

## IBM and Bell Transform Enterprise Mobility in Canada

### IBM MobileFirst for iOS apps offered by Bell and IBM to Canadian businesses

ARMONK, N.Y., Jan. 17, 2017 [PRNewswire/](#) -- IBM (NYSE:[IBM](#)) and Bell Canada today announced they are joining forces to offer IBM MobileFirst for iOS market-ready enterprise applications for iPad, iPhone or Apple Watch.

Canada's largest communications provider, Bell will combine its expertise in mobility services with IBM's robust suite of apps tailored to meet the specific needs of professionals across multiple industries, including energy and utilities, government, manufacturing, retail and more.

"In every industry, enterprise mobility is a top priority and considered a critical factor in digital transformation. Our made-for-business apps are changing how individuals, job roles and entire enterprises do work," said Mahmoud Naghshineh, General Manager, Apple Partnership, IBM. "By combining Bell's network leadership with our expertise in consulting and system integration, Canadian businesses now have a powerful mobile platform that improves business processes and elevates on-the-go employee productivity."

"Bell is excited to be the only Canadian provider to offer IBM MobileFirst for iOS apps, helping businesses become more efficient and productive by taking greater advantage of their mobile iOS devices," said Nauby Jacob, Vice President of Products and Services at Bell Mobility. "Supported by secure and reliable connectivity on Canada's largest and fastest broadband wireless network, and access to Bell's broad suite of IoT solutions, enterprise customers can further transform their business."

The made-for-business iOS apps are powered by IBM analytics and leverage Bell's leading LTE mobile network to enable professionals to easily retrieve real-time data and insights, empowering them to make better and more informed decisions while in the field.

For example, first responders can tap into GPS data remotely to determine both the location of an incident and the real-time availability of other responders to most effectively manage an emergency. In the retail space, buyers and planners can work more effectively from the field with the ability to remotely monitor inventory at different locations.

Businesses can benefit from IBM and Bell's extensive experience in the Enterprise space. Large scale deployments can be quickly and seamlessly customized and integrated with core enterprise data to meet an organization's needs.

*For more information, please visit <http://www.ibm.com/services/gbs>.*

For more information regarding IBM MobileFirst for iOS apps and services, please visit:

[www.ibm.com/mobilefirst/us/en/mobilefirst-for-ios.html](http://www.ibm.com/mobilefirst/us/en/mobilefirst-for-ios.html) or [www.apple.com/business/mobile-enterprise-apps/](http://www.apple.com/business/mobile-enterprise-apps/).

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