



Highlights

- An advanced platform for native development and a faster way to create hybrid and web apps
 - A rich experience for a broad set of mobile app users
 - An easier way to manage your entire portfolio of mobile assets
 - The ability to enforce security at every level—for the user, device, data and application
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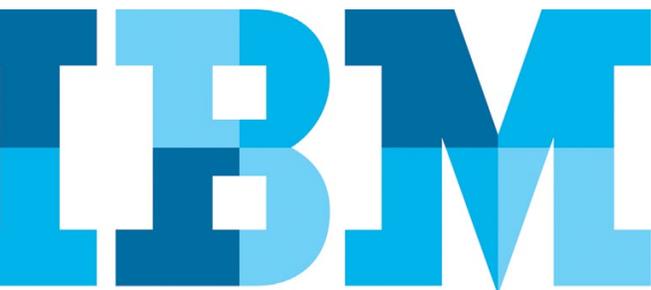
IBM MobileFirst Platform

Build, test, run and manage mobile applications

Today's fragmented mobile landscape presents considerable application development challenges. Mobile application development and management has become a complex and often costly undertaking because of the increasing numbers of operating systems as well as the mix of devices, form factors and standards. Because of these issues, there is a growing market for an integrated mobile platform solution. Many solutions have shortcomings, including proprietary interpreters, uncommon scripting languages or limited development environment; as a result, mobile developers have to make tradeoffs between cost, time-to-market and user experience.

With the IBM® MobileFirst Platform, you can build and continuously deliver mobile apps more efficiently and effectively. This IBM platform is an extension of the mobile app development, delivery and management capabilities of IBM MobileFirst Platform Foundation formerly known as IBM Worklight Foundation, with code scanning, test and quality assurance capabilities. The result is an integrated platform that helps accelerate the delivery of your mobile strategy with increased productivity, security and a more engaging user experience.

The MobileFirst Platform employs standards-based technologies that help eliminate the use of code translation, proprietary interpreters and unpopular scripting languages. However, this IBM platform is not a development-only tool. The components of this platform are designed to



address the full mobile application lifecycle including mobile optimized runtime, operational analytics, a private app store, as well as integrated testing and security that enables continuous delivery of omni-channel applications.

With the MobileFirst Platform you can:

- Support multiple mobile operating environments and devices
- Use your preferred development tools with the Command Line Interpreter (CLI) for developers
- Connect to and synchronize with enterprise data and applications including IBM Bluemix™ mobile services
- Safeguard mobile security at the device, application, data and network layer
- Manage your mobile application portfolio from one central interface

The MobileFirst Platform comprises three key offerings:

- IBM MobileFirst Foundation
- IBM MobileFirst Quality Assurance
- IBM MobileFirst Application Scanning

With the MobileFirst Foundation, you can help extend your business to mobile. MobileFirst Foundation provides an open, more comprehensive and advanced platform that helps you to build, test, run and manage native, hybrid and web applications with reduced development costs and faster time-to-market. This IBM platform provides an Integrated Development Environment (IDE) for building mobile apps as well as a CLI which provides developers with the flexibility to use their preferred development environment.

IBM MobileFirst Foundation consists of five components.

- **IBM MobileFirst Studio** offers one of the leading tools for native and hybrid development that helps optimize code reuse and accelerate development.
- **IBM MobileFirst Server** is mobile-optimized middleware that serves as a gateway between applications, back-end systems and cloud-based services.
- **IBM MobileFirst Device Runtime Components** offer runtime client application program interfaces (API) designed to enhance security, governance and usability.
- **IBM MobileFirst Application Center** enables you to set up an enterprise app store that manages the distribution of production-ready mobile apps.
- **IBM MobileFirst Console** is an administrative GUI designed to provide near-real-time operational analytics for the server, adapters, applications and push services to help you manage, monitor and instrument mobile apps.

Mobile security is more than protecting the device; it is about protecting applications on the device and preventing data leakage in the enterprise from rapidly evolving mobile malware. IBM MobileFirst Application Scanning helps determine vulnerabilities earlier in the application development cycle to help eliminate vulnerabilities that malware can exploit. Therefore, you can help reduce costs and the risk exposure by identifying mobile application source code vulnerabilities earlier in the software development lifecycle, which can be fixed before deployment.

MobileFirst Application Scanning integrates application security testing into your software development lifecycle. This MobileFirst solution offers enhanced mobile application scanning capabilities and supports testing for mobile applications, which include support for JavaScript, HTML5, Cordova, Java and Objective-C. MobileFirst Application Scanning also provides integration with MobileFirst Studio and the ability to scan MobileFirst applications.

MobileFirst Application Scanning can help enable:

- Stronger and more complete software security through integration with IBM Security AppScan®
- Improved intelligence through integration with existing tools and processes such as application development, build integration and security monitoring
- Security practices through optional management and enforcement of security policies
- Governance and compliance assurance to address security requirements and tested practices

In today's mobile app economy, user opinion defines success. IBM MobileFirst Quality Assurance is designed to help you take mobile app testing beyond the test lab by engaging testers and users directly in testing mobile apps and gathering their feedback from idea through production. With these insights you can enhance your DevOps approach to more rapidly deliver compelling mobile apps that delight. With MobileFirst Quality Assurance, line-of-business professionals and development teams can help prioritize mobile app quality and performance issues and equip your team to take action to support a dynamic mobile app strategy.

MobileFirst Quality Assurance features:

- **Automated crash analytics** to provide context-rich crash logs from beta and released apps automatically
- **In-app bug reporting** that enables you to submit defects in seconds while using the app from your mobile device
- **Over-the-air app build distribution** that provides the latest information and builds to testers
- **User feedback and sentiment analysis** to deliver user feedback from within the app and mined from public app stores
- **Evidence-based prioritization** that helps enable business and IT professionals to collaborate on mobile strategy and user experience

Mobile operating system support

With MobileFirst Foundation, you can maintain support for current mobile operating system (OS) versions through regular releases and fix packs. The MobileFirst Platform supports various OS versions, including:

- Android V2.3, V4.0, V4.1, V4.2, V4.3, V4.4 and V5.0
- Blackberry V6.0, V7.0, V7.1, V10, V10.1 and V10.2
- iOS V6.0, V6.1, V7.0, V7.1, V8.0 and V8.1
- Windows V8.1 Pro and RT
- Windows Phone V8.0 and V8.1

A current list of supported mobile operating systems—including subsequent fix packs, if any, is available from the system requirements section of ibm.com/mobilefirst

Why IBM?

IBM provides a more comprehensive set of mobile capabilities used throughout technology and business. Engage with IBM specialists to deliver mobile solutions that can help increase efficiencies and help enable a competitive advantage.

For more information

To learn more about the IBM MobileFirst Platform, please contact your IBM representative or IBM Business Partner, or go to: ibm.com/mobilefirst

To download IBM MobileFirst Platform Developer Edition at no charge, go to: ibm.com/developerworks/mobile

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



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Route 101
Somers, NY 10589

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