Apple, IBM to work together building business apps

NEW YORK, USA: Apple and IBM unveiled a "landmark" partnership in an attempt to win over business customers by offering iPhones and iPads that are specially tailored for enterprise users.

Apple's Tim Cook says the deal with IBM will take iOS 8, the iPad and iPhone directly into the enterprise arena, boosting sales to major companies worldwide. Image: Apple

"The tie-up, which aims to boost Apple's share of the market for mobile devices for businesses, will offer custom-made apps, which bring the power of IBM's supercomputing analytics to a mobile workforce," a joint statement said.

"The partnership aims to redefine the way work will get done, address key industry mobility challenges and spark true mobile-led business change," the statement said.

"Apple and IBM's shared vision for this partnership is to put in the hands of business professionals everywhere the unique capabilities of iPads and iPhones with a IBM's's knowledge, and its data, analytics and workflows."

The companies plan to release more than 100 industry-specific enterprise solutions including apps developed for the iOS platform, along with IBM cloud services, security and analytics.

As part of the deal, IBM will also sell iPhones and iPads tailored to specific industries.

"For the first time we're putting IBM's renowned big data analytics at iOS users' fingertips, which opens up a large market opportunity for Apple," said Apple's Chief Executive Tim Cook.

"This is a radical step for enterprise computing and something that only Apple and IBM can deliver," he added.

Innovation for enterprise users wanting mobility

Ginni Rometty, IBM Chairman, President and Chief Execurtive, said the alliance will build on IBM's momentum in bringing these innovations to its clients globally."

Apple will create a new service and support offering tailored help to the needs of the enterprise, while IBM will manage some of the functions like device activation and security.

The deal includes a private app catalog, and helps business customers transform IBM services for mobile devices. The new offerings will be pushed through Apple's new mobile operating system, iOS 8, which was unveiled in June.

IBMs Ginni Rometty says that a suite of apps tailored for enterprise customers using IBM analytics, data and supercomputing power will emerge on iPads and iPhones. Image: Wikipedia

The news comes with Apple seeking to boost growth amid a global onslaught of smartphones and tablets using the Google Android operating system.

While Apple is popular among many consumers, its appeal to corporate users has been more limited.

The research firm IDC said it expects Android smartphones to remain ahead of the pack with an 80.4% market share in 2014, and that Apple's market share for the iPhone is forecast to be 14.8%.

A survey by Strategy Analytics said Android grabbed 65.8% of global tablet sales in the first quarter, up from 53% a year

ago.

Apple meanwhile saw iPad sales slump and its market share tumbled from 40.3% a year ago to just 28.4% this year.

Source: AFP via I-Net Bridge

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