The Apple - IBM enterprise partnership gives first fruit-- MobileFirst for iOS, a set of made-for-business iDevice apps bolstered with IBM cloud-powered big data and analytics capabilities.



Designed for the banking, retail, insurance, financial services, telecommunications, government and airline segments, MobileFirst apps are customisable and deployed, managed and upgraded via the cloud. IBM and Apple also promise delivery within a secure environment linked to core enterprise processes.

“This is a big step for iPhone and iPad in the enterprise, and we can’t wait to see the exciting new ways organisations will put iOS devices to work," Apple says. “The business world has gone mobile, and Apple and IBM are bringing together the world’s best technology with the smartest data and analytics to help businesses redefine how work gets done.”

Also on offer is AppleCare for the Enterprise, a self-explanatory enterprise version of its 24/7 support service, with IBM providing on-site service.

The first MobileFirst apps are available now.

Go IBM MobileFirst for iOS