



Line of Business Apps

How will you mobilize your business?

Transform your business

Meet your challenges and aspirations

Seize the mobile opportunity



How will mobile apps change the speed of your business?



What information will you fuse across your collection of apps?



How will you connect with customers in new ways?

You now have the **FLEXIBILITY** to support existing investments in mission-critical desktop apps alongside new, modern, touch-first mobile apps.

Create a sustainable competitive advantage

The nature of work is changing - working outside the office is quickly becoming critical. Taking email and calendar with you is easy. But how do you remake and redeploy those proprietary apps so they are available anytime, anywhere with the least possible cost?



Now is the time to:

Take advantage of **natural interfaces, sensors** in devices, and wireless peripherals

Align the **user experience across devices** or switch it up for each device

Manage your security approach across all apps and devices

Capitalize on both your platform investment and your in-house development skills

Connect to existing backend systems and pull in the flood of BI and customer analytics available.

In assessing the hundreds of big data-related use cases, we have compiled 'Toolkit: Big Data Business Opportunities From Over 100 Use Cases' which reveals that the **highest value implementations are among those that radically alter or supplant existing processes**, eliminate superfluous business processes, dramatically extend or invent new 'information infused' products or services, or even monetize curated data itself—directly or indirectly.

Predicts 2014: Innovating with Information will demand new data, organizations, and ideas. November 29, 2013