



IBM Consulting

G-Cloud 15
IBM - Enterprise Mobility

Service Definition Document

Email: ukcat@uk.ibm.com

Contact: Anne-Marie Wheeler



Enterprise Mobility

Intelligent workflows and an **enabled workforce** are the key elements to successful business

Yet..

87%

of global employees are frustrated with the tools, insights and processes available to perform their work

84%

of Digital Transformation initiatives have fallen short of expectations, with Digital Adoption being the #1 factor.

Mobile, AI and Cloud provide the greatest performance impact across industries

Maximum potential comes from the fusion of these technologies and evolving interdependencies between automated intelligent operations and augmented human experiences.

Enterprise mobility enables key technologies at the intersection of the human experience, transforming how people work.

We assist our clients infuse human centered experiences into new or existing transformation initiatives, driving digital adoption and underpinning business results.

Harmonizing human experience, AI and Cloud.

It's what we do.

Enterprise Mobility

CEO's rank enabling people #1 priority

Yet employees are often restricted in their ability to perform
at their best and drive business value.

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Organizations that
adopt Mobile tools
to untether the
workforce achieve:



67%

increase in
productivity

53%

increase in
employee
engagement

43%

revenue growth as
a direct result

Source: IBM.com "What is a Mobile Workforce"

Enterprise Mobility Impediment Symptoms

Low business Impact

Low return on investment from enterprise mobility projects

Employee Frustration

Poor workforce satisfaction with tools to do the job, low adoption rates, significant training effort

Siloed design & deployment

Random acts of mobile across the organization creating a fragmented app landscape

Handoff discontinuity

Disconnected desktop and mobile experiences, integration and services

Underutilized Technology

Inconsistent or absent use of AI, AR, wearables and native device technology for the workforce

Insufficient Capability

Lacking skills and scale to keep pace with changing workforce roles and technology

Enterprise Mobility

We provide business leaders the guidance and experience to rethink and reimagine how employees work and interact, at scale.



Enterprise Mobility

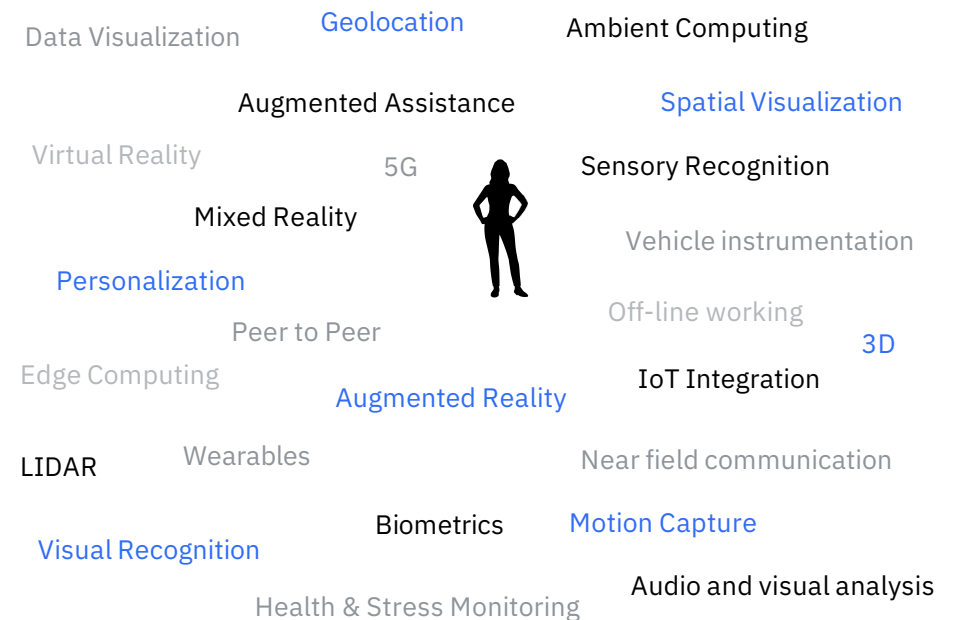
We're not just talking about smartphones

Mobile is the collection of exponential technologies at the intersection of the human experience.

Intelligent Experiences are seamless human journeys integrating these technologies to augment and contextualize the data, insight and workflows of the enterprise.

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Key enabling technologies are built into mobile so that the combined result produces entirely new outcomes



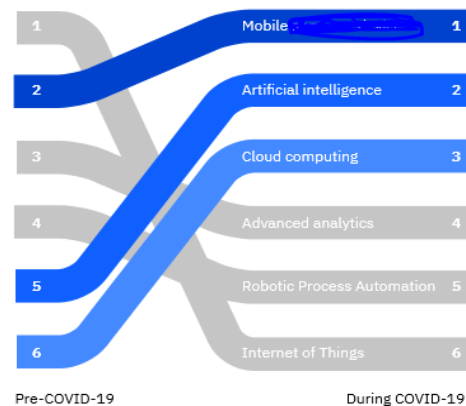
Mobile, AI and cloud provide the greatest performance impact across industries

“ We have to ensure that IBM continues to innovate and lead in the transformational journeys our clients are on. Hybrid cloud and AI are two dominant forces driving change for our clients and must have the maniacal focus of the entire company. ”

Arvind Krishna

Across industries, the mix of critical technologies before and during COVID-19 has changed dramatically.

Ranking of technologies according to revenue impact

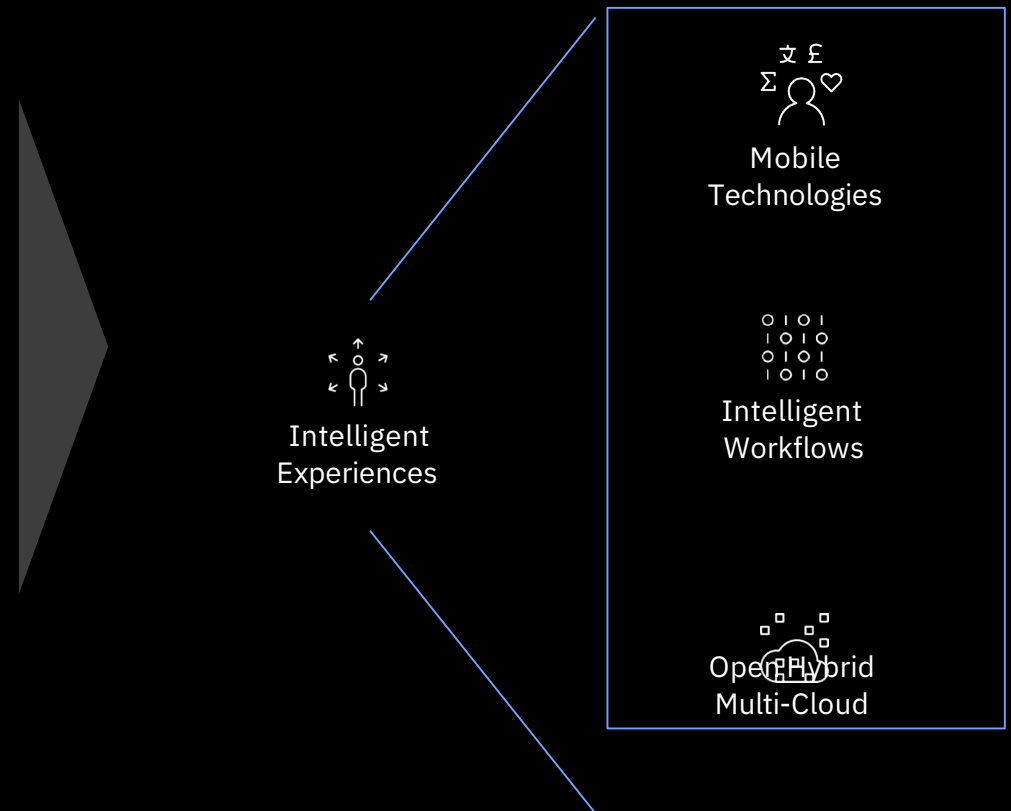


Mobile Has the greatest impact on performance, adoption and surfaces all other technologies

IBM Institute of Business Value "Digital Acceleration: Top technologies driving growth in a time of crisis"

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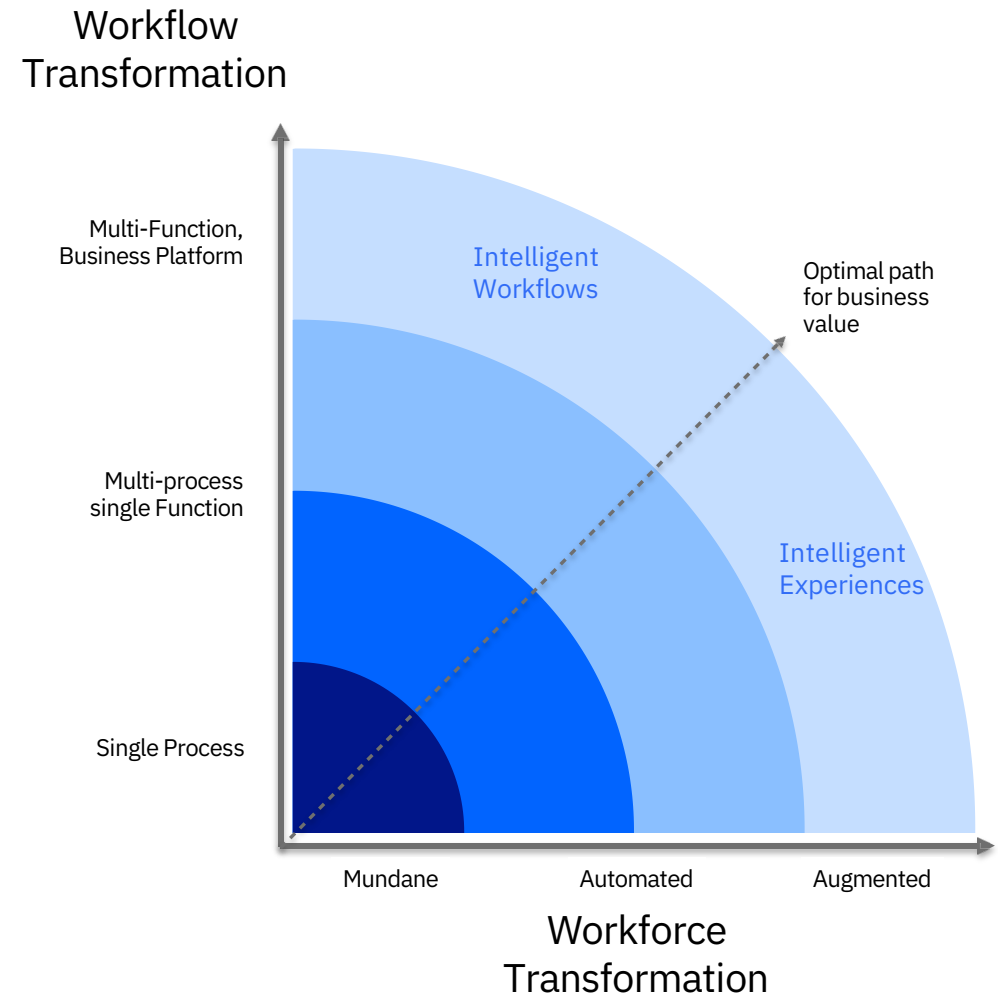
Human -Technology Partnerships need three key ingredients



Every role, every activity, every task will be automated or augmented

As workflows become automated and instrumented within the enterprise, employees are transitioning to less mundane, higher value work.

Workers no longer serve the process. **Intelligent experiences** enable multiple workflows to serve and augment the human experience; dynamically and in the context of the moment.



Beneficial to employees, business results and enterprise agility

Make work simpler and more efficient



When your people and your data work together, wherever they are, you can reinvent your business. Provide simple, secure and trusted to enterprise experiences where workflows serve employees ,at scale.

Drive business value and digital adoption



Every experience we build has a compelling business case, designed *with the user* and for the user. Rapidly delivered, enhanced and maintained by your IBM Garage ,with unique assets and accelerators, backed by our enterprise integration heritage and Hybrid Cloud capability

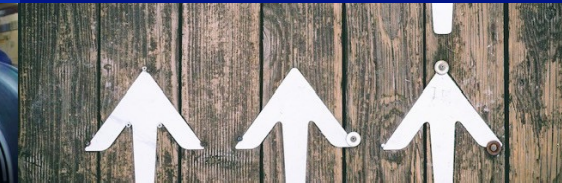
Bring AI and XR to the employee experience



Augment human senses with XR and AI to empower employees to complete tasks, make decisions provide safe and effective work environments.

A unique fusion of device and edge machine learning and extended reality with IBM's cognitive infused intelligent workflows

Accelerate value from business change and IT

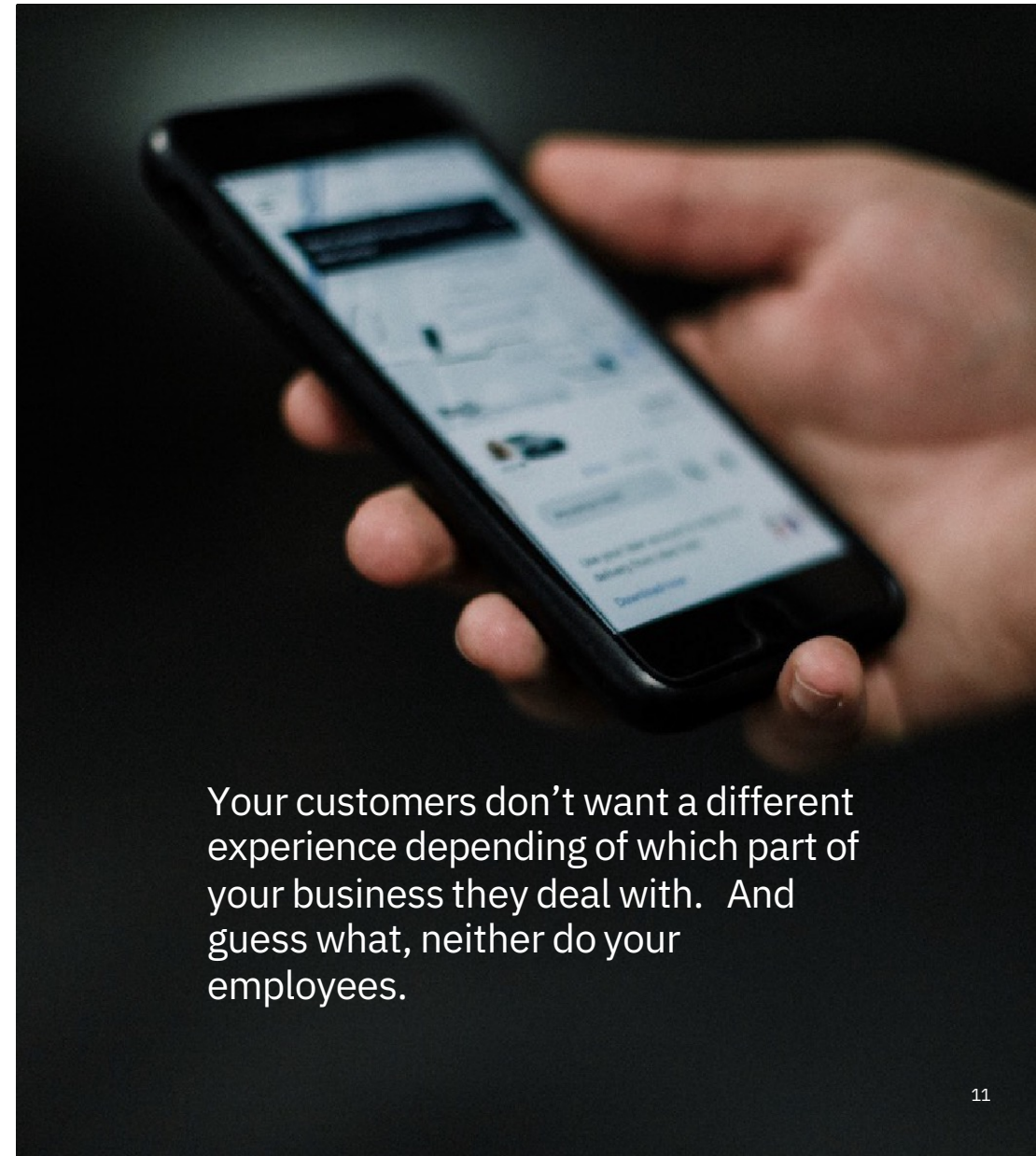


- 33% faster to deployment
- 45% increase in development productivity
- 60% reduction in cost per app
- 76% decrease in app mgt and maintenance costs
- 78% saving in vendor and project mgt overhead
- 35% Faster Integration
- 75% reduction in security vulnerabilities

Anyone can build an app, right?

Having each function of the business create their own apps is liberating.

And a really, really bad idea.



Your customers don't want a different experience depending of which part of your business they deal with. And guess what, neither do your employees.

Enterprise Mobility

Don't worry...my app has a great User Interface



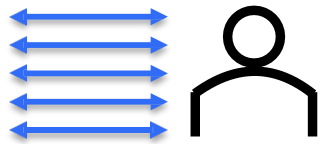
But how much of the employee day is transformed?

68% of workers switch between 10 different apps every hour at work.

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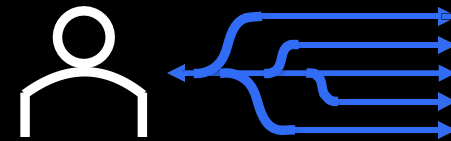


Shift from process-centric apps



Employees no longer operate within a single platform, process or workflow. As the nature of work becomes less repetitive and predictable the need to switch between apps and interfaces increases. While the data journey may be optimised, the human performance is inhibited.

to human-centric experiences



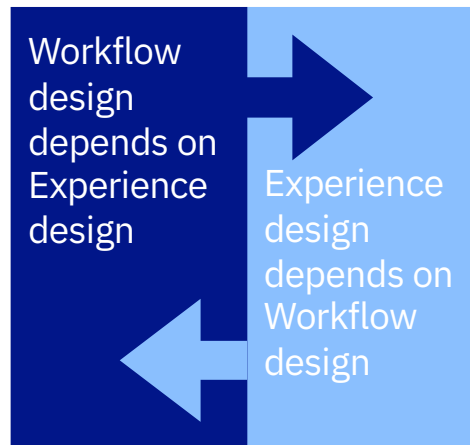
In Enterprise Mobility we redesign from the *whole* human experience back into the workflows, giving each role a seamless natural interface. This approach is complementary to workflow transformation is the key to unlocking the full potential of the workforce and the enterprise, role by role.

Enterprise Mobility

Most of the Experience is below the surface

Transformational experiences require a fusion of Mobile, AI and cloud.

Workflow and experience need to be designed in unison. Gone are the days of rolling out desktop experiences to mobile devices.



IBM Institute of Business Value "Digital Acceleration: Top technologies driving growth in a time of crisis"

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The pyramid is divided into three horizontal layers. The top layer is light blue and contains the text "Experience-Led Access to Value" on the left and "Intelligent Experiences" on the right. The middle layer is medium blue and contains the text "Modern Businesses and Processes" on the left and "Intelligent Workflows" on the right. The bottom layer is dark blue and contains the text "Modern Systems" on the left and "Hybrid Cloud" on the right.

IBM is uniquely positioned to partner with our clients on the integrated evolution of workflow and workforce

When you treat Mobile as a channel

You sink.

Decisions need **context** in order to apply experience and intelligence

Effective intelligence requires learned experience from the enterprise cloud combined with AI from the mobile edge and human review and interaction.

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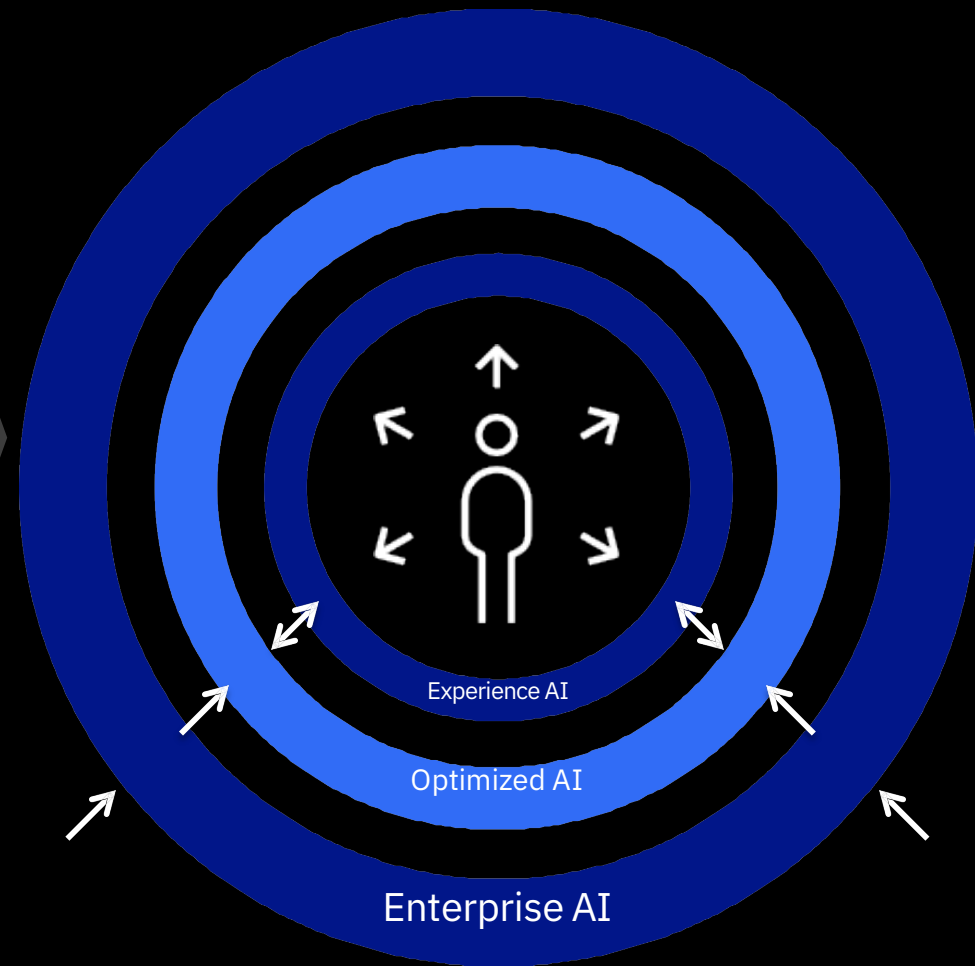
A handheld browser attached to the cloud?



...or the ultimate edge computing device ?

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The ability to combine enterprise automation and AI with the experience edge can completely change the process, workflow design and outcomes.



Enterprise Mobility

Mobile +

is how we assemble our solutions and services across IBM to ensure the value we generate for clients is experienced in the most natural and effective way by their employees.

In short, bringing intelligent experiences to every transformation project

Experience automation

Extended Reality

5g + Edge computing

AI and Machine Learning

Mobile Verification

Ambient Computing

Data Visualization

Digital Twinning

Conversational UX

Personalization

Wearables

Visual recognition

Sensory recognition

Mobile peer to peer

Identity verification

Drawing on unique IBM mobile ecosystem partnerships with Apple, Samsung, Vuzix, Unity and more

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Mobile+ Cognitive Process Transformation

Mobile+ Blockchain

Mobile+ AI

Mobile+ Cloud Value Transformation

Mobile+ App Modernization

Mobile+ Platforms

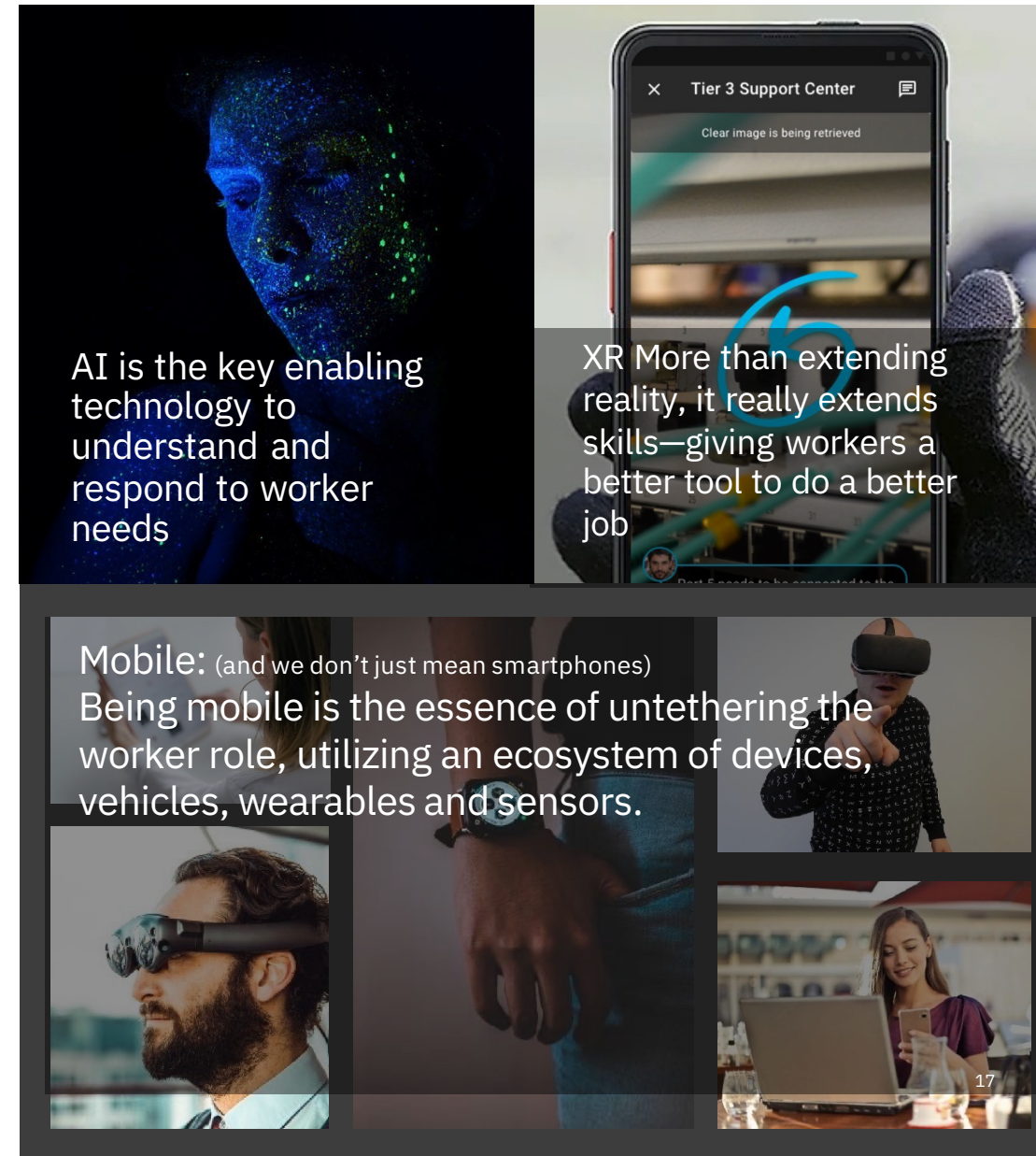
Mobile+ Research

Mobile+ Automation

IBM Garage is an authority in human interface technologies.

By fusing the deepest technology capabilities with industry knowledge and strategy execution, IBM Garage applies technology with a purpose, as the means to innovation — not the driver of innovation.

An almost unlimited choice of technologies are available, however most enhanced experience will use a combination of Artificial intelligence (AI), Extended Reality (XR) and Mobile.



4 ways to engage and start your workforce experience transformation

Mobile Advise

Our iterative framework helps you define, refine and execute against your holistic mobile strategy. Our experts work with you to evaluate your current mobile landscape and co-create mobile solutions in the dimensions that matter most.

Mobile Enterprise Workshop and design lab

Select roles that will deliver the best experience based ROI. Real users collaborate to reveal the “golden thread” through the new experience and see their vision in high fidelity, as the thread is transformed into the newly reimagined workflow in a native app.

IBM Garage for the Mobile Enterprise

The key to employee engagement and workforce transformation.

Start the journey to deliver, support and enhance the new experiences that will augment the abilities of your workforce, role by role. The IBM Garage will power experience-led transformation with new ways of working, leading technologies and multidisciplinary experts

App Modernization

Tap into our global knowledge of innovative experiences that will reinvigorate your existing mobile app estate.

Modernize and sustain the experience for your employees or customers with the latest techniques, features and enterprise grade services.

Transforming work through employee experiences



Transforming the inflight experience

- Continuous rapid development and evolution of employee experiences
- 6 apps on 30K devices
- Design to deploy reduced from 15 months to 60 days
- 4x increase in customer satisfaction by being able to deal with issues in real time

YOOX
NET-A-PORTER
GROUP



Evolving to a Mobile-only workforce

- *"If we do not think mobile-first for them, how can we expect to get it right for our customers?" Alex Alexander - YNAP CIO*
- 9 horizontal and 4 role specific experiences
- Experience strategy & Ideation, Design & Development, Maintenance and Evolution

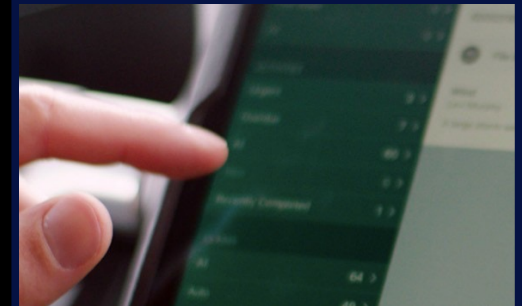
B/S/H/



Fixing, Informing and tooling technicians seamlessly

- Reduced equipment weight by 80 %
- 100 % paperless processes established
- 12 % raise of accessory sales
- Currently up to 0.5 more jobs per day
- Intelligent route planning with raising visit success by 20 %

Amica



Revolutionizing claims processing

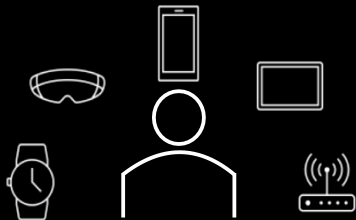
- Submit claims-related data from the field
- 60%-100% claims per day
- 2-3 hours wrap-up saved per day
- +25% employee retention

Enterprise Mobility

IBM in a Category of One

We believe we are the only true end-to-end partner capable of delivering game changing workforce experiences

Leaders in Mobile Enterprise design, delivery and evolution

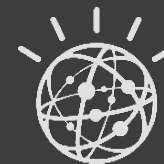


Backed by integrated expertise in everything required to underpin a modern transformational experience

Global leaders of open source, hybrid cloud environment enabling business to move faster than ever before.



Leaders in the development, ethical use of, and application of artificial intelligence.



Leader of data integration, platform development enabling true digital transformation

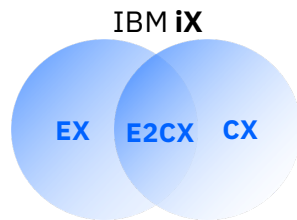


Unique ecosystem of strategic partnerships for mobile platforms and innovation



Workforce offerings from IBM

Changing how people work



Enterprise Mobility:

Transform the role of the employee by reimagining intelligent work flows and processes, embracing the the latest technologies taking friction out of how employees get their jobs done

Salesforce experience

Transform the role of Salesforce focussed employees with transformation in sales, service / call centers and marketing

Talent and Transformation

HR Reinvention

Attract and retain a diverse and highly skilled workforce that supports evolving business needs

Talent Acquisition

Amplify your competitive advantage by hiring talent using advanced innovation and AI

Talent Development

Skills and experience are the new currency of competitive value; build a culture of continuous learning

Worker and workplace safety

IBM Maximo Worker Insights

Help guard workplace and employee safety through site monitoring and management of environmental health and safety (EHS), occupancy, contact event tracing and social distancing

IBM Watson Works

A safer and smarter return to the workplace, helping employers plan a return to the workplace that prioritizes employees' health, safety and productivity

Digital adoption is the most significant success factor for enterprise transformation

“Automation will handle repetitive tasks while platforms and workflows will surface new spaces for insight, creating new areas for humans to add value.

As humans adopt better tools, they will “up their game” and as the technology becomes more intuitive, their adoption of it will increase”

*IBM Institute of Business Value:
Automation and the future of work*

“Through 2023, reactions to changed workforce and operations practices during the pandemic will be the dominant accelerators for 80% of edge-driven investments and business model changes in most industries.”

*IDC FutureScape: Worldwide IT
Industry 2021 Predictions*

“Remote work will settle at 3x pre-pandemic levels.

Automation will flourish and pivot toward helping employees be more effective in their daily work“

*Forrester Predictions 2021:
Employee Experience*

