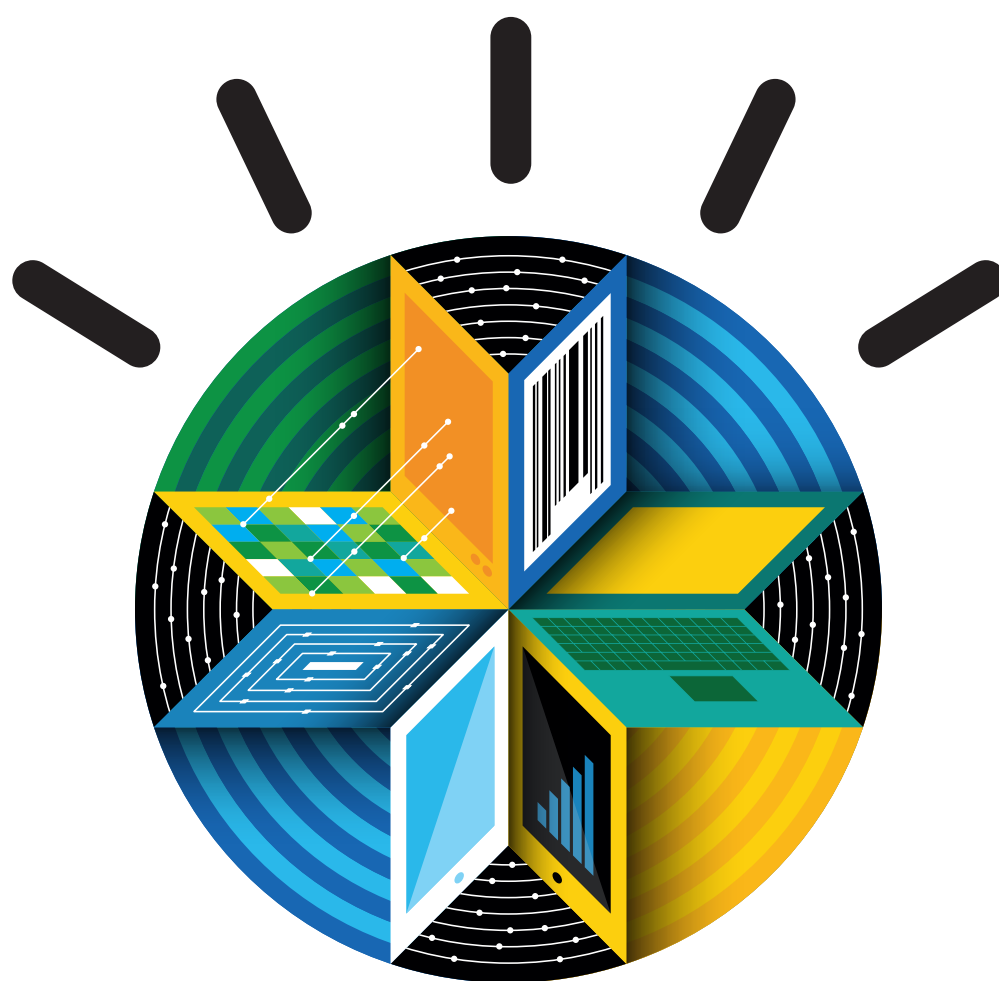
The harsh reality is, the ability to answer impulse with action is no longer a nice-to-have—it's the new essential of mobile business. With devices in hand, customers expect not only to make a purchase or check in online, but also to pay their mortgage, fill a prescription and perform a range of other confidential, personal transactions. Which means the onus is on every business to become a *mobile* business—because if they haven't, someone who has is never more than a tap or swipe away.

Today, a new breed of mobile business leaders—marketers, technologists, supply chain managers and others—are using a new class of integrated solutions to generate more value from mobile customers. They're using smarter analytics that learn from each interaction, refining as they go, to help predict not only *what* a customer is likely to buy, but precisely *where* and *when* and *how* they are most likely to buy it. They're employing intelligent

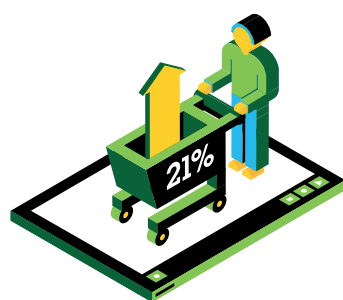
software that can verify customers through their behavior instead of with cumbersome (and easily misplaced) passwords. And they're putting it all together with supply chains that make it simple for on-the-go individuals to reroute orders as easily as they reroute themselves.

infrastructure that makes it 50% faster to add support for the latest phone, tablet or touchscreen—or whatever else comes next.

In the Dutch city of Eindhoven, commuters are avoiding traffic jams with help from the most mobile devices of all—their



OPEN FOR BUSINESS.



Customers who shop on tablets tend to spend 21% more than those who shop on computers.

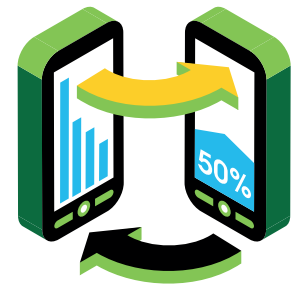
BUILDING BUSINESS, ONE INTERACTION AT A TIME.

For Air Canada, self-service check-in is a win-win: not only does it save customers time, it also saves the airline up to 80% of the cost of a full-service check-in—but only if customers actually *use* the service. To help ensure that they do, the airline created a highly adaptable back-end

automobiles. Drivers use an application to share their cars' braking, acceleration and location data with the central traffic authority, and receive alternate route recommendations in return. The pilot program is already helping the city resolve roadwork issues and improve the driving experience for commuters.

And it isn't just customers that are on the move. Companies are employing these same kinds of solutions to create smarter, more useful transactions for their employees and partners as well.

VCC was a well-established construction company specializing in large retail locations. Then the economic downturn happened. On the hunt for broader revenue streams, the company armed project managers with mobile solutions and sent them to pitch new projects in higher-growth industries. By using real-time analytics to evaluate projects, they were able to respond to RFPs faster and more accurately, allowing them to pitch—and win—40% more new business than they did the previous year.



By the end of 2012, mobile transactions will have increased 50% over the year before.

A WORLD IN CONSTANT MOTION.

As you walk down the street, take notice of the people around you: with devices in hand, they're researching, buying, collaborating. They're doing business. IBM is working with companies to develop tools that help make these interactions more personalized, more efficient and more secure than ever before. Which means they can generate more value for

companies—and their employees, partners and customers—than ever before. It's happening all around us—billions of transactions a day, millions of times a second—and the good news is, it's just getting started. On a Smarter Planet, the future of business is quite literally in our hands. Or our pockets. To learn more, visit us at ibm.com/mobile-enterprise

LET'S BUILD A SMARTER PLANET.

