# of the Evolution of M

## How mobility is impacting yo corporate culture, process a access to resources

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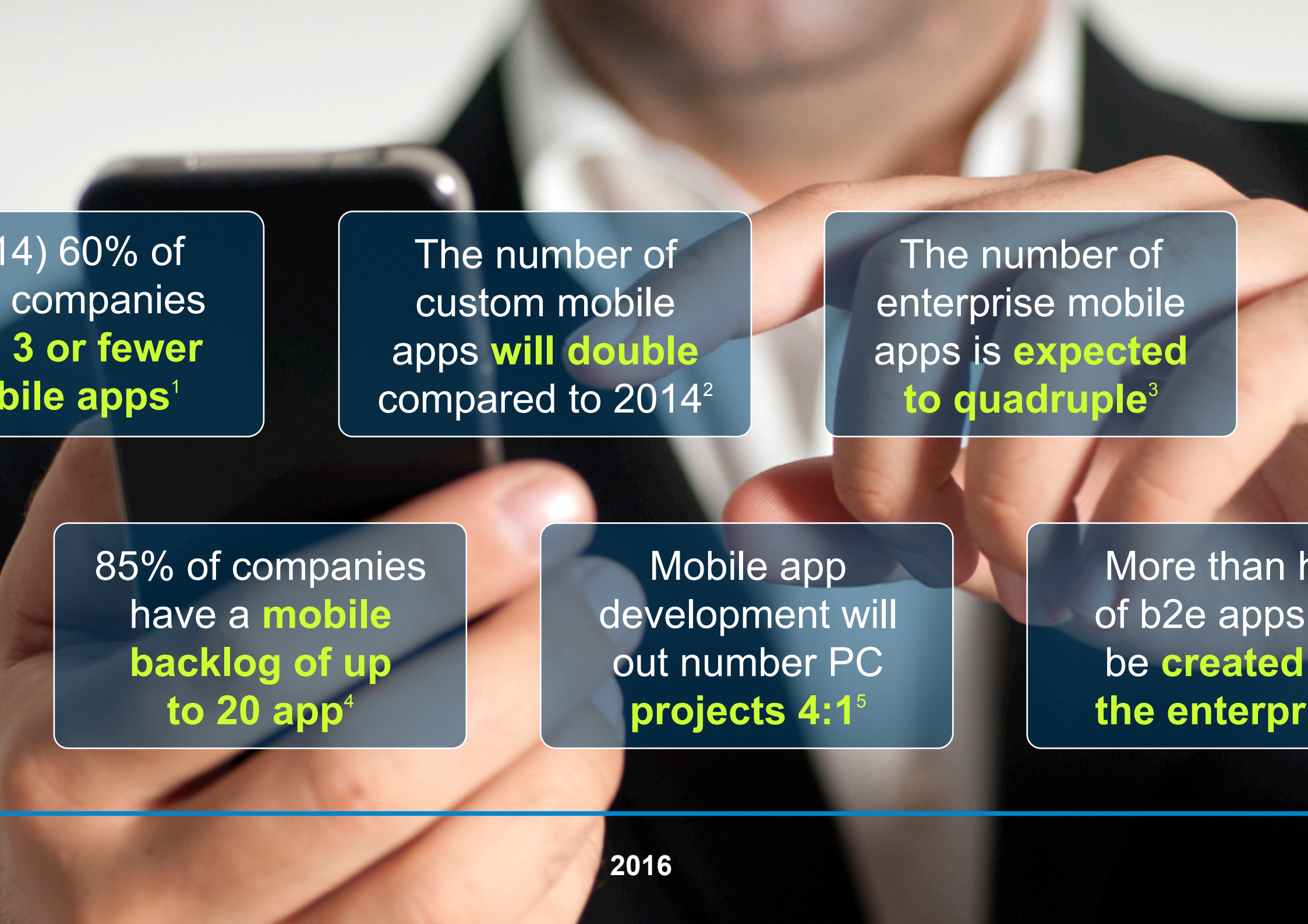
@RainerPirker

# Market shifts in the digital economy


14) 60% of companies 3 or fewer bile apps[1]
The number of custom mobile apps will double compared to 2014[2]
The number of enterprise mobile apps is expected to quadruple[3]
85% of companies have a mobile backlog of up to 20 app[4]
Mobile app development will out number PC projects 4:1[5]
More than h of b2e apps be created the enterpr
2016

e IBM’s sellers

out more than 40.000 iPads

Sales Experience Program

han 270 internal app

# Welcome to Mac@IBM

## How can we help you?

Find help...

Support for my Mac

Support for my iOS Device

# Mobile!

## My Mobile Devices
Connect or manage your mobile devices

## IBM Apps
Find apps and web applications

## Mobile Help
Get support for your mobile experience

## Additional Resources
App development, mobile news, and more

# MobileFirst

## Transform

***the value chain to drive growth and ROI***

## Protect

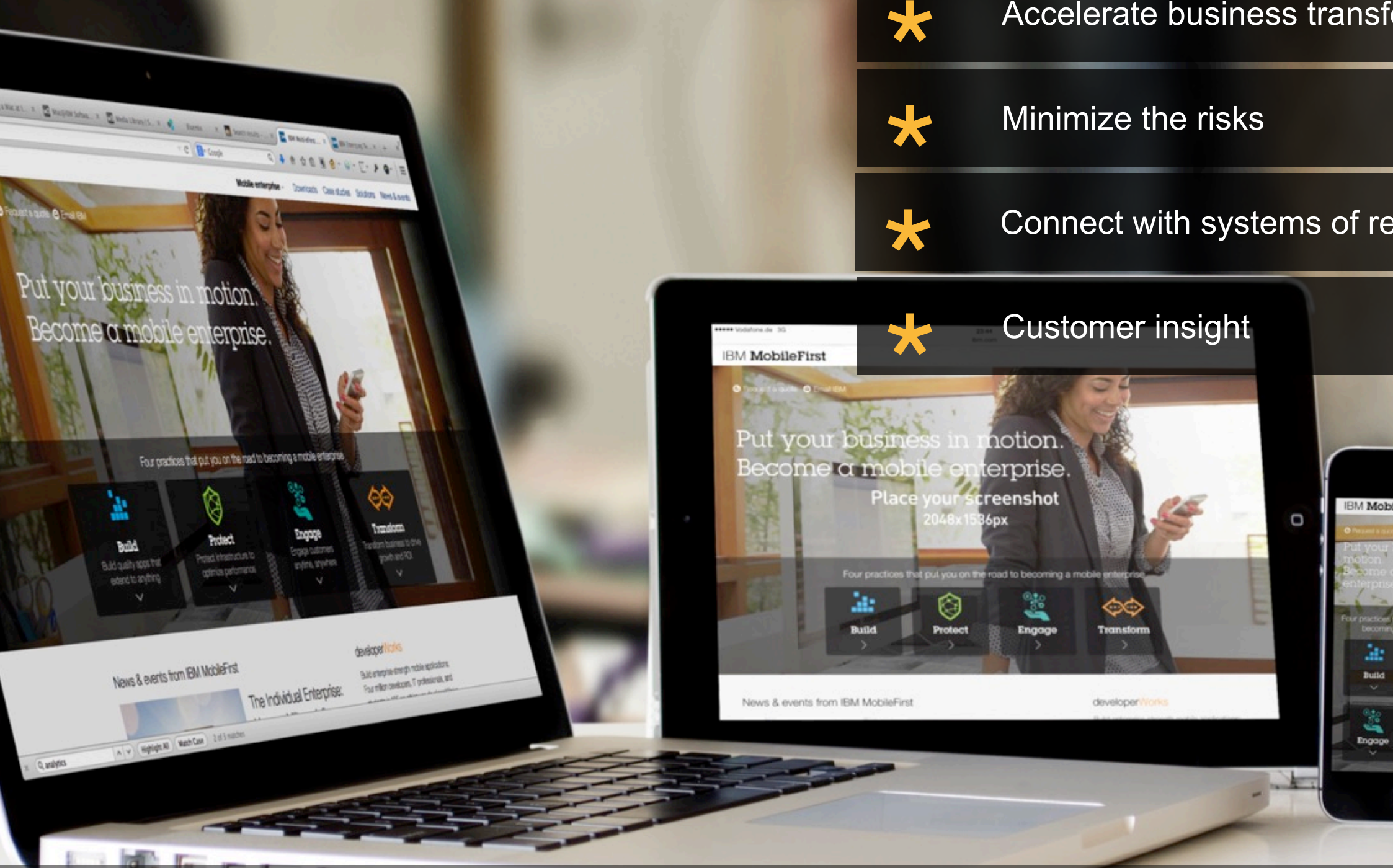
***and manage the mobile infrastructure to optimize performance***

## Engage

***customers in context by leveraging mobile insights***

## Build

***and deploy mobile applications efficiently***




* Accelerate business transf
* Minimize the risks
* Connect with systems of re
* Customer insight

bileFirst can help organizations evolve their mobile st

+ IBM
Mobile for
Enterprise

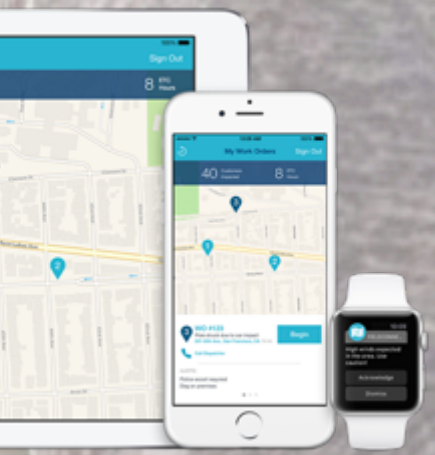
First for iOS, will deliver +100 Enterprise

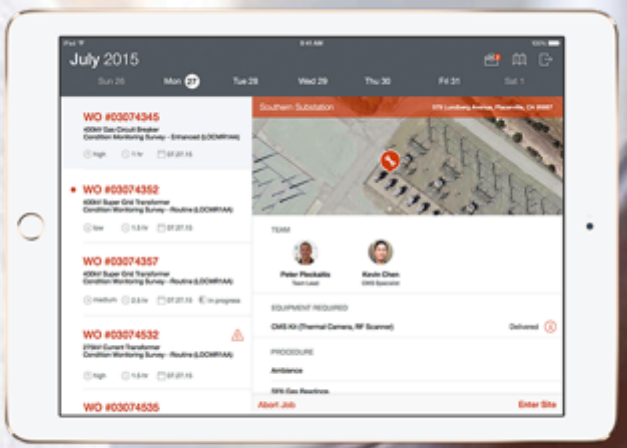
First plaform for iOS, premiere
per experience for enterprise integration

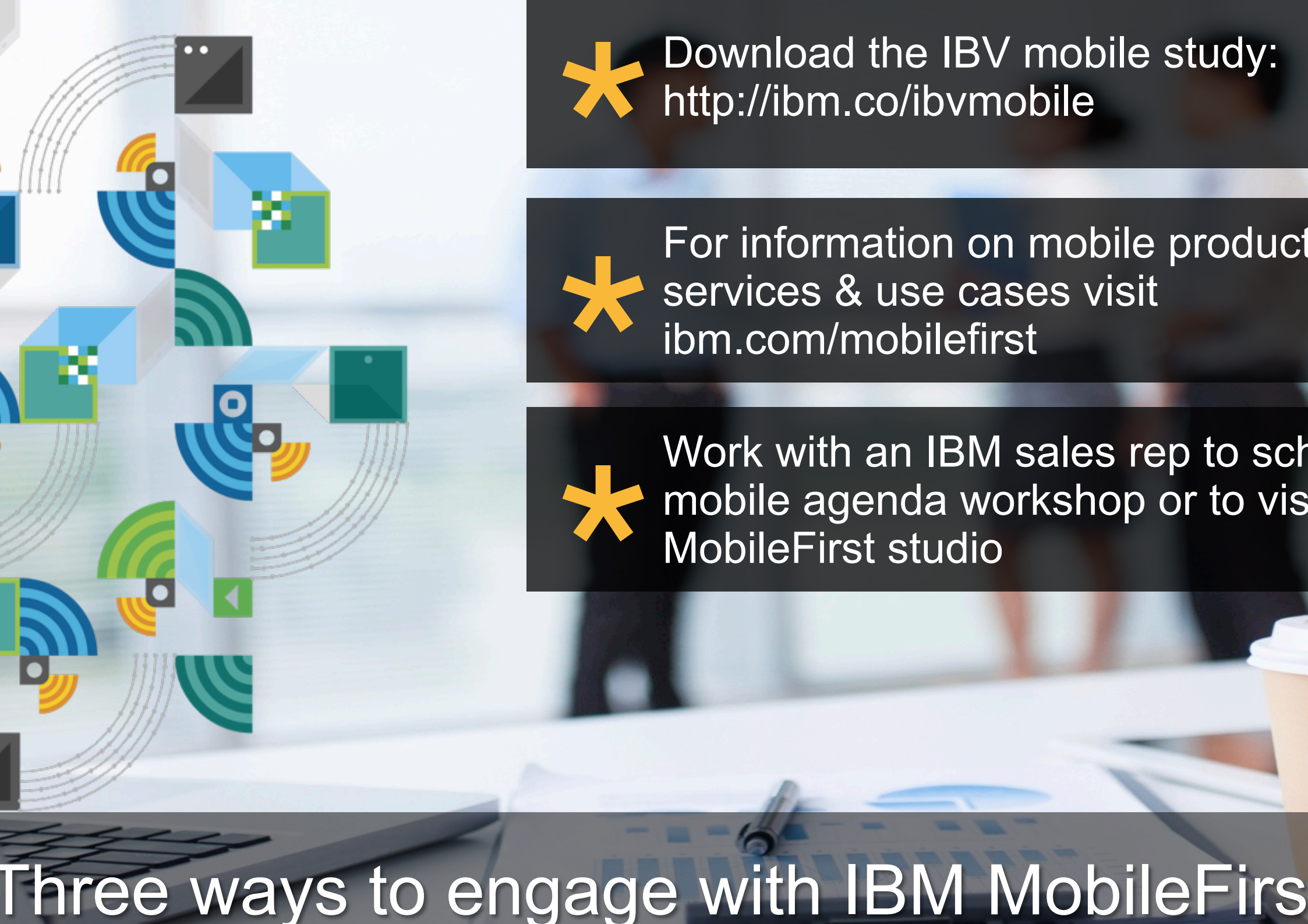
* Apple Care for enterprise with
time

* MobileFirst supply and manage

# IBM MobileFirst *for* iOS



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Three ways to engage with IBM MobileFirs

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