

Mobile Applicaation Development

Presented by

Kolhane Grooters

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Overview

Why Enterprise Business Applications

How Mobile Applications Provide Value

Who Are The Users

Platform Considerations

Successful Application Development

Reason 1: “Do More with Less” Economy

Sales, Marketing and Training departments are under extreme pressure to deliver measureable results with smaller budgets.

Fewer employees needing to carry a greater load and fulfill multiple roles.

Efficiency and multitasking are critical to success.



Reason 2: Consumerization of IT



Everyone is bringing technology that personally makes them more productive with tools they like and want to use in the work place.

77% of tablets are purchased and paid for by employees*

*Technorati.Com, November 17, 2011

Reason 3: User Experience

Encourage and empower mobile work force to be able to do job better and more effectively.

User Experience

Bring new level of interest to marketing and sharing of critical company information.

Teach, educate and inspire employees, consumers and customers in a new way that has not been achieved with traditional marketing , sales and training tools.

Application development and supporting mobile workforce leaves you two options

Ignore the demands
of the your
company and the
marketplace for
mobile applications
and tools



Lead your
organization and
work with them to
develop a successful
mobile application
strategy

How Mobile Applications Provide Value

Interactive Process

Analytics



Predictive views of business operations.

Improve business decision-making.

Provide meaningful, timely, useful information.

Other ways Mobile Applications Provide Value



Content Management

System Integration

Sharepoint, Oracle, MS Dynamics,
SalesForces.com

ROI/ROO Measurement

Track and analyze data, measurement
and performance

Who Are The Users



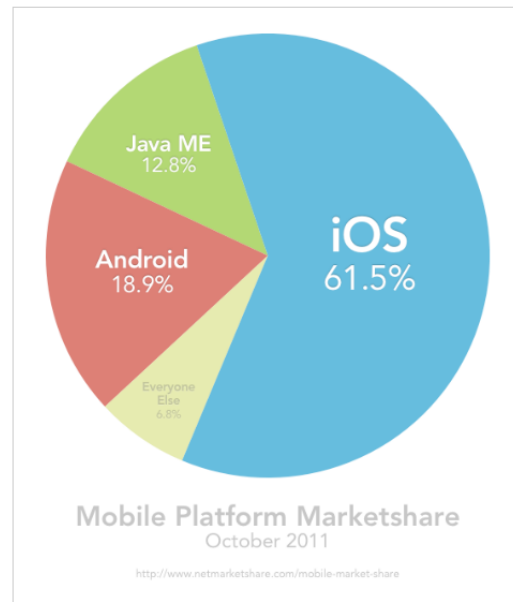
Platform Considerations

- Looking at the Market
- Android & iOS

Platform market share can be misleading

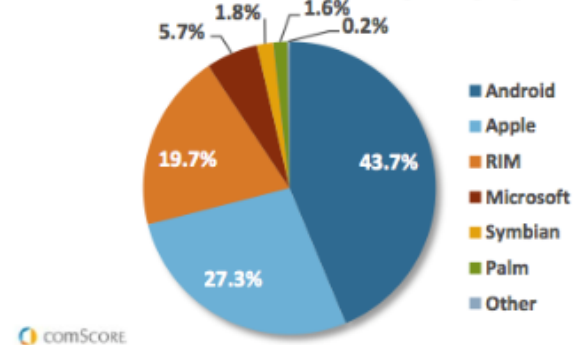
Mobile Platform Marketshare for October 2011

POSTED BY FLING ON NOVEMBER 4



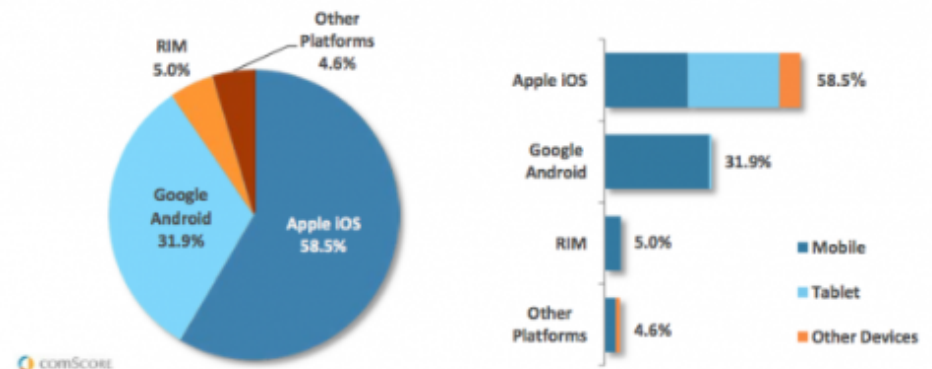
Share of U.S. Smartphone Subscribers by Operating System

Source: comScore MobiLens, U.S., 3 mon. avg. ending Aug-2011



OS Market Share of Digital Traffic

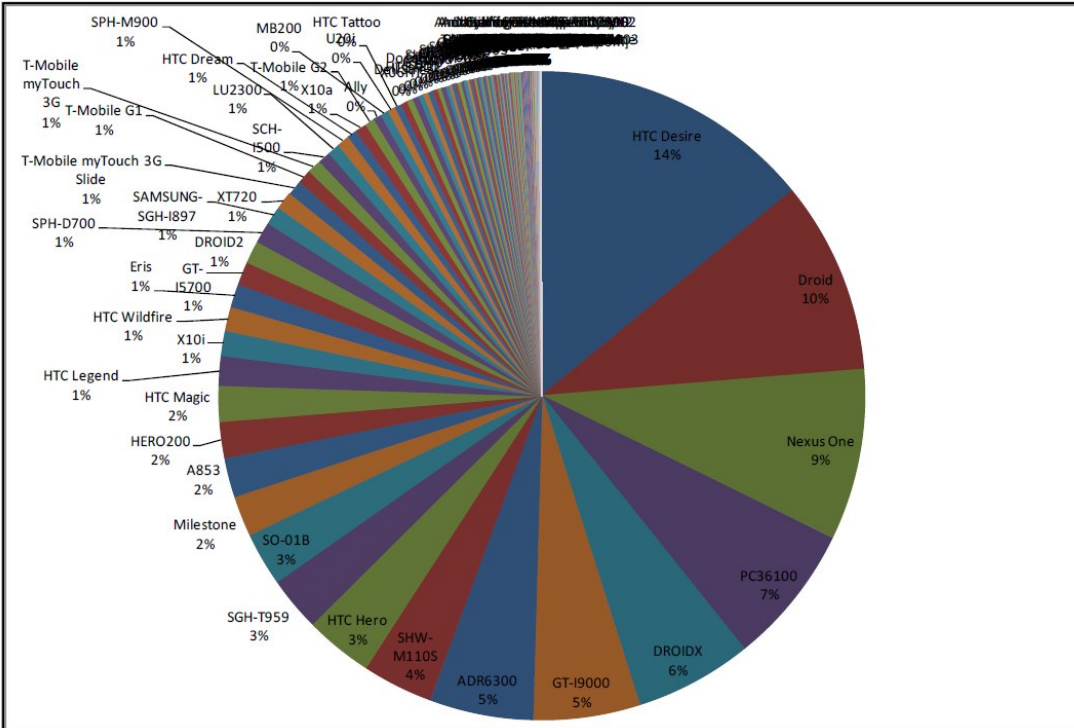
Source: comScore Device Essentials, U.S., August 2011



Think from a CIO perspective

| | iOS | Android |
|----------------------|---------------------------------|---|
| Security | | |
| MDM | | |
| Usability | | |
| Device Compatibility | Few devices, easy for QA | Numerous, app compatibility challenging |
| Deployment to Market | | |
| Development Talent | Expensive and difficult to find | Can leverage the Java community |
| | | |
| | | |

Android Devices



Jonathan Goldberg, jonathan.goldberg@db.com

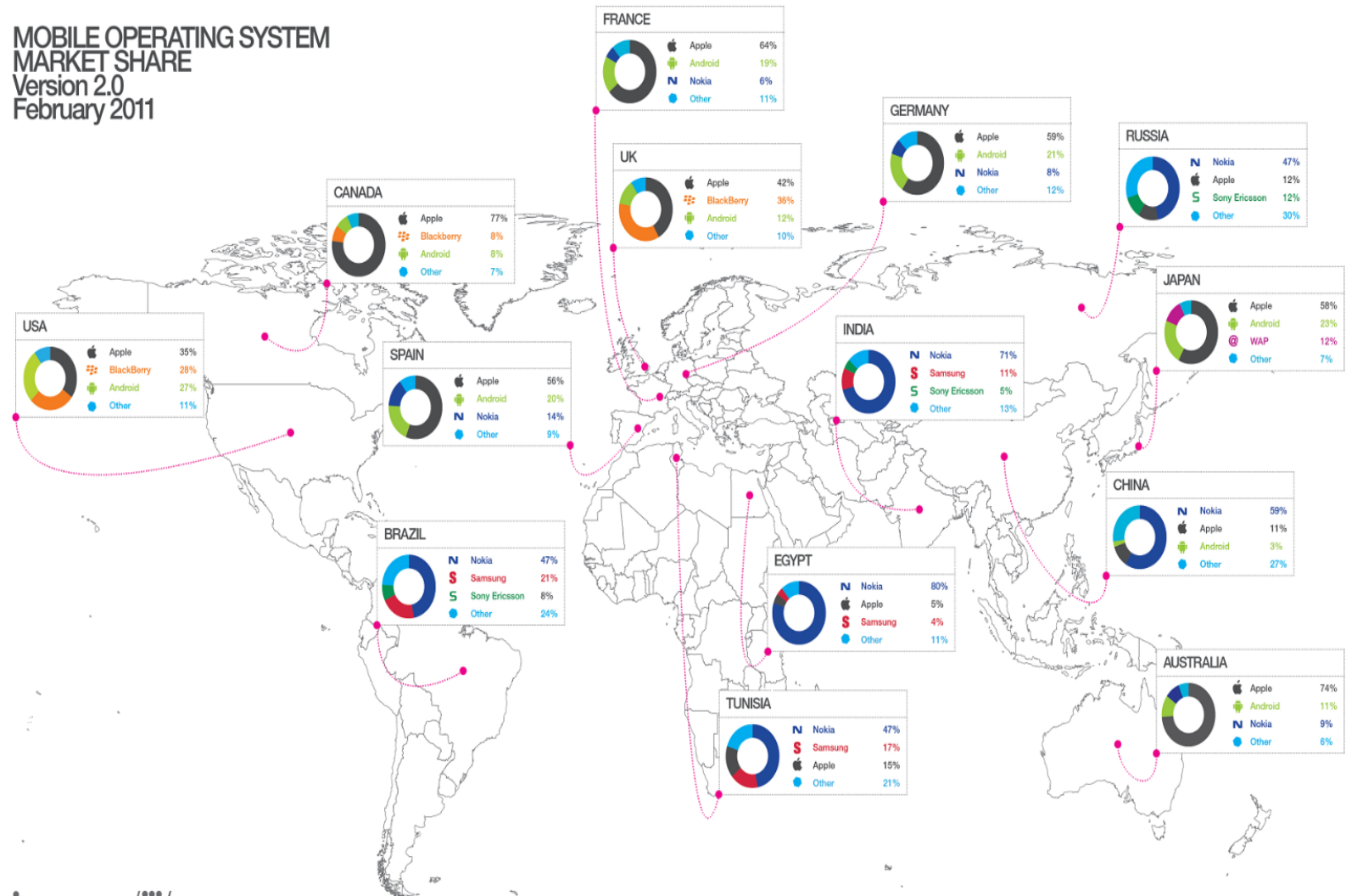
Via: 3g4g.blogspot.com

Source: Deutsche Bank and Tweeddeck

- Users device preferences
- Number of different devices
- Cost of application developmen
- One app does not fit all devices

Market share also varies by region

MOBILE OPERATING SYSTEM MARKET SHARE Version 2.0 February 2011



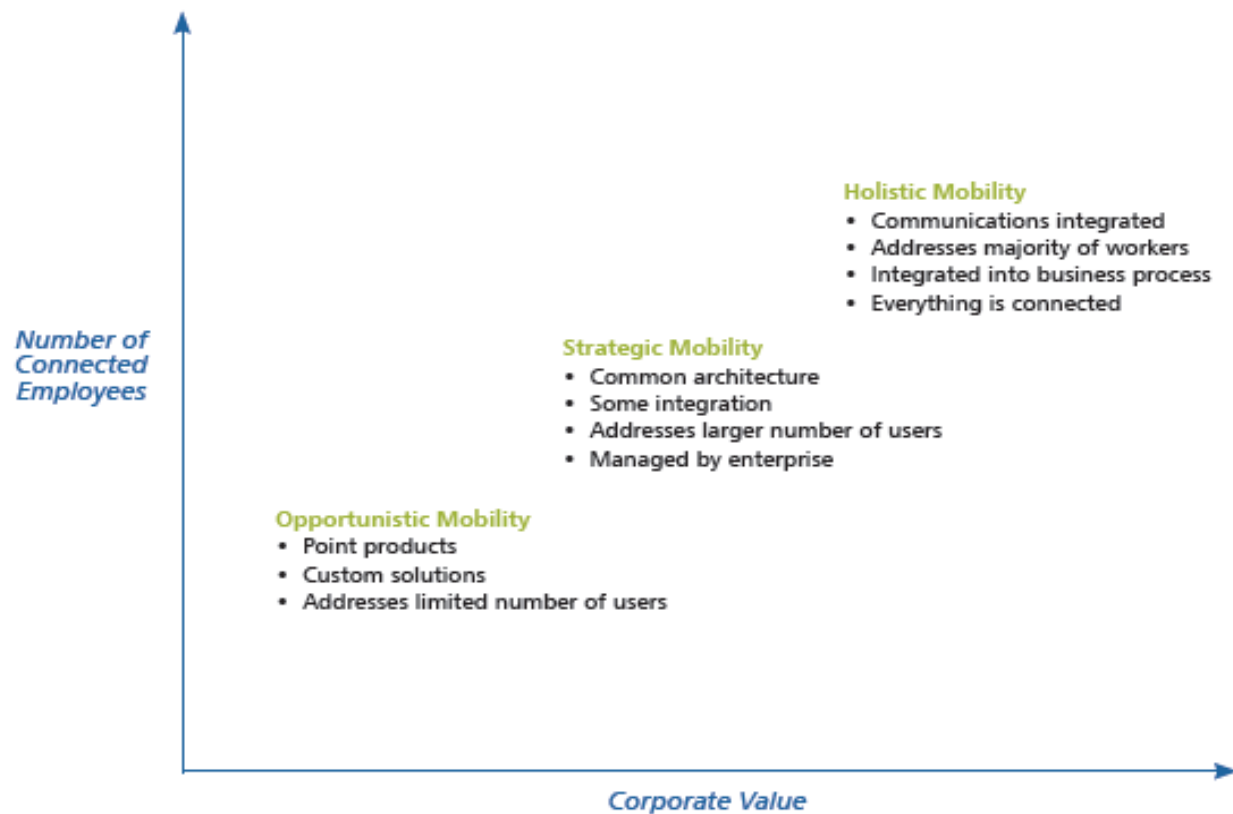
Application Development

- Hiring internally
 - Lack of loyalty, not easy to find
- Outsourcing
 - Consultants: Expensive, but high velocity
 - Interactive Agencies: Highly creative, less technical
 - Off Shore: Cost is 1.5hrs per 1 hour, needs onshore coordinator
- Discovery
 - Very important but not BUFD, can still be agile
 - Need to understand your target market and application requirements
 - UX/UI Strategy
 - User/Stakeholder involvement through development
- Quality
 - Testing
- Deployment strategy
 - Distribution (employee owned equipment, distributors, customers)
 - OTA updates and security controls
 - User rights and expandable applications
- ROI/ROO Considerations
 - Deployment and data integration
- Adoption/Promotion Strategies
 - Training, tradeshow, sales meetings, websites, etc.

Conclusion

Exhibit 1: Evolution of Enterprise Mobility

Source: Yankee Group, 2010



This custom publication has been sponsored by Sprint.