

## IBM MobileFirst for iOS Client Quotes

“The in-flight application will enhance the customer experience by providing timely and up to date information in the hands of the employee,” said Steve Bogie, Senior Director, Operations Information Systems, **Air Canada**. “It will help the Air Canada employees give a more personalized experience to the customer with an enhanced level of service.”

“We see the transformation of our customers' experience as a strategic differentiator for our insurance and financial advice business,” said Nicolas Moreau, Chairman and CEO of **AXA**, member of the AXA Management Committee. “We're going to combine the sleek experience of an Apple Genius Bar with the expertise of our advisors to not only give our customers the experience they want, but an experience that dramatically exceeds their expectations.”

“Thanks to the unprecedented collaboration between Apple and IBM, we are unlocking new value for our private banking customers by providing them a unique digital banking experience that will foster lasting relationships, and offerings tailored to their individual preferences and financial goals,” said Andrzej Roslaniec, Director of Private Banking, **Alior Bank**.

“User excitement and time to market are key for BSH. The preconfigured App approach from Apple and IBM aligned with an agile implementation enables BSH to implement an integrated process and information flow to support the service technicians in all aspects of their daily work as well as increasing their productivity -- and this way faster than ever expected,” said Michael Gerber, Head of **Bosch BSH** Customer Service.

“Markor Furnishings has always been committed to helping customers in China artfully create their perfect home,” said Richard Feng, Chairman & CEO of **Markor Investment Group Co., Ltd.** “With the help of Apple and IBM, we will use analytics to provide our customers more personalized, efficient and high-quality service ideally suited to their unique tastes and preferences, ultimately realizing our strategy to provide customers a transformed, seamless shopping experience in the store and beyond.”

“Loyalty programs are no longer just about point programs. The frequent travelers seeks exclusive services and access when they fly,” said Eivind Roald, EVP and Chief Commercial Officer at **Scandinavian Airlines (SAS)**. “In line with SAS's overall digital strategy, we are now investing in digital and modern tools for our cabin crew. With the Passenger+ app our cabin crew will in the future be able to access a 360-degree view of each passengers past preferences, interests and purchasing decisions to deliver a more elite and personalized flying experience.”

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