

Intel **Developer** Forum



Making Mobility Real

Will Swope
Intel Vice President



Intel's Value in Enterprise Solutions



DAIMLERCHRYSLER

Morgan Stanley

METRO Group

Microsoft



ORACLE

Intel®
Developer
Services

Intel® Solution Services

Worldwide Consulting for Your Complex Business Challenges



Compilers



VTune™
Analyzers



Performance
Libraries



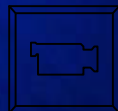
Threading
Tools



Training



intel





We're Going Mobile

- All-encompassing computing
- Always connected – online and offline
- Productivity ... simplicity ... reliability
- Cross platform advantage

... why?

Benefits

- Enhanced Employee Productivity
- Reliability & Disaster Resilience
- New Business Models



We're Going Mobile

- All-encompassing computing
- Always connected – online and offline
- Productivity ... simplicity ... reliability
- Cross platform advantage

... what does it take?

An Eco-System with a Common Vision

Services & Solutions



IBM Global Services



HP Services -
Consulting & Integration

SIEMENS



CAP GEMINI
ERNST & YOUNG

accenture

Software



SIEBEL

autodesk

IBM Making Software Work Together

Cysive

PEERDIRECT
A PROGRESS SOFTWARE COMPANY

KonaWare
How Business Gets Mobile

3 TECHNOLOGY



Microsoft

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BROADbeam

NEXTpage



Platforms



Technologies



Accelerating the Value



- **Tools and Enabling**
 - Unified toolset across Intel Architectures
 - ~70% of Strategic ISV Accounts using Intel development tools
 - EFI Framework shipping
- **ISV Developer Programs**
 - >100K developers 1,000 applications touching all Intel Architectures
- **Solution Services**
 - 100's of solutions built and deployed with customers

What is Mobilized Software?

Access Your
Data Anytime

Seamlessly
Communicate

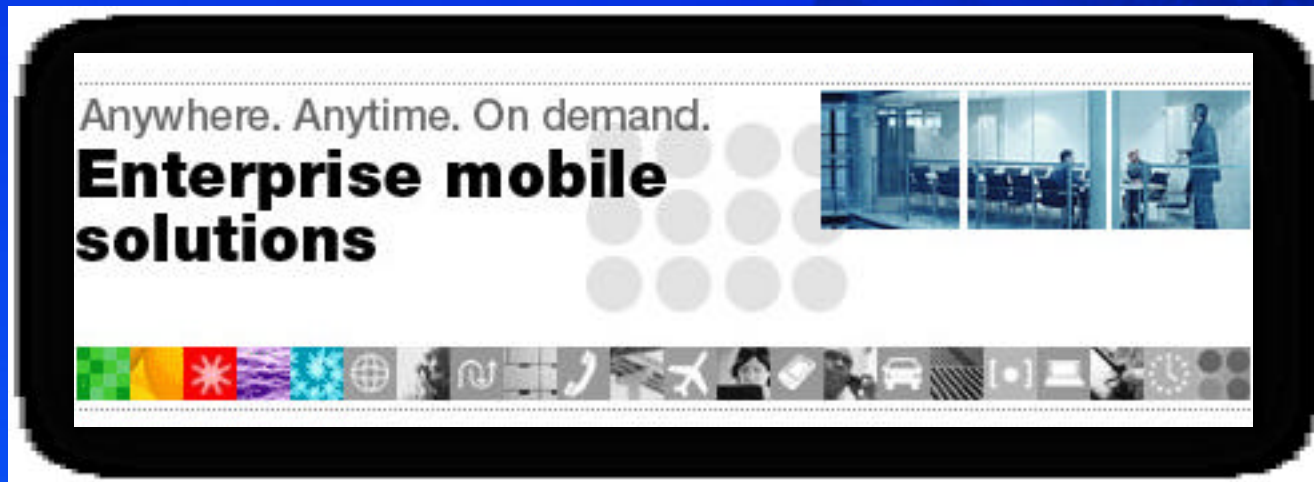
Access Your
Data On Your
Mobile Device

Run All Day
Uninterrupted



IBM Websphere Everyplace

- Extending Existing Apps to Mobile Users
- Jim Colson, Distinguished Engineer & CTO, IBM Pervasive Computing



DEMO

Mobilized Software Initiative

Information Sharing
Technology Resource
Tools to Ease Deployment
Software Vendor Enabling

- Architecture guides & mobile tools
- Infrastructure Components / APIs
- Case studies and How-to guides
- In person at Industry Events
- Industry website:

MobilizedSoftware.com



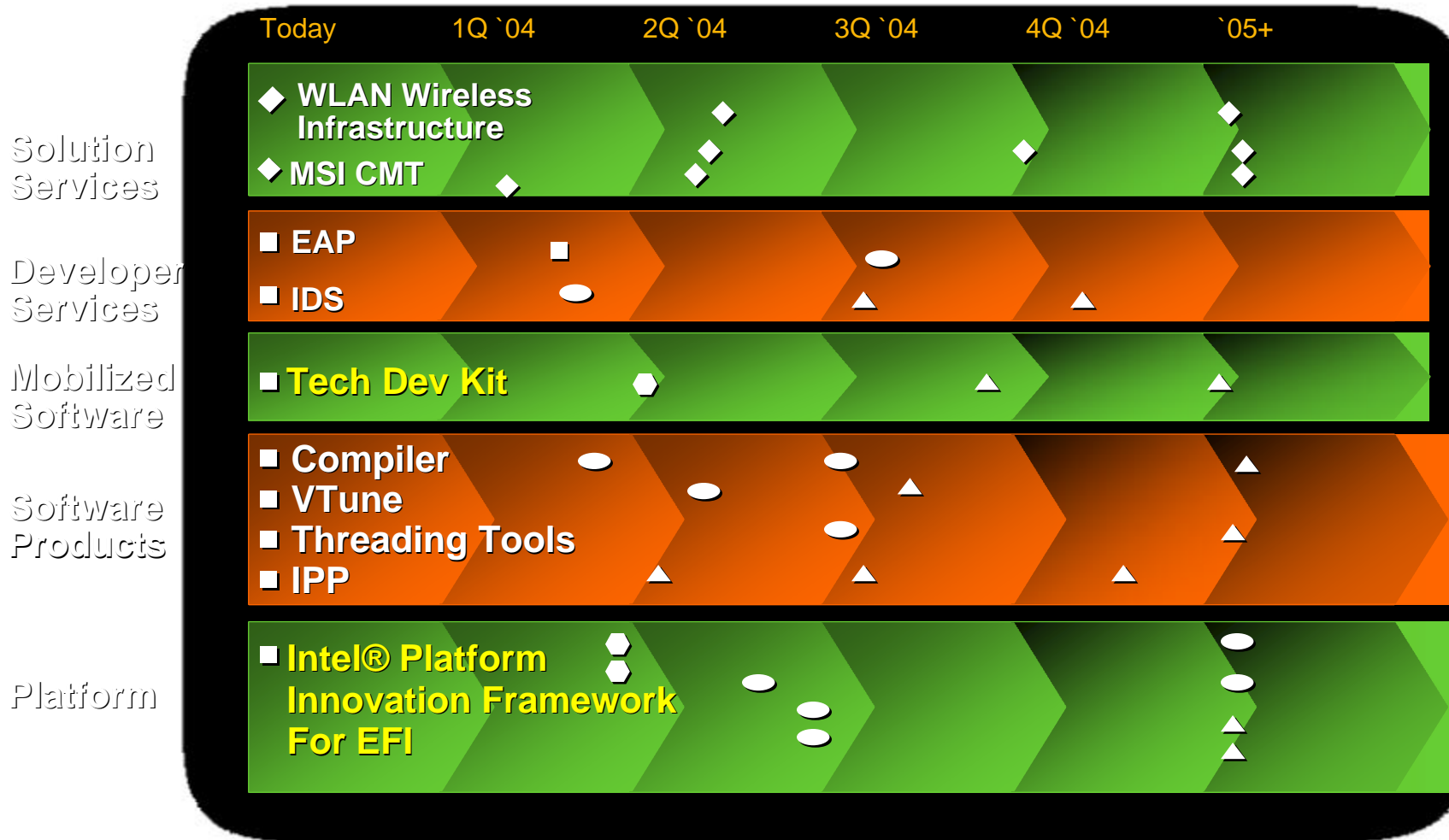
Software Identifier Program

Driving Software Visibility for:

- Power Management
- Performance
- Battery Life
- Connectivity



Cross Platform Roadmap



All products, dates and figures are preliminary, for planning purposes and subject to change without notice

Macromedia Central

- Rich Interactive Online/Offline GUI
- Al Ramadan, Chief Marketing Officer, Macromedia



Cross Platform Value



Solutions Spanning Architectures, Connectivity and Usage Models

Common Software Development Tools and Interfaces to Speed Time to Market

Common Software Architectures Un-Leash New Hardware Capabilities

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MSI is Taking hold

> 150 MOBILIZED APPS

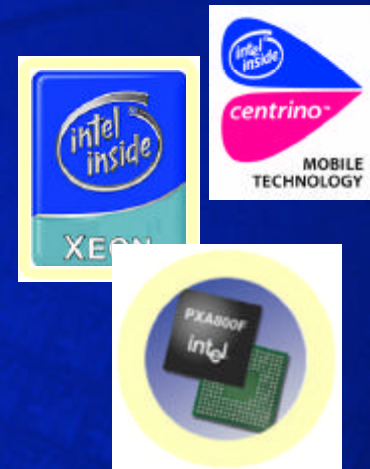
ENHANCING BUSINESS PRODUCTIVITY



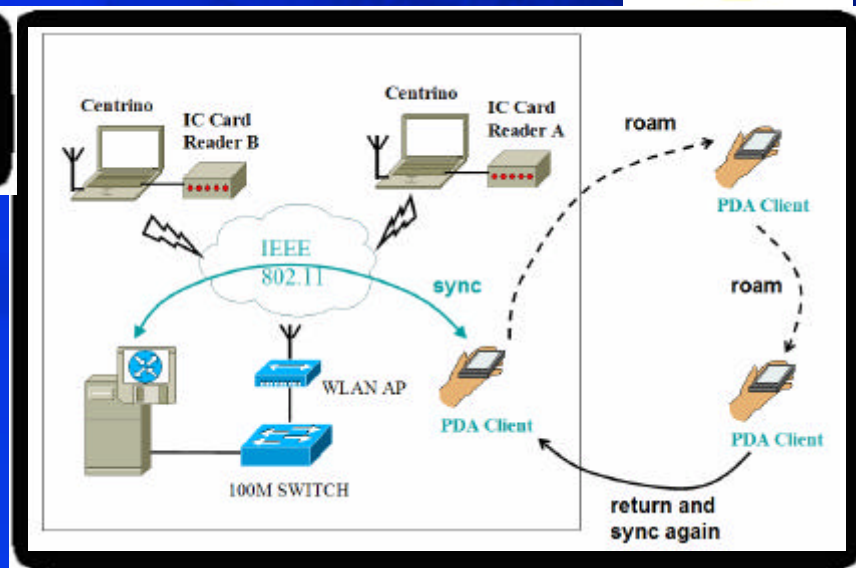
MianZhu City Mobilized Education Solution

??

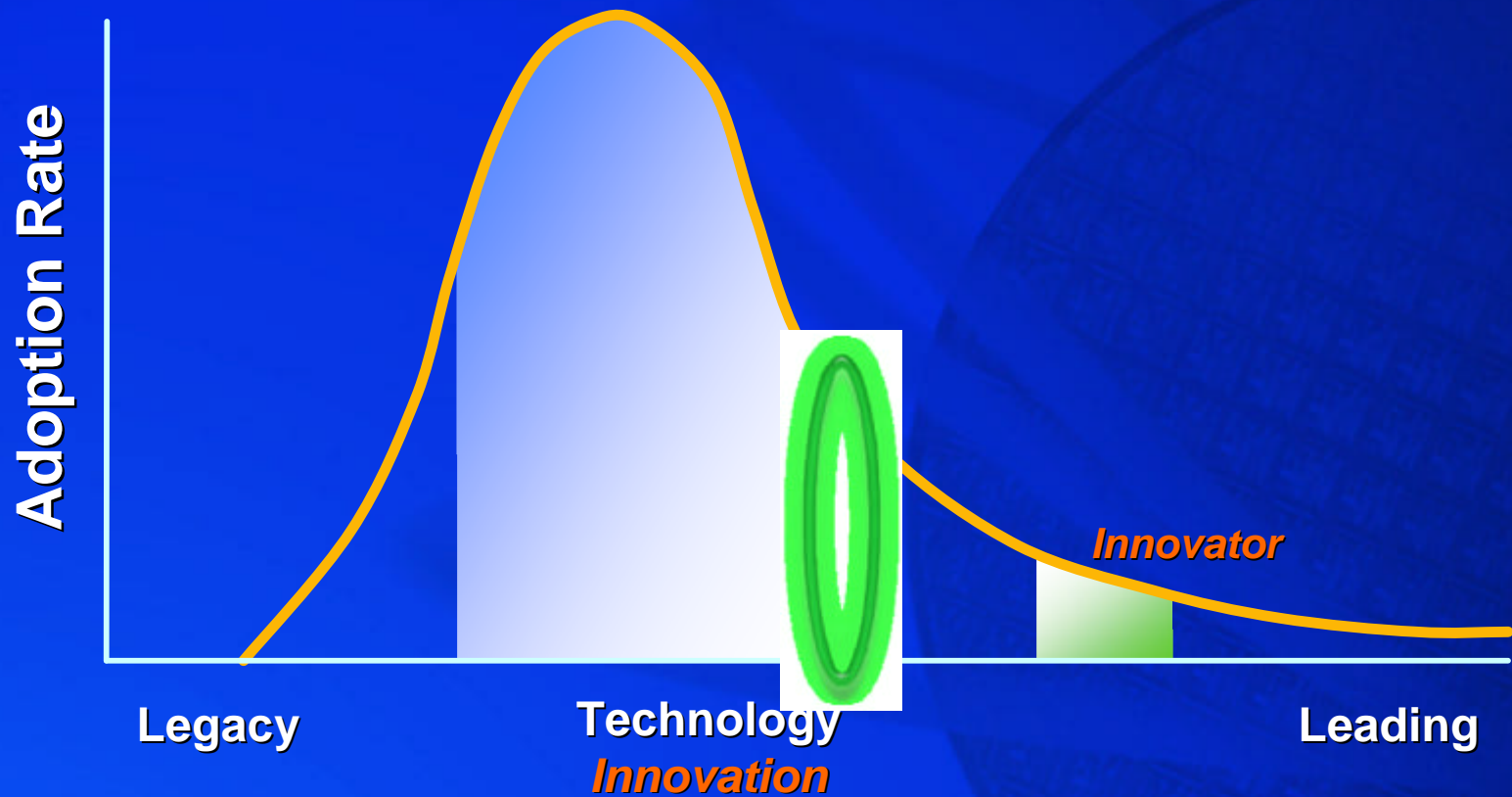
- Connecting students, teachers, parents
- Full MSI solution Architecture and Design
- E-education portal solution
- Deployed in MianZhu by the Ministry of Education



Intel®
solution
services

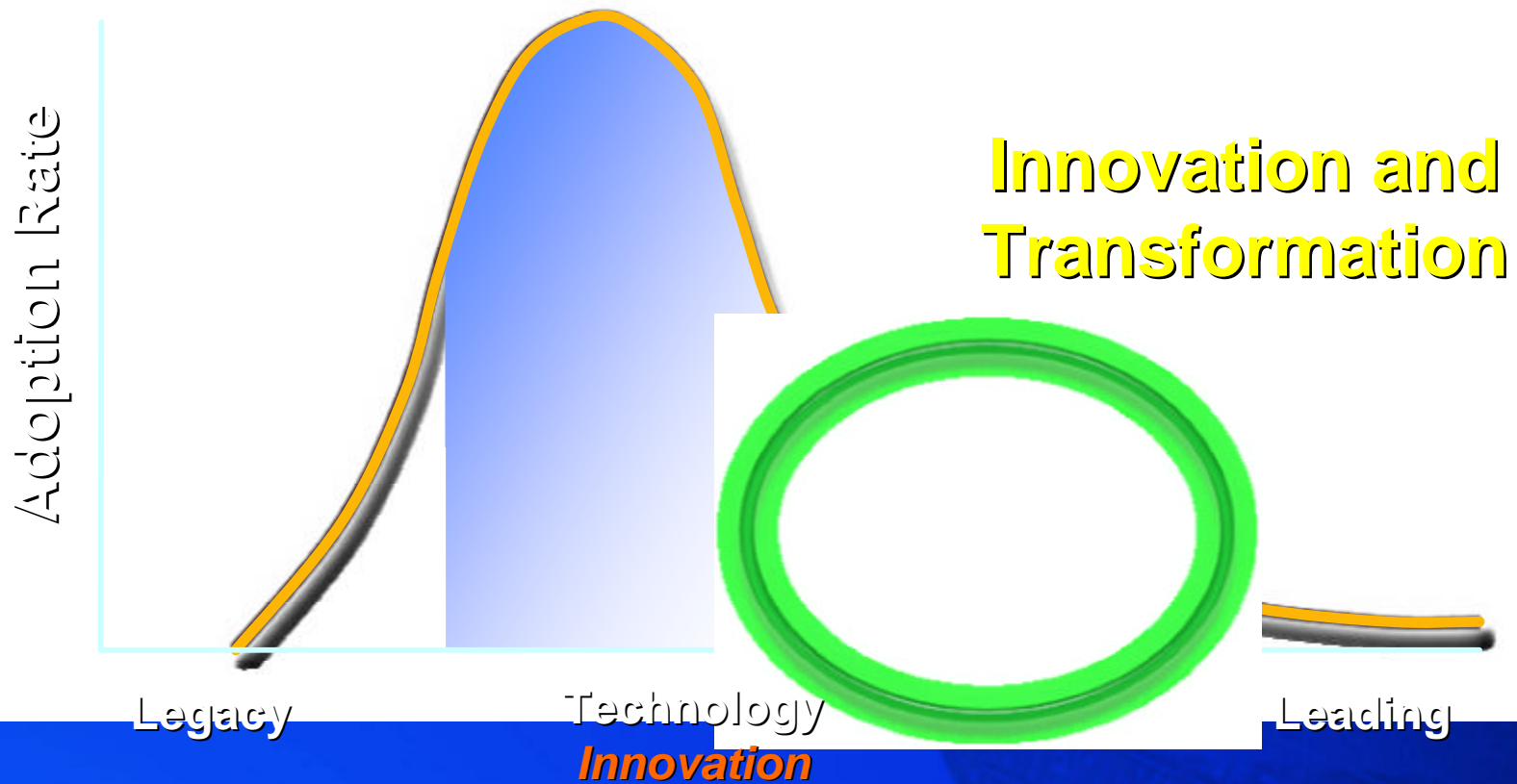


Technology and Solution Adoption



COST	high
RISK	high

Accelerating Business Value



Summary

- *Mobility is Here*
- *It's Real*
- *It's Time*

And ...The engine runs for all initiatives



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