



Bienvenue !





09:00-09:15 Introduction

Lise Crettaz, IBM
Massimo Lucrezia, IBM

09:15-10:15 Stratégie Mobile d'IBM

- IBM Mobile First
- IBM Mobile First Platform (WorkLight)
- Apple & IBM

Jean-Pierre Gremaud, IBM

Janos Kozma, CoreLiquid

10:15-10:45 Pause-Café

10:45-12:00 Retour d'expérience client

Olivier Eyraud, SQLI

12:00-12:15 Q&A

12:15-14:00 Repas

14:00-14:30 Conclusion, Partage de la marmite

Jean-Charles Finidori,
COMMON Romandie

12 décembre 2014

IBM MobileFirst Application Platform: Développement et Intégration d'Apps Mobiles



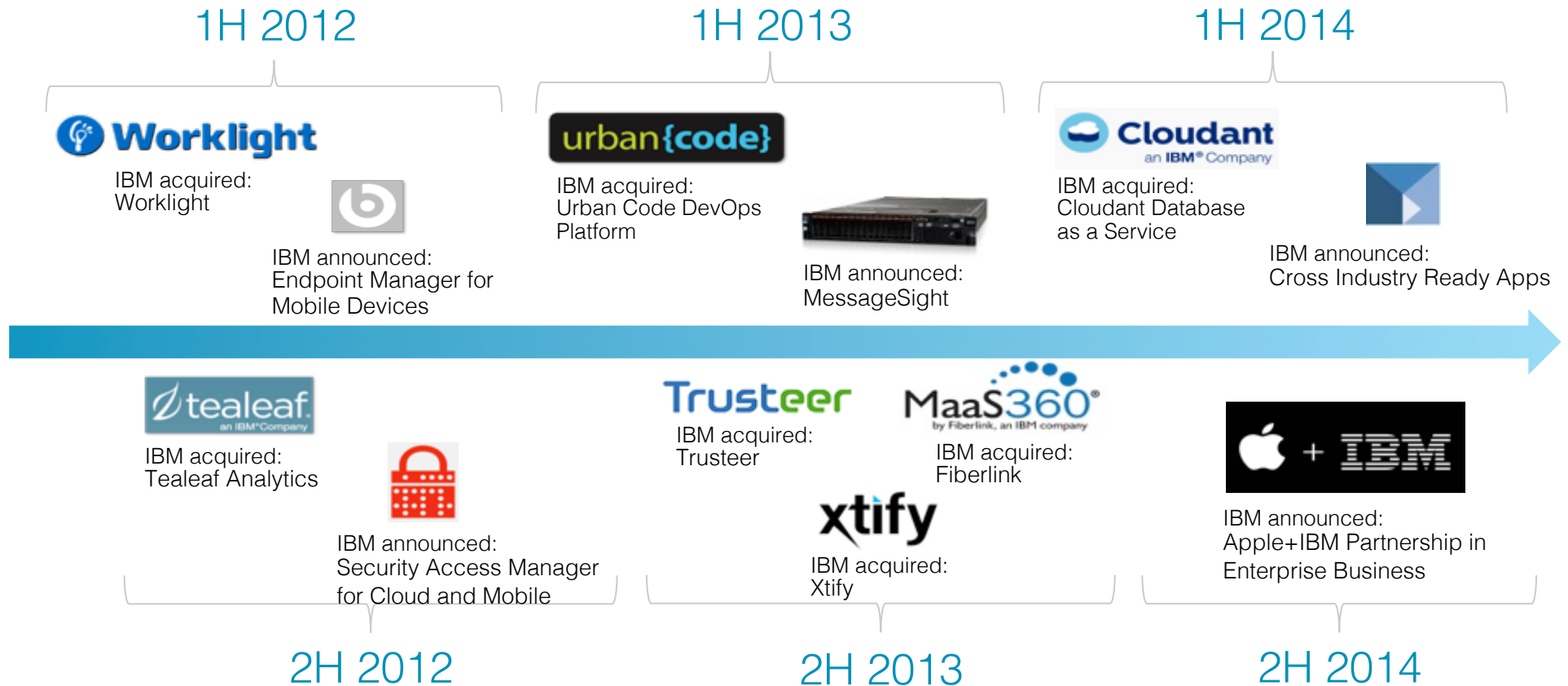
Jean-Pierre Gremaud – jpg@ch.ibm.com
Senior Technical Sales & Solution
IBM WebSphere Software

Enigme

Qui a inventé le premier smart phone



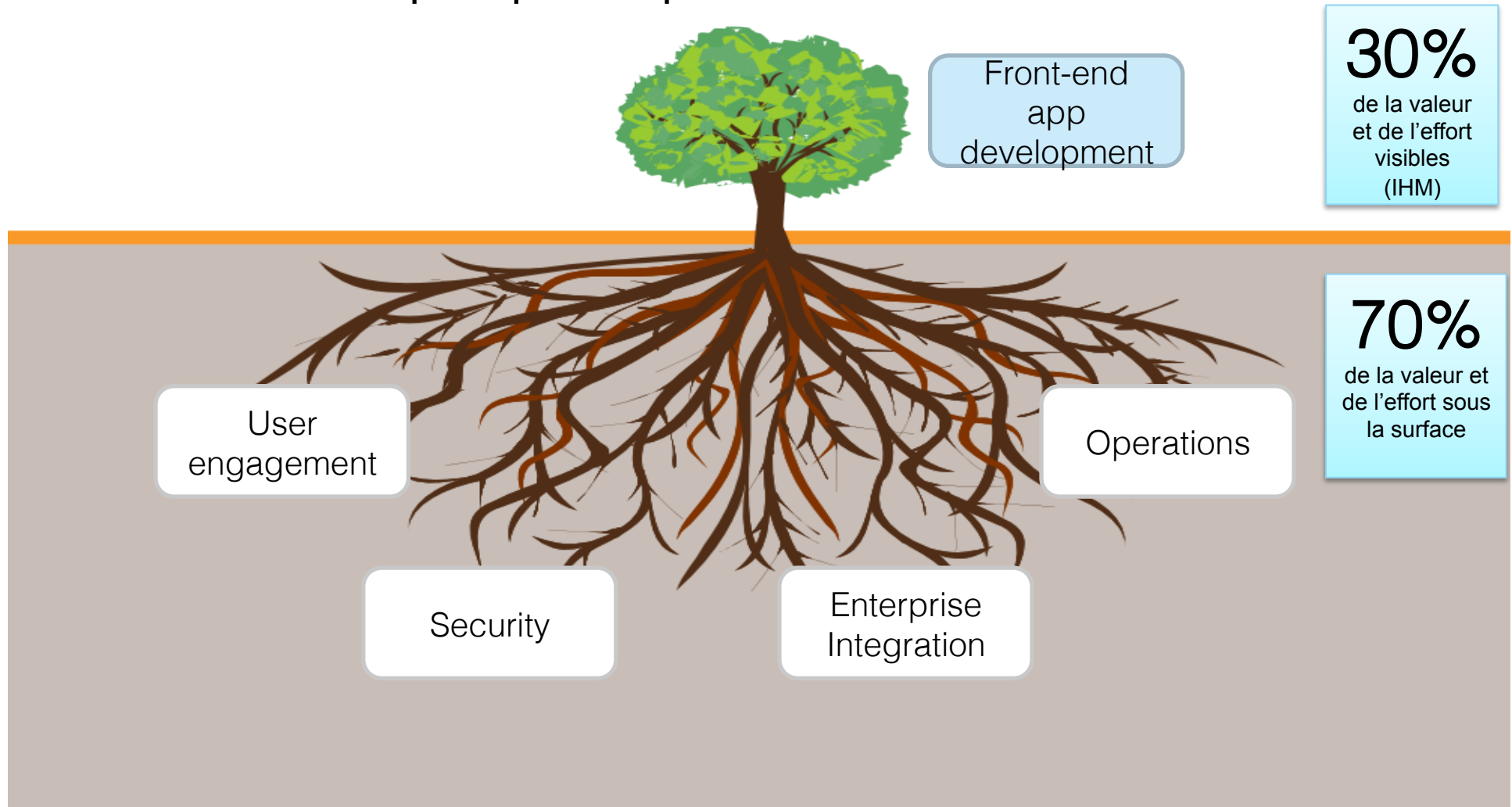
Un axe d'investissement stratégique pour IBM



Facteurs de succès pour une expérience utilisateur réussie



La mobilité n'est pas qu'une question d'IHM



IBM MobileFirst: portfolio complet pour accompagner une stratégie mobilité



IBM MobileFirst Platform

IBM MobileFirst Platform
Foundation

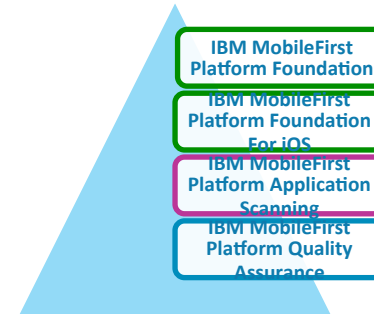
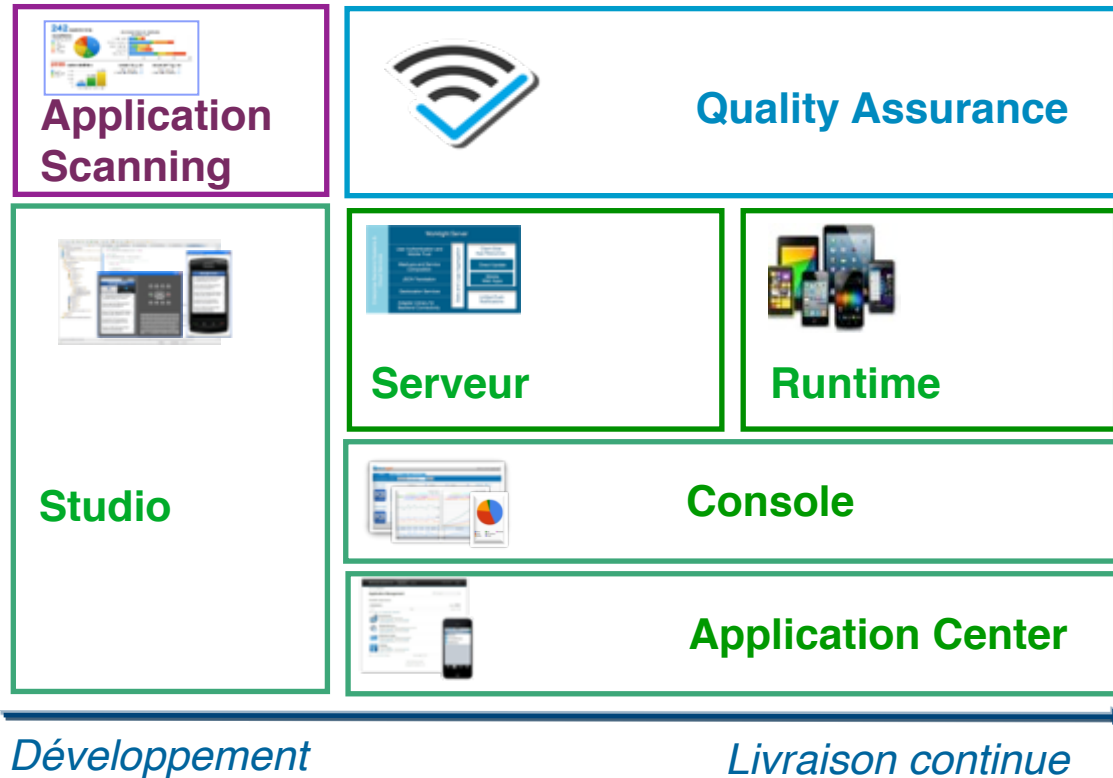
IBM MobileFirst Platform
Foundation For iOS

IBM MobileFirst Platform
Application Scanning

IBM MobileFirst Platform
Quality Assurance

IBM MobileFirst Platform

Les composants de la plateforme



Application Scanning

Détection failles de vulnérabilité lors des phases de développement

Quality Assurance

Collecter le retour des utilisateurs en phases bêta, analyser les crashes et faire l'analyse de sentiment

Foundation

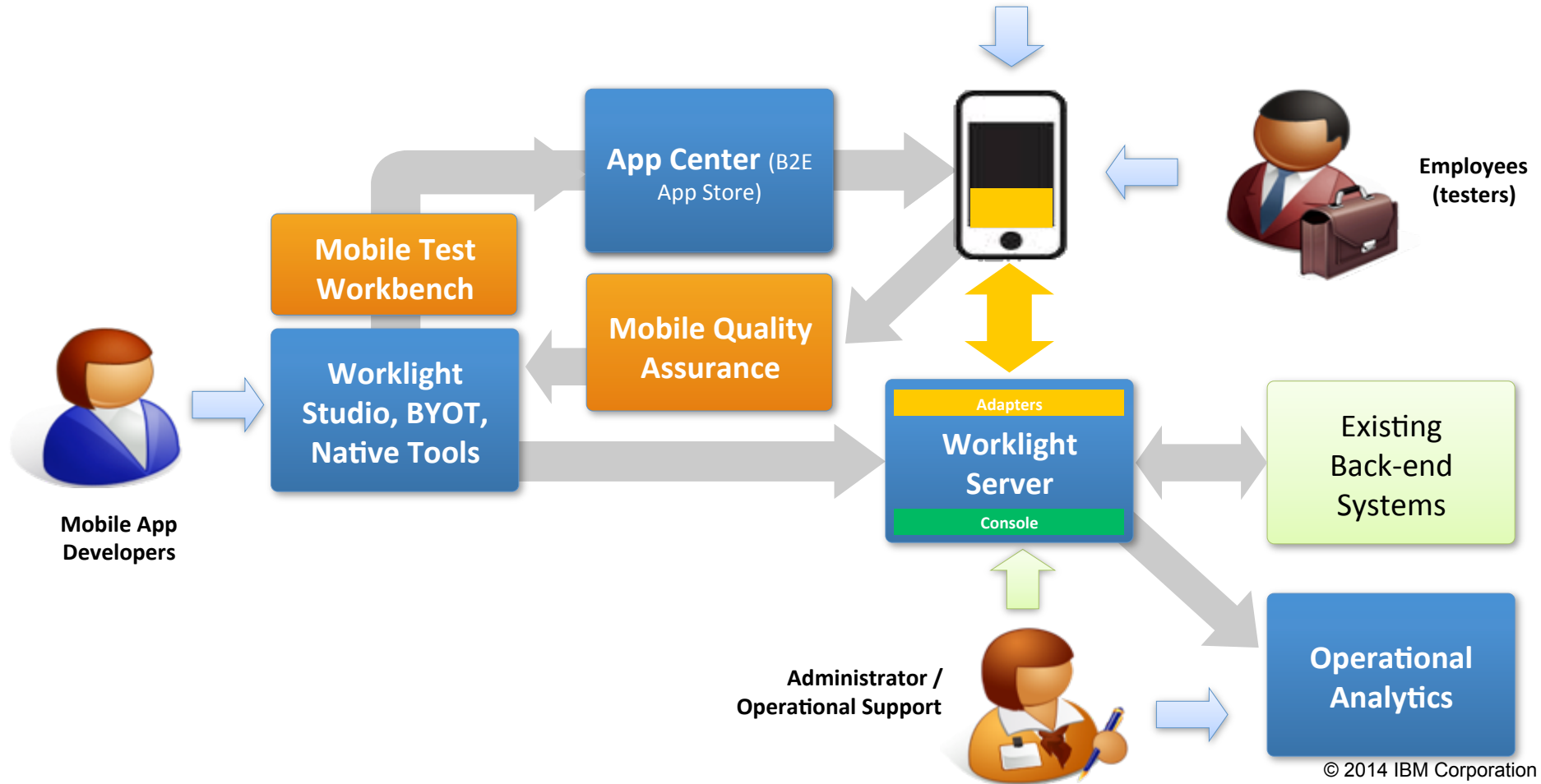
Développement, Runtime, Serveur, Console de Gestion & Store Privé



Customer



IBM MobileFirst Platform en pratique



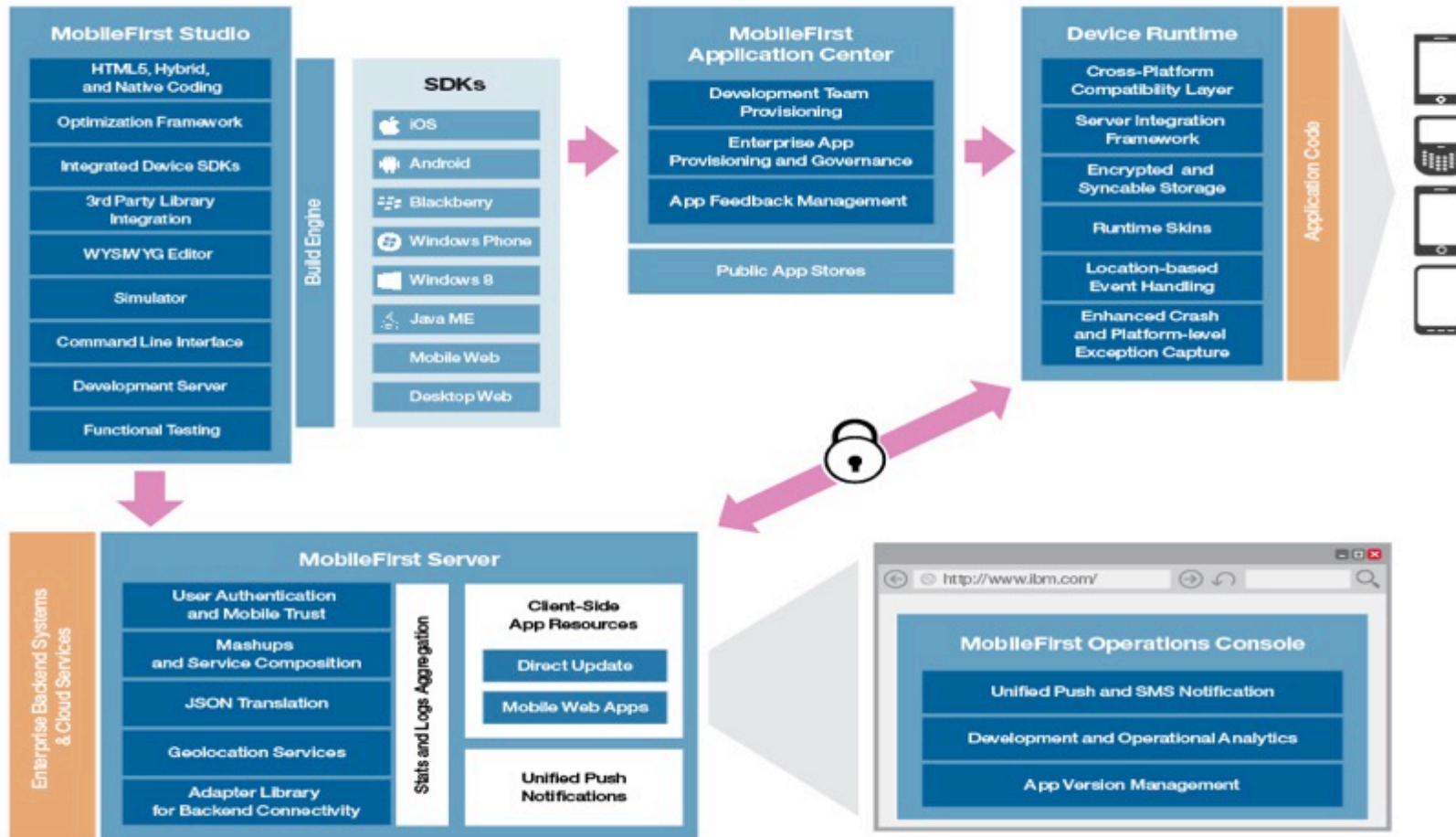
Indices

- Unveiled in November 1992, it was the first PDA (Personal Digital Assistant) device to utilise cellular technology.
- At a cost of \$900, it was introduced in 1994.
- It was a combination cellular phone/PDA that included an x86-compatible CPU, a fax modem, a PCMCIA Type II PC Card slot, 11 built-in programs, and a 4 1/2- by 1 1/2-inch touch-sensitive LCD screen.



IBM MobileFirst Platform Foundation 6.3

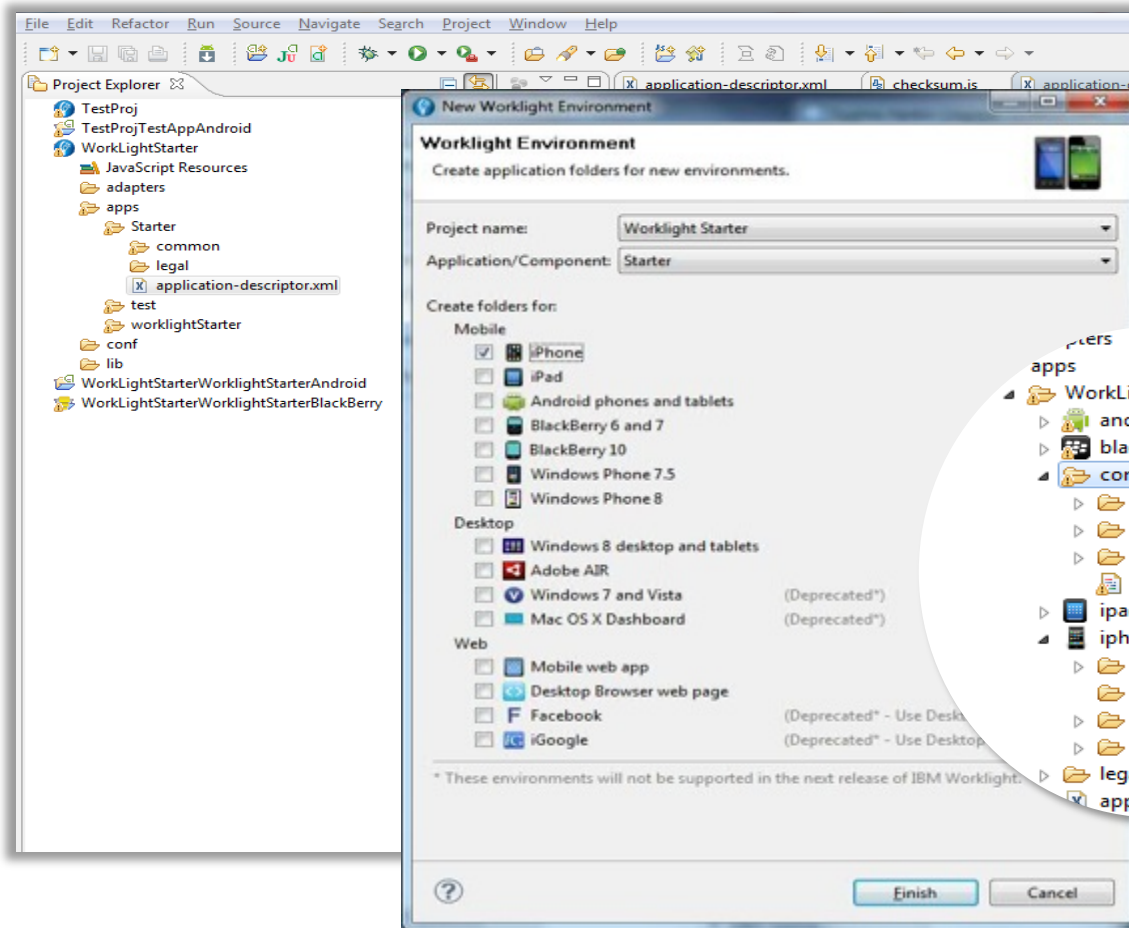
IBM MobileFirst Platform Foundation 6.3 – Component Overview



Le support de plusieurs modes de développement



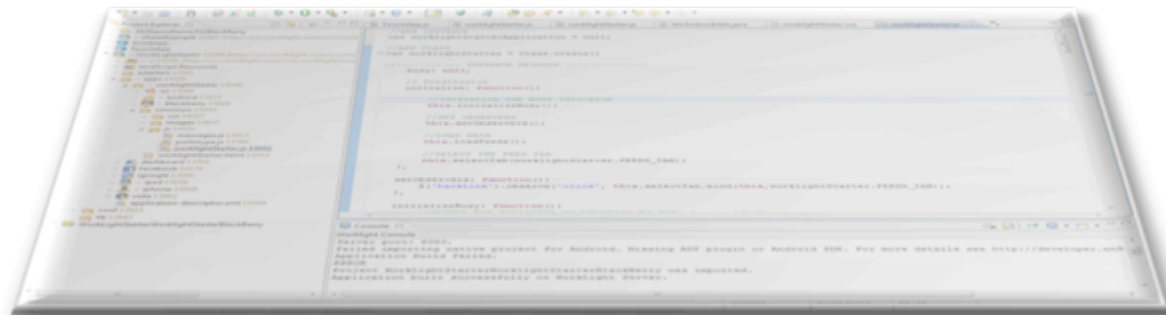
Worklight Studio : optimisation du code web mobile et hybride



- Un tronc commun de code
- Code optimisé pour chaque OS cible maintenu séparément

Une plateforme ouverte sur les standards

Compatibilité avec les principaux frameworks et outils HTML5 et javascript du marché



Un simulateur mobile web pour le développement

Mobile Browser Simulator

The Mobile Browser Simulator displays mobile web pages in a variety of mobile browser sizes and shapes.

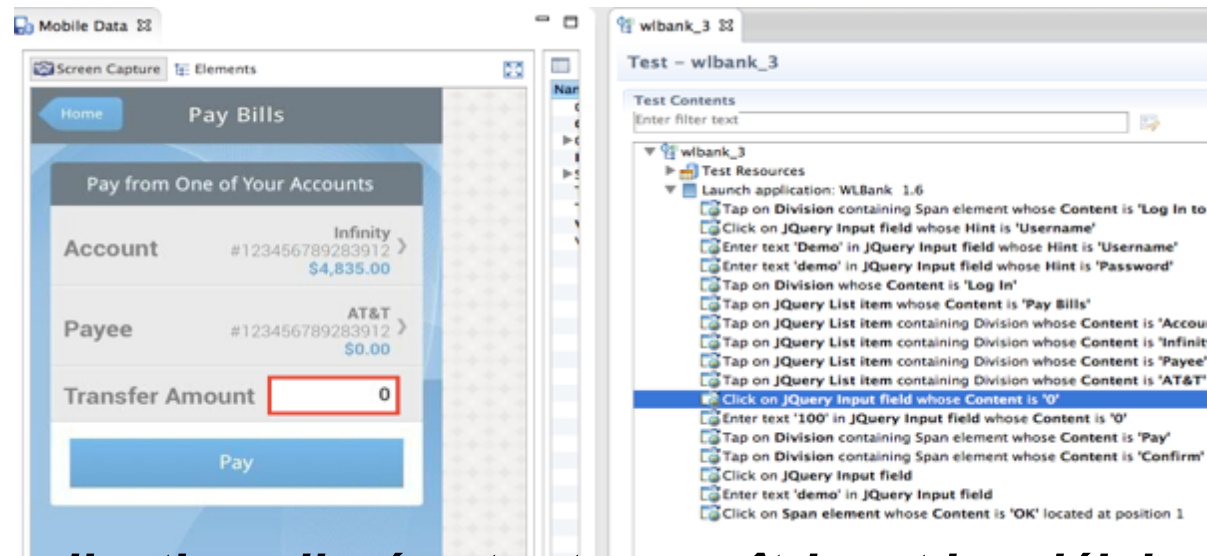
The screenshot shows the Mobile Browser Simulator interface. At the top, there is a URL bar with the address `http://192.168.0.197:10080/module_60_4_FlightTicket/apps/services/pre/` and a 'Go' button. To the right of the URL bar are controls for 'Add Device', 'Scale All Devices' (set to 100%), 'Enable Useragent Switching' (unchecked), and 'Simulate Device API' (checked). Below the URL bar is a sidebar with various device simulation options: Device, Events, Accelerometer, Battery (with a 'Plugged In' checkbox and a 'Battery Level' slider set to 90%), Camera, Capture, and Compass (with a 'Heading' input set to 331.999 and a compass graphic). At the bottom of the sidebar are buttons for 'Next', 'Start', and 'Generate Error', and a list of other simulation options: Contacts, File, Geolocation, and Network. The main area displays two simulated mobile devices: an Apple iPhone 4 and an Apple iPhone 5. Both devices show a login page with a blue header, a 'Login' button, a 'Sign up' button, a text input field containing 'demo', a password input field with four dots, and three social login buttons: 'Log in with Weibo', 'Log in with Facebook', and 'Log in with Twitter'. Below the devices is a small map window showing a street view with a red location pin and a circular area of interest.

Gestion intégrée des tests fonctionnels

- Couverture complète des tests fonctionnels
 - Support d'Android et iOS, natif et hybride, web
 - Scripts en langage naturel, accessibles à des profils non développeurs
 - Capture des gestes mobiles
 - Instrumentation jQuery et Dojo "aware"

- Un processus en 4 temps

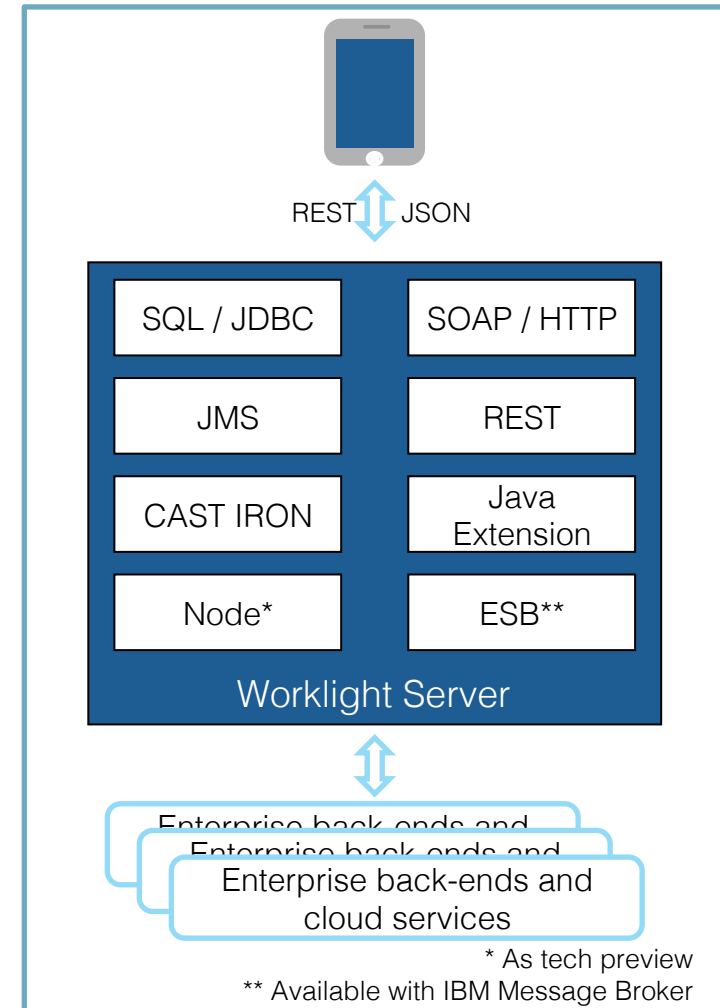
1. **Enregistrement**
2. **Edition**
3. **Playback**
4. **Reporting**



Améliorer la qualité des applications livrées tout en maîtrisant les délais

Optimiser la connectivité au SI

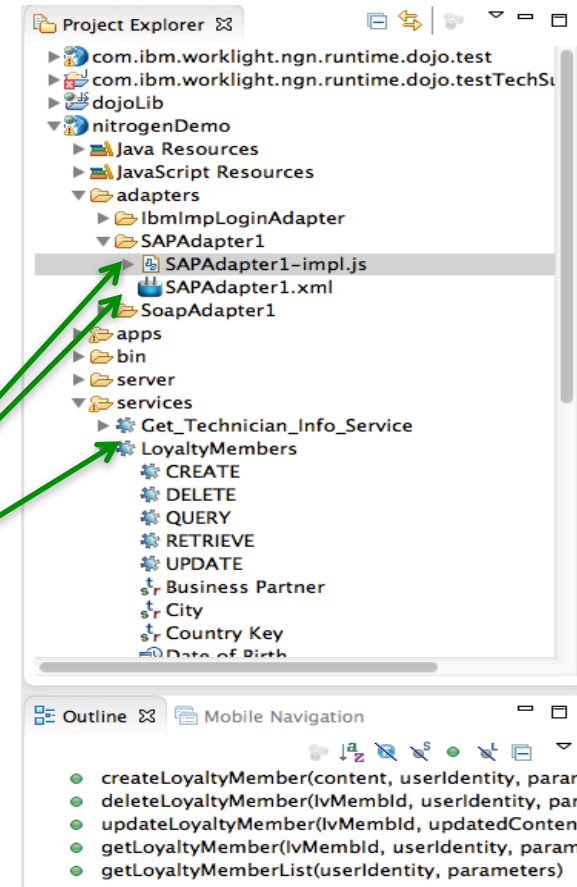
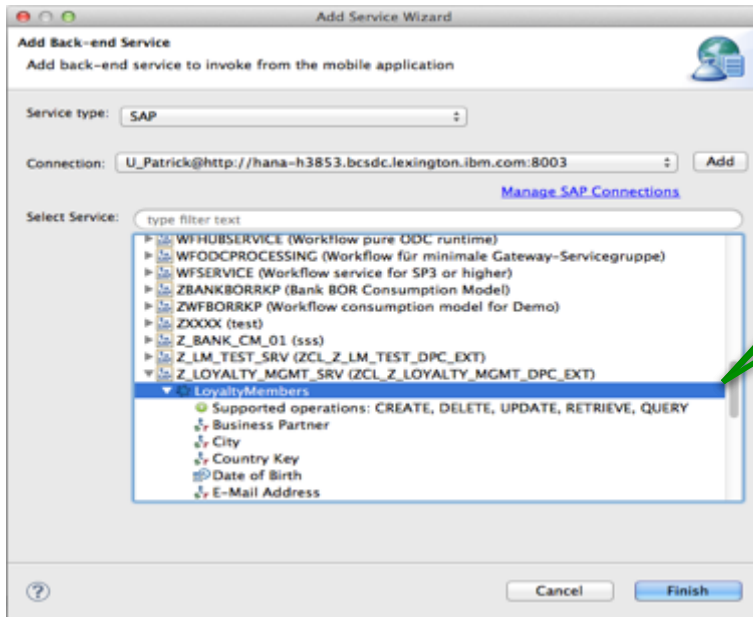
- Développement rapide en Javascript, extensible en Java
- Transformation JSON automatique
- Gestion des transactions
- Gestion de la sécurité
- Scalabilité
- Collecte données analytiques
- Possibilité de recomposer des services
- Compression des données



Génération automatique des adaptateurs

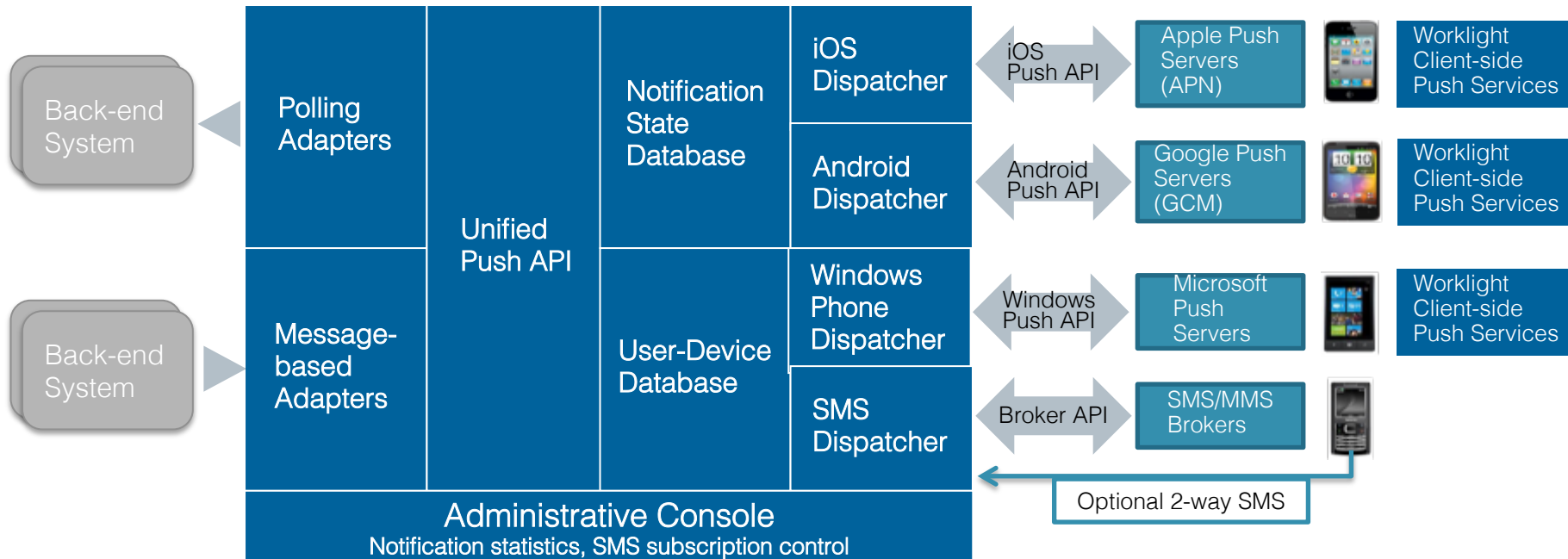
Pas de code a développer :

- Introspection via wizard
- Génération automatique adaptateurs
- Pour SOAP/WSDL et SAP Netweaver Gateway



Gestion des notifications

- Notifications natives et SMS via une API unifiée
- Notifications de type broadcast, narrowcast (abonnement) et unicast
- API serveur REST pour gérer les abonnements
- Scalabilité du moteur pour gérer de grands volumes de push



Indices

- It measures 8 x 2.5 x 1.5 inches
- Only about 2000 were made
- It represented the first real personal communicator because it was designed to be a cellular phone - a communications device – first, and a computer second.



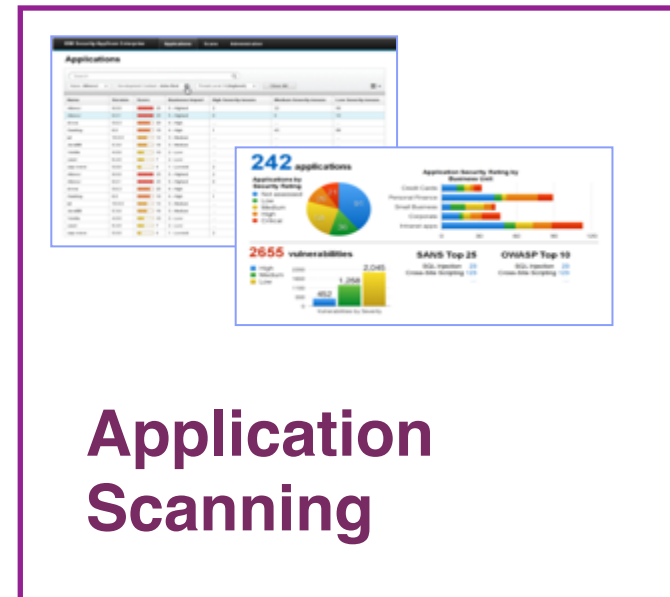
IBM MobileFirst Platform Application Scanning

IBM Worklight Application Scanning

Basé sur AppScan v9.0

Détecter les vulnérabilités lors du coding pour réduire le risque de fraude

- Intégré à l'IDE Eclipse. Scan du code de projets existants ou de projets Worklight Studio
- Support des applications mobiles natives et hybrides
- Analyse avancée du JavaScript
- Connexion optionnelle à IBM Security AppScan Enterprise Server pour le partage de configurations de scan, filtres et règles personnalisées entre projets





Indices



- Weighing in at a little more than a pound, the new personal communicator had a liquid crystal display (LCD) that offered a telephone keypad as well as a computer keypad.
- While using Simon as a personal communicator, customers could access the device's graphical user interface (GUI), which used icons and on-line help screens to make the device more user-friendly.



IBM MobileFirst Platform Quality Assurance

IBM Worklight Quality Assurance

Collecter le ressenti des utilisateurs et des métriques de qualité à chaque étape du développement

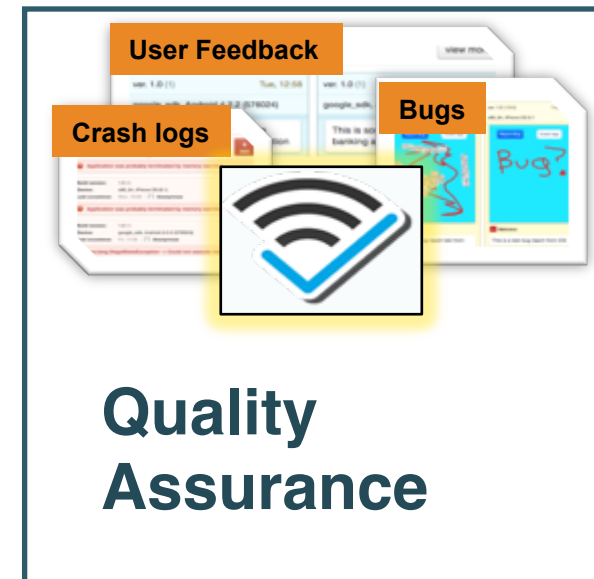
Priorisation des corrections – collaboration métier et IT sur la stratégie mobile et l'expérience utilisateur

Distribution des apps – fournir la dernière version aux testeurs dès leur disponibilité

Rapports d'erreurs – retour ciblé sur les erreurs des derniers builds

Collecte des rapports de crash – compréhension rapide des causes de plantage

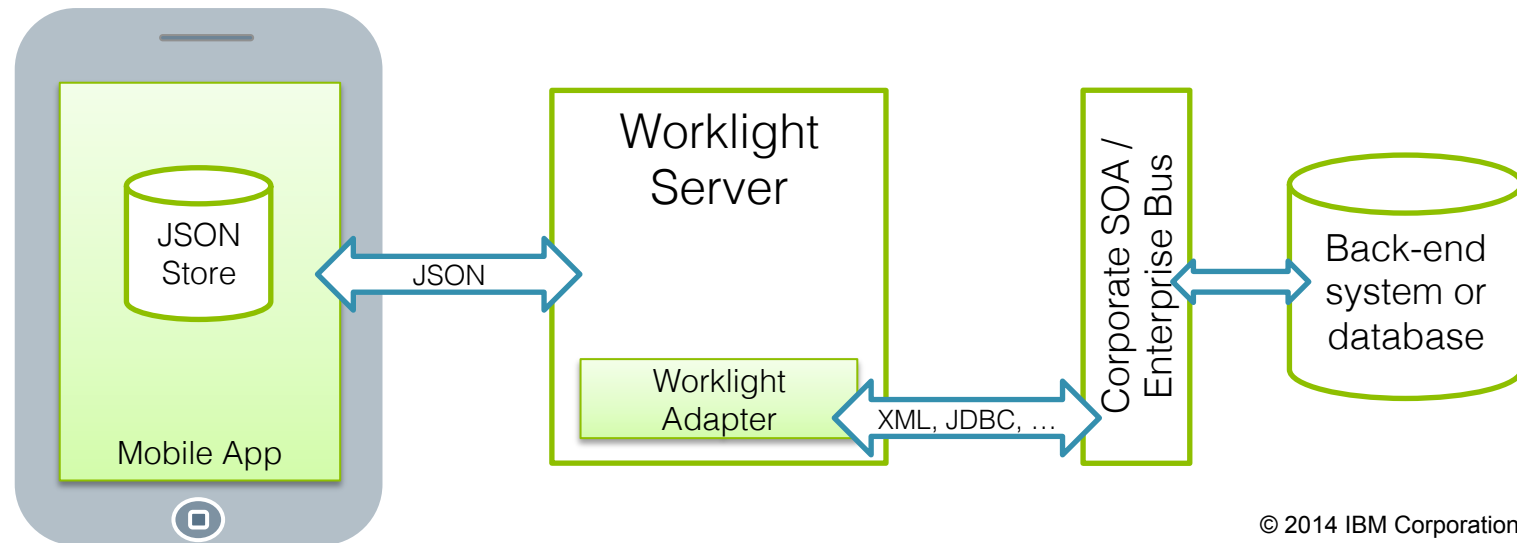
Analyse de sentiment – analyse dans les stores des retours utilisateurs pour identifier rapidement les causes de frustration avant une propagation virale



Base de données JSON embarquée

API désormais aussi disponibles pour les apps natives iOS et Android!

- Travail en mode déconnecté
- Encryptage sécurisé possible
- Synchro serveur→client: via adaptateurs
- Synchro client→serveur: stockage des actions d'écritures pour exécution différée



Gestion de version

Plusieurs versions d'une app pour une même plateforme

Découplage des versions par OS cibles

FlightTicket
Last updated at: 2013-07-29 15:31

OS Target	Version	Status	Lock this version	Security Test	App Authentication	Device Authentication	User Authentication
iPhone	Version 1.1	Active	<input type="checkbox"/>	Default	Disabled	Default	Default
	Version 1.0	Active	<input type="checkbox"/>	Default	Disabled	Default	Default
Android	Version 1.0	Active	<input type="checkbox"/>	Default	Disabled	Default	Default
BlackBerry 10	Version 1.0	Active					
Windows Phone 8	Version 1.0	Active					
Mobile Web	Version 1.0	Get App URL					

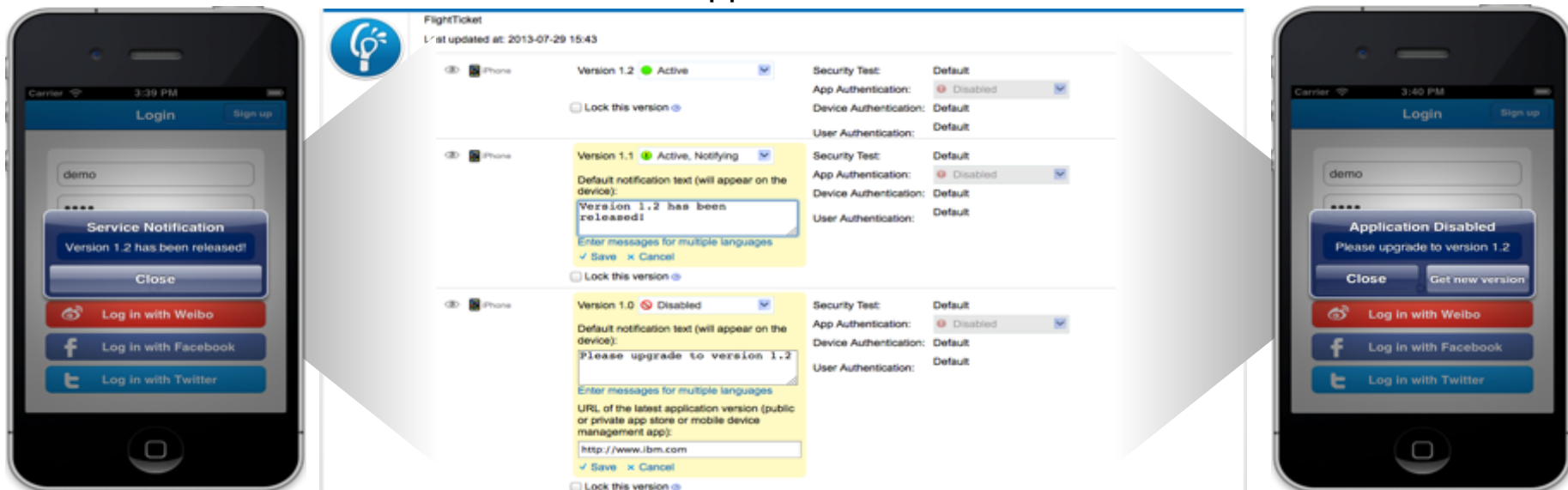
[Preview as Common Resources](#)

Désactivation d'une version d'une app mobile

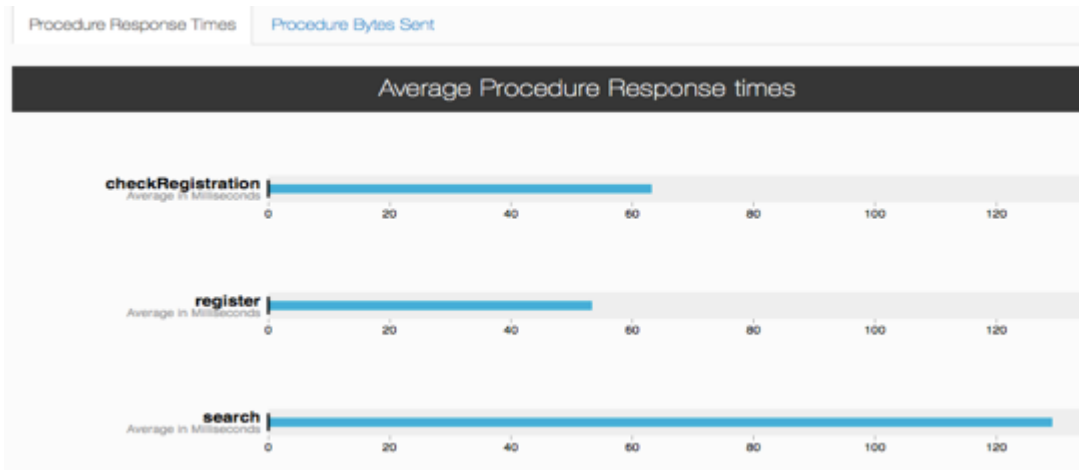
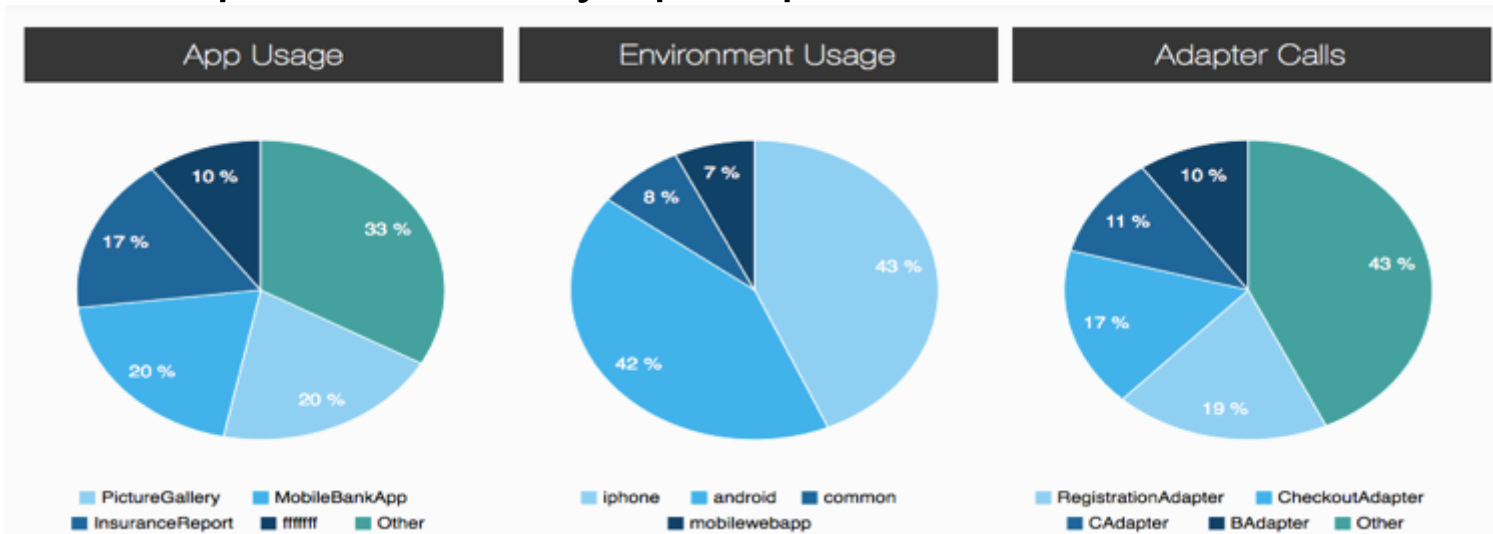
Remote Disable : Interdire l'accès à une version spécifique d'une app sur un environnement donné

- Garantir que les utilisateurs ont toujours le dernier niveau de mise à jour
- Stopper le support de versions anciennes

Notification de service : notification "in app"



Des capacités d'analytique opérationnelle avancées



Log Search

Client Logs | Server Logs

Search:

Show: InsuranceReport | 1.0 | All Levels | workload

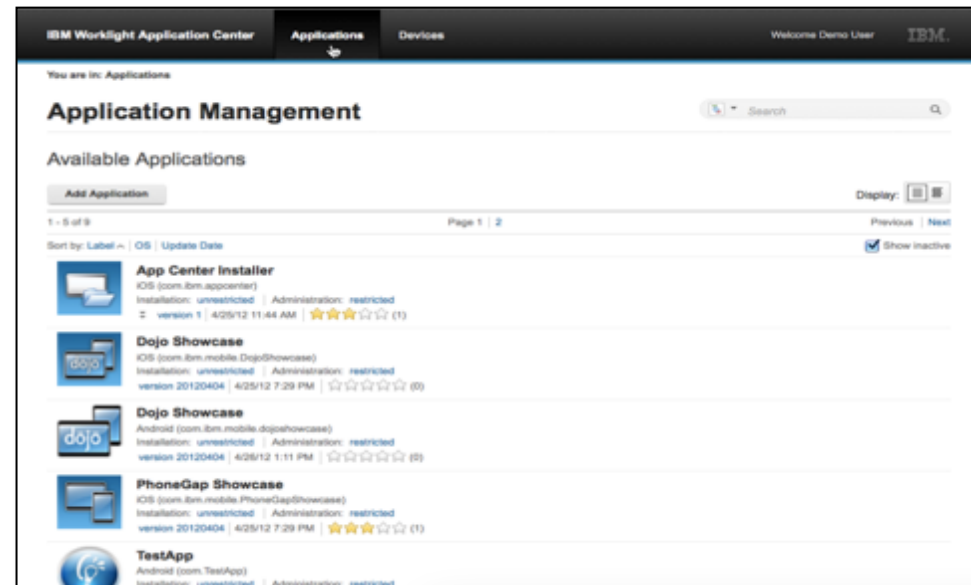
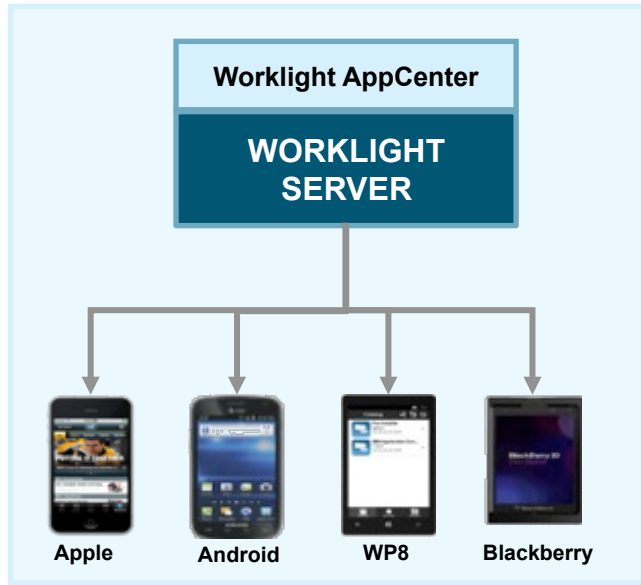
All Environments | All Models | All OS Versions

From: All Days | To: All Days

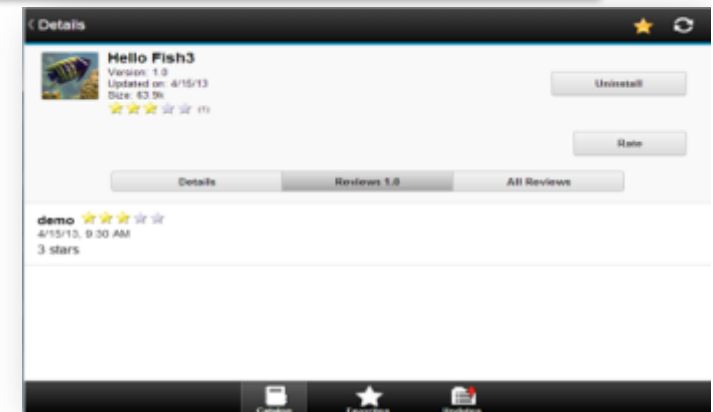
1-10 of 311 results

Friday, May 09, 2014 8:30 AM
Application: InsuranceReport **Environment:** android **Level:** FATAL
 Uncaught Exception: +[NSDate now]: unrecognized selector sent to class 0x434774
[View More](#)

Un application store privé pour diffuser les applications



- Contrôle d'accès par ACL, support LDAP
- Visibilité apps déployées par terminal
- Feedback utilisateurs
- Supports apps Worklight, non Worklight et publiques



IBM

- Although Apple is an acknowledged leader in smart phones, they didn't invent it. **IBM did – back in the early 90s.**
- The IBM Simon was launched **in August 1994**, and cost \$899, although this was later reduced to \$599.
- It worked only in the US, had **one hour's battery life** and weighed **half a kilo.**

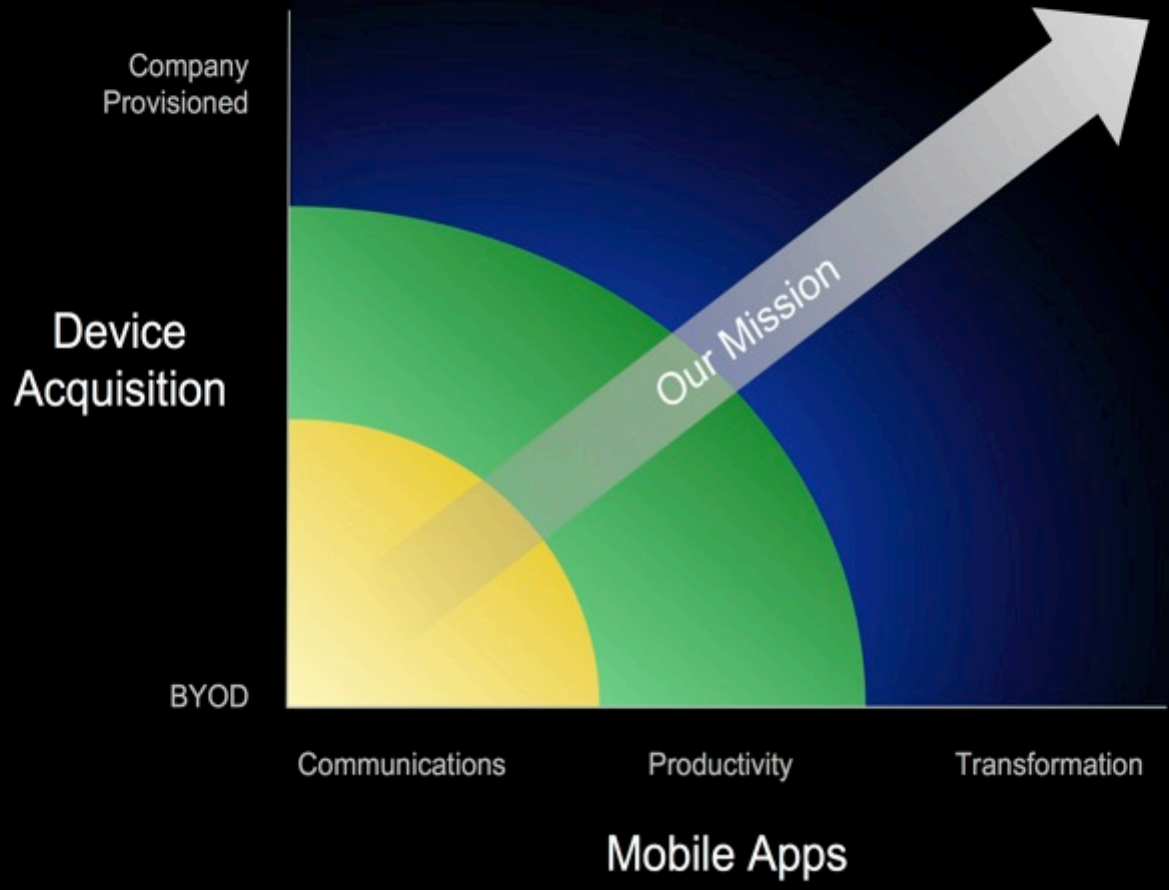


But the main reason it didn't sell like hot cakes was because the technology infrastructure to support it – like fast Internet and web browsers – didn't exist then, and after six months, Simon was withdrawn.



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Redefining Mobility



Enterprise Solutions for iOS

IBM MobileFirst

iOS
Solutions

IBM MobileFirst

Software
for iOS

IBM MobileFirst

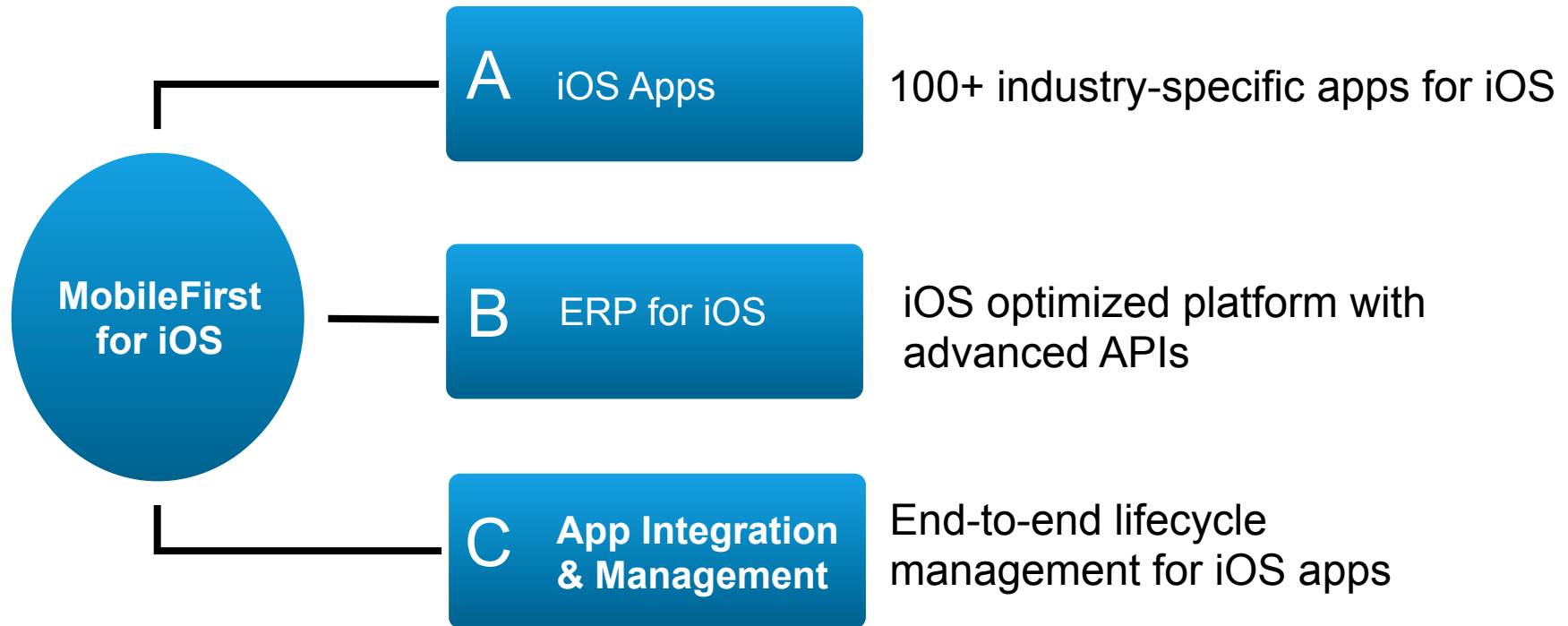
Supply,
Activate, and
Manage



AppleCare
for Enterprise

1. Mobile First for iOS Solutions

CIO problem addressed: How do I enable my employees in a first class way that leverages the benefits of mobile?



Banking • Insurance • Telco • Retail • Government • Travel/Transportation • Healthcare



IBM is building MobileFirst solutions for all industries

IBM MobileFirst
iOS
Solutions

Banking / Financial <ul style="list-style-type: none">- Mobile Risk Management- Mobile Wealth Manager- Mobile Teller- SME Banking- Corporate Banking- Treasury Management	Retail <ul style="list-style-type: none">- In-Store Associate- Mobile Performance Mgt Dashboard- Merchandising & Supply Chain Mgt- Smarter Retail Workforce- Retail Knowledge Management	Insurance <ul style="list-style-type: none">- Mobile Sales Agent- Mobile Underwriter- Mobile Claims Adjuster	Travel & Transportation <ul style="list-style-type: none">- Airline Pilot Planning- Mobile Flight Crew- Mobile Service Agent- Workforce: Maintenance Worker- Smarter Transportation/ Task Mgt
Government <ul style="list-style-type: none">- Mobile Social Worker- Mobile Emergency Response- Mobile Customs Inspector- Border Reviews and Inspections- Mobile Asset Management	Healthcare <ul style="list-style-type: none">- Spend Analysis and Management- Public Health- Social Learning Platform – HC	Consumer Products <ul style="list-style-type: none">- Mobile Commerce Channel- Mobile Demand Insight- Performance Management Insight	Telecommunications <ul style="list-style-type: none">- Mobile Asset Management- Mobile Field Services
Energy & Utilities <ul style="list-style-type: none">- Mobile Asset Management- Mobile Field Service- Smarter Workforce/ Talent Mgt	Chemicals and Petrol. <ul style="list-style-type: none">- B2B Commerce- Mobile Asset Management- Mobile Field Services	Life Sciences <ul style="list-style-type: none">- Mobile Sales Force	Media & Entertainment <ul style="list-style-type: none">- Mobile Content Workflow
Automotive <ul style="list-style-type: none">- Dealer Sales Support- Mobile Asset Management- Mobile Ops and Supply Chain	Industrial Products <ul style="list-style-type: none">- Mobile Mining Operations- Mobile Asset Management	Electronics <ul style="list-style-type: none">- Social Enabled Product Innovation- Mobile Salesforce	Aerospace & Defense <ul style="list-style-type: none">- Mobile Asset Management- Mobile Field Service- Mobile Ops and Supply Chain

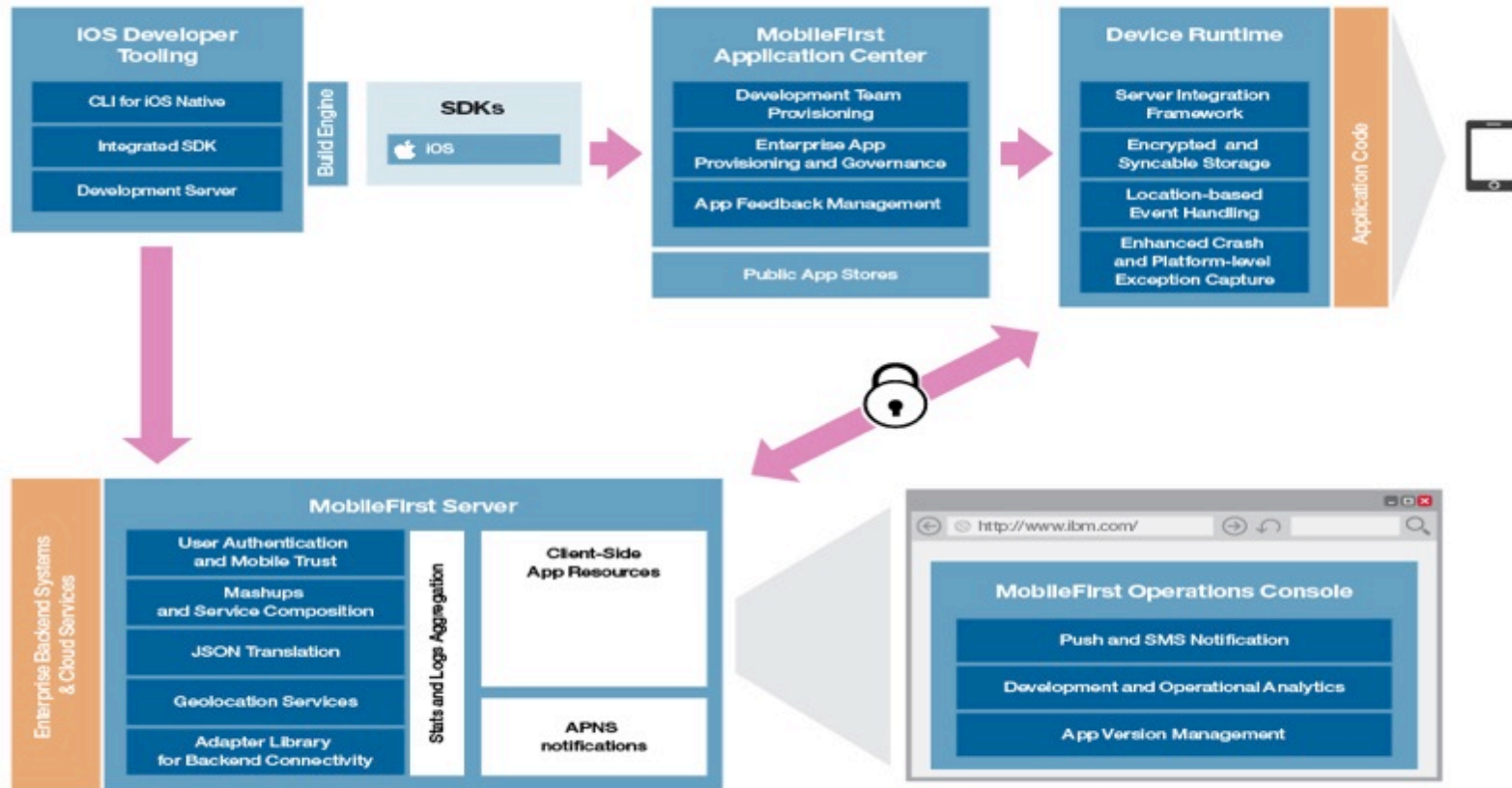
2.

IBM MobileFirst

Software
for iOS

IBM MobileFirst Platform Foundation 6.3 For iOS

IBM MobileFirst Platform Foundation 6.3 For iOS

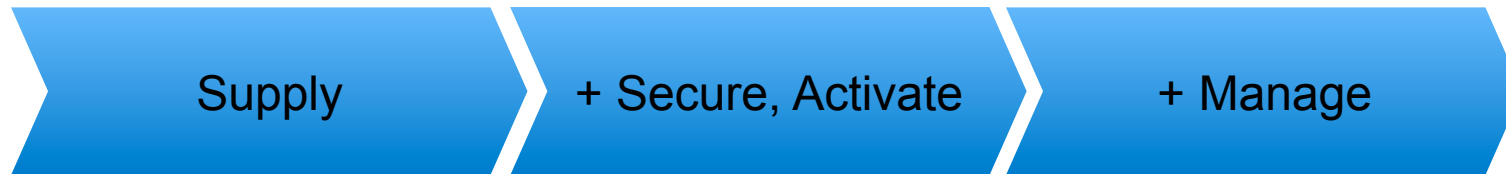


3. IBM MobileFirst Supply and Management

Buy, finance or lease with IBM Global Finance

CIO problem addressed: How do I effectively source and manage devices in my enterprise?

Supply & Management Options



- Procurement

- Procurement
- IBM MaaS360

- Procurement
- IBM MaaS360
- Asset Management

IBM®