

Bringing Mobility to the Enterprise

Application Life Cycle Management

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- North American mobile enterprise App sales:
 - \$2.8 billion in 2009
 - \$11 billion projected in 2015
- Research into four premium mobile enterprise Apps:
 - Mobile workforce management
 - Next-generation fleet management
 - Mobile office
 - Mobile sales force

Source: Frost & Sullivan, August 2010

- Apps
- Operating Systems and OS Versions
- Device manufactures
- Device models
- Device count



- You've built your enterprise App, now what?
 - Provisioning
 - Configuration
 - Security
 - Performance
 - Fault
 - Analytics

- Self service device registration
- Enterprise App Store for downloading Apps
- Update notifications to employees/customers
- Minimum App version check

Configuration

- Centrally managed configuration

- Configuration items may be
 - Key value pairs (server="myserver.abc.com")
 - Images
 - Video
 - Audio

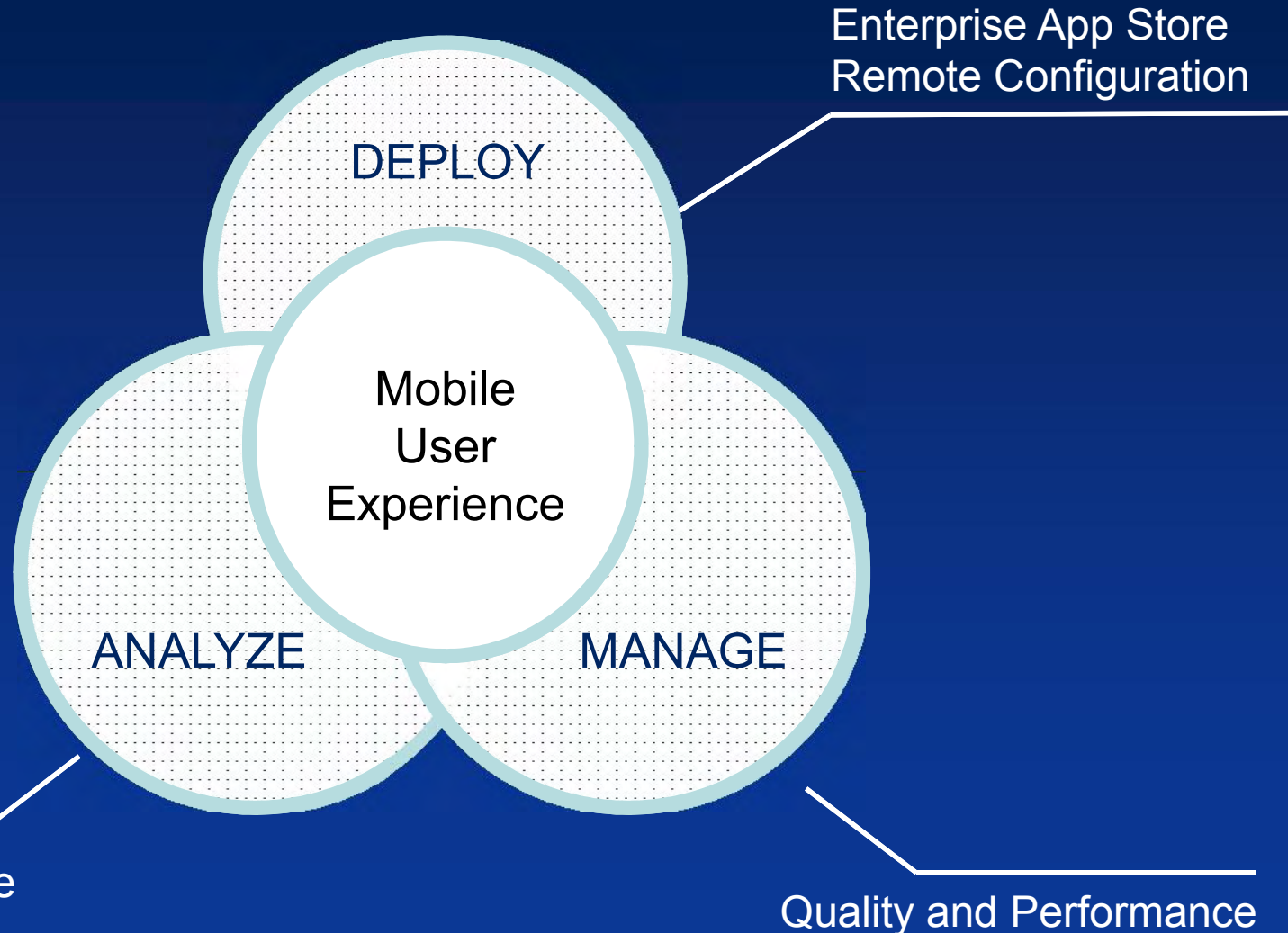
- Assigned by profile, location, device, user

- Closed loop device registration
- Allowed device list
- Remote wipe of App data
- Data Privacy

- Application start/resume time
- Transaction time with back-end IT systems
- Measure
 - Total transaction time
 - Network transit time
 - Response processing time

- Application logging (debug, informational)
- Application error conditions
- Application crash reporting
- Know before your employee/customers call

- When, where, how often the App is run
- How long the App is used
- Device, App and OS version profiles
- What views/pages are shown, for how long





Thank you!!



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