

Mobile Strategy

How Your Company Can Win by Embracing Mobile Technologies

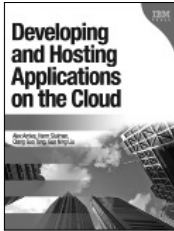
Dirk Nicol



Foreword by Bob Sutor

Vice President, Business Analytics and Mathematical Sciences, IBM Research

Related Books of Interest



Developing and Hosting Applications on the Cloud

By Alexander Amies, Harm Sluiman,
Qiang Guo Tong, and Guo Ning Liu
ISBN: 0-13-306684-3

The promise of cloud computing is that centralization, standardization, and automation will simplify user experience and reduce costs. However, achieving these benefits requires a new mind set. *Developing and Hosting Applications on the Cloud* covers these aspects of application development and operation and provides practical guidance, giving numerous code examples and demonstrations of system utilities for deployment, security, and maintenance.

This title makes special reference to the IBM SmartCloud Enterprise, but the principles explained are general and useful to anyone planning to automate management of IT infrastructure using the cloud. Developers using cloud management application programming, architects planning projects, or others wanting to automate management of IT infrastructure will value this end to end story for why they would want to develop a cloud application, how to do it, and how to make it part of their business.



The Business of IT How to Improve Service and Lower Costs

By Robert Ryan and Tim Raducha-Grace
ISBN: 0-13-700061-8

Drive More Business Value from IT...and Bridge the Gap Between IT and Business Leadership

IT organizations have achieved outstanding technological maturity, but many have been slower to adopt world-class business practices. This book provides IT and business executives with methods to achieve greater business discipline throughout IT, collaborate more effectively, sharpen focus on the customer, and drive greater value from IT investment. Drawing on their experience consulting with leading IT organizations, Robert Ryan and Tim Raducha-Grace help IT leaders make sense of alternative ways to improve IT service and lower cost, including ITIL, IT financial management, balanced scorecards, and business cases. You'll learn how to choose the best approaches to improve IT business practices for your environment and use these practices to improve service quality, reduce costs, and drive top-line revenue growth.

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