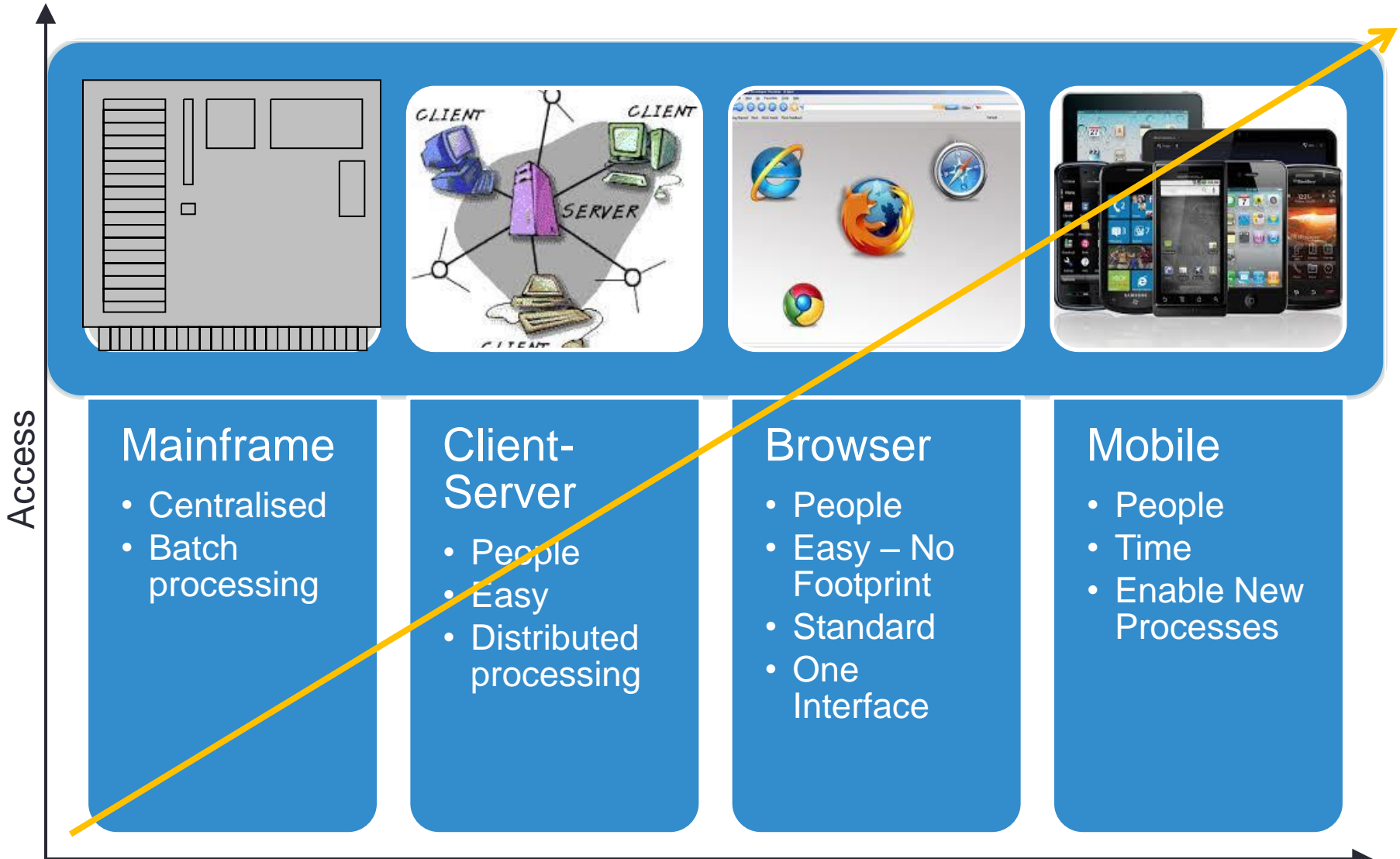


ENTERPRISE MOBILITY STRATEGY

We work for you, not your technology vendors.

Evolution of Computing



What is Mobility Strategy?

- A plan of action to capitalise on new opportunities, and manage threats posed by Mobile Computing.

- Before we start thinking about Mobility Strategy, it is useful to understand a bit more about Mobility.
- *If you are in rush, go straight to slide 8.*

Types of Mobility



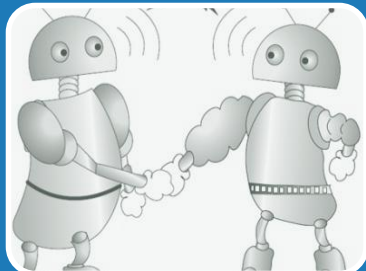
B2E

- Transactional Systems (Sales/Service/Operations/HR)
- Email/Contacts/Calendar
- Analytics/Document Management
- SAP SMP/Kony/Click Mobile/Fiori/Custom/Portal on Device etc.



B2C

- M-Commerce/Marketing
- Augmented Reality/Location based services
- Mobile website/Commerce platform/Mobile platform(SMP)



M2M

- Fleet Tracking/Stock Tracking
- Smart Meters/Smart Homes
- High Volume/Automation of processes/Security/Privacy
- SAP AMI/OSISoft MDUS/eMeter etc.

Technical Challenges in Mobility

	B2C	B2E
Device Management	Not Applicable	Applicable for security etc.
Device Types	No Control	Controllable to some extent even with BYOD.
User Interface	Very important.	Important, but less than B2C.
VPN	Not Applicable	Applicable for some applications
Volume	High	Low-Medium
Encryption	For payments and secure data	For payments and secure data

Application Development Approaches

Packaged Mobile Application e.g. Business Object Mobile, Salesforce.com

Native Application development

- **Pros**
- Application Performance.
- Security.
- Rich user interface.
- Access to device API.
- Offline support.
- Push notification.
- e.g. Objective C, java for blackberry etc.
- **Cons**
- Fast OS refresh.
- Single platform.
- Native platform skills

Application development using MEAPs

- **Pros**
- Cross platform.
- Enterprise grade management and security.
- Integration with ERPs.
- Offline support.
- Push Notification.
- e.g. SMP, Antenna, Kony etc.
- **Cons**
- UI limited to lowest common denominator.
- High cost of developing first app.
- Does not cover all mobility use cases.
- License cost.

Hybrid mobile applications

- **Pros**
- Native wrapper to enable access to device side functionality.
- Native distribution.
- e.g. Phonegap.
- **Cons**
- Limited offline support.
- Lacks easier backend integration.
- Complex applications are difficult to maintain.
- Not native look and feel.
- Slower.

HTML5 mobile applications

- **Pros**
- HTML5, CSS and Java Script.
- Cross platform.
- Ease of application upgrade.
- e.g. Sencha Touch, JQuery.
- **Cons**
- Uneven adoption of HTML5 features by mobile browsers.
- Limited offline support.
- Lacks easier backend integration.
- Complex applications are difficult to maintain.
- Not native look and feel.
- Slower application

Cross Platform
User Interface

Mobile Device Management

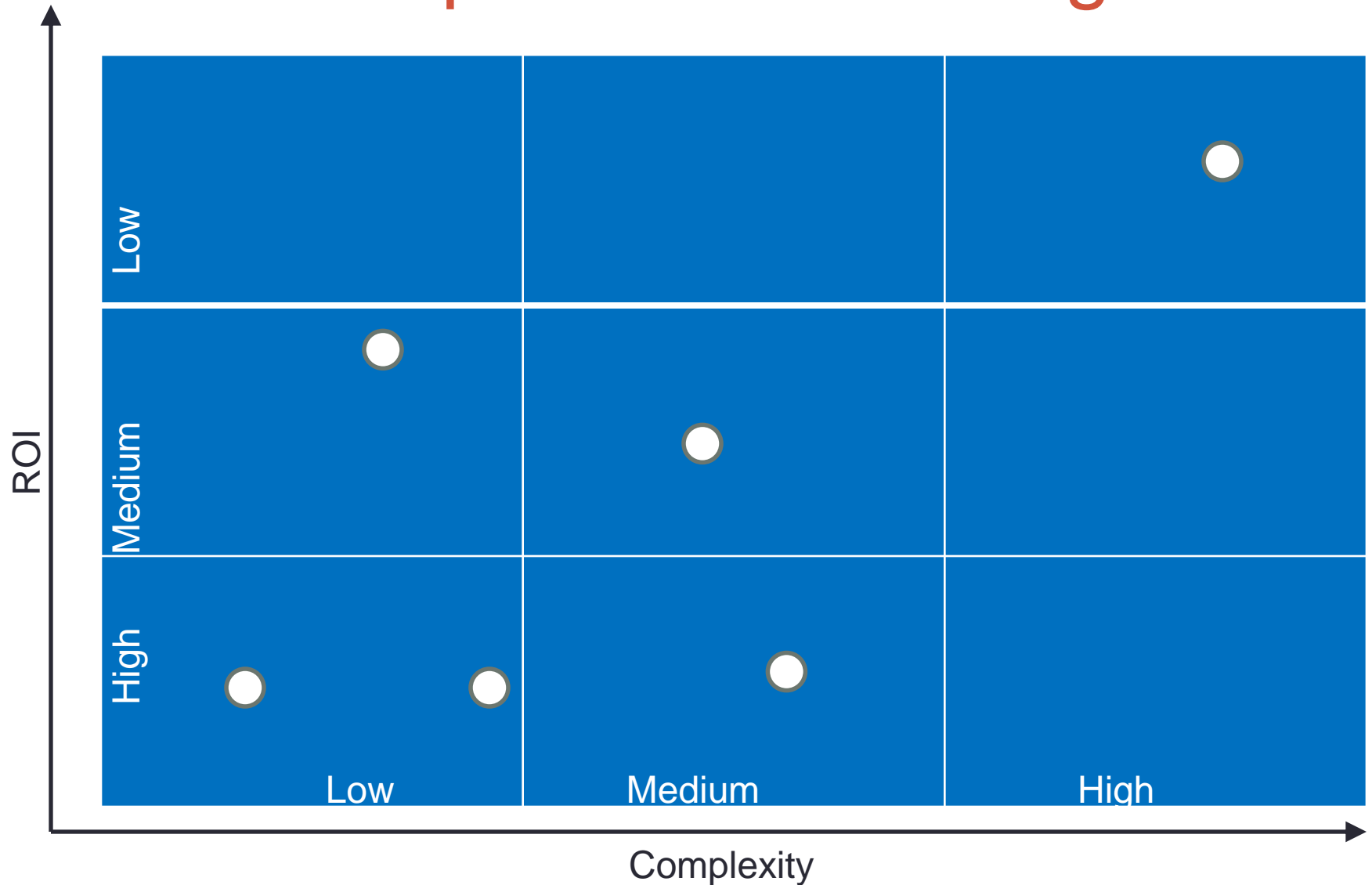
- Traditional desktop management tools now provide limited MDM features e.g. Symantec, Sophos
- If your need to support multiple device OSs; go for a specialist MDM vendor e.g. AirWatch, MobileIron, SAP Afaria.
- Devices and mobile OSs are changing all the time.
- Cloud and MDM go well together.
- Some MDM vendors provide mobile content management features as well.

Analogy with Desktop Computing

- Shift from thick Client (native) applications to browser (HTML5) based applications.
- All major software are available with browser interface.
- Some applications are still native e.g. graphics design, video games etc.
- No single portal widely used as front end for all applications.
- Single sign across portals and browser based applications widely used.

Back to Mobility Strategy

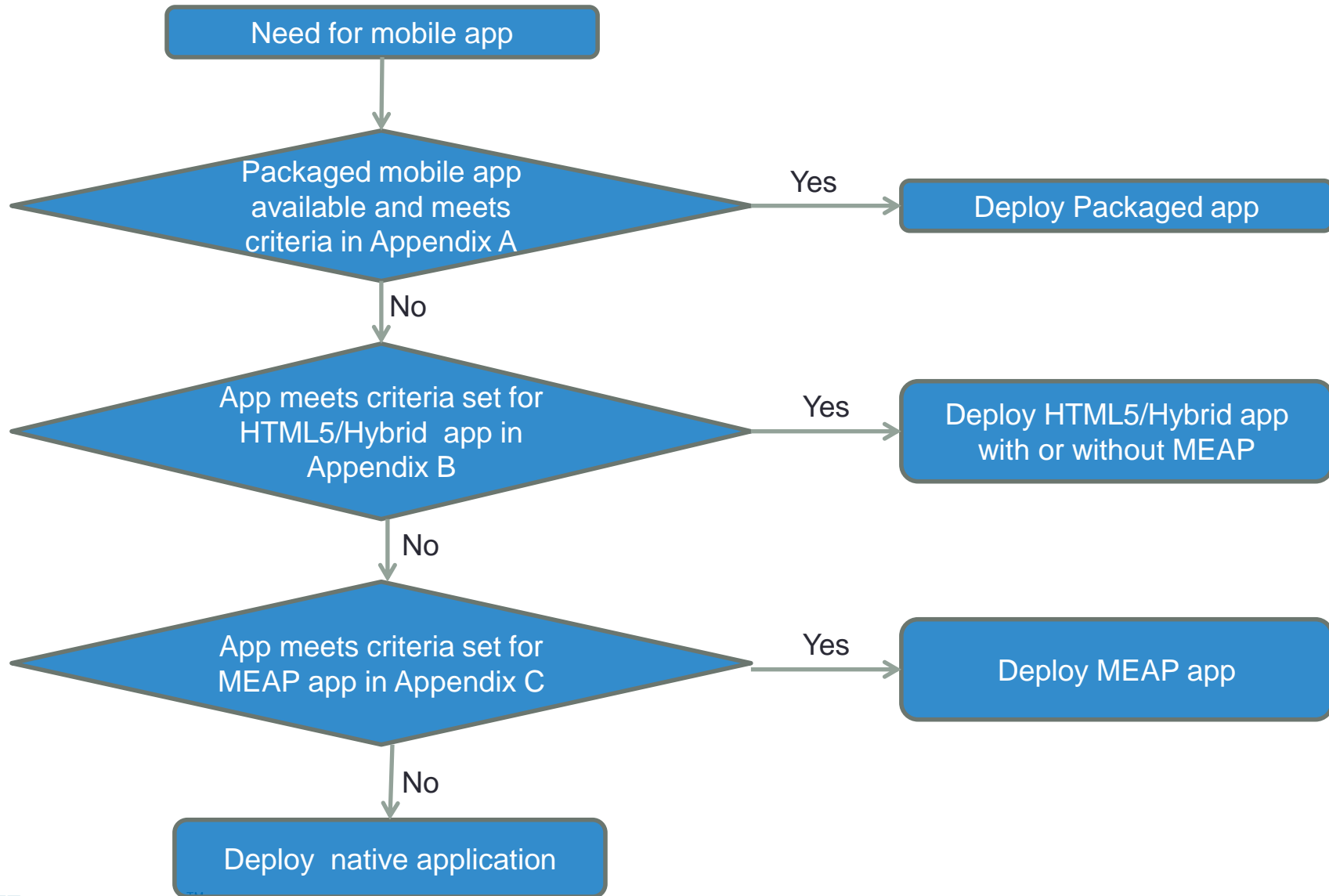
Step 1 - Brainstorming



Step 2 - Technical Approach

- There is no one technical solution which can meet the needs of all mobility use cases. We need to look at each specific application and then choose the best implementation option.
- A high level workflow in next slide would help you select best technical approach.

STEP 2 - Decision Tree



SAP Mobile Options

- SMP – SUP using MBO
- SMP – SUP using Web Container (various options)
- SMP – Syclo
- SMP – Consumer (Formerly Mobiliser)
- SAPUI5 + Gateway (Fiori)
- Portal on Device
- Business Objects Mobile
- SAP ITS for Mobile
- **HTML5/Native + Direct service call**

Lessons Learnt

- Think applications not platforms.
- Thick middleware adds complexity and cost especially for B2E applications. May be required for B2C applications.
- Prefer online apps over offline applications.
- Putting right application on wrong device won't deliver results.
- Mobility is changing, better to outsource.
- Mobility and Cloud is a good combination.
- Start small and grow.
- Keep an eye on ROI.
- Don't forget Mobile Device Management.
- Agile approach is more suited than Waterfall.

How we can help?

- We can help you come up with a tailored Enterprise Mobility Strategy for your organisation.
- We can help you architect solutions for your Enterprise Mobility projects.
- We can take on delivery responsibility of your Enterprise Mobility projects.
- We can help you architect solutions for your SAP projects.

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Q & A

Appendix A – Packaged mobile App

- Cost of implementing packaged app is considerably less than HTML5 or MEAP solution.
- Functionality of packaged app cannot be easily delivered by HTML5 or MEAP e.g. BO Explorer is difficult to implement.
- Packaged app is available for the chosen target device platform.
- Packaged app integrates with strategic backend.
- Authentication mechanism supported by packaged application is acceptable.
- Security provided by packaged application is acceptable.

Appendix B – HTML5/Hybrid mobile App

- Target device platform is diverse e.g. iOS, BB etc.
- Application is mainly expected to work online.
- Functionality can be delivered by HTML5 e.g. HTML5 lacks offline support etc.
- Authentication supported by HTML5 application is acceptable.
- Security provided by HTML5 application is acceptable.
- HTML/Hybrid app can be developed with or without a MEAP. MEAP is preferred if cost is not prohibitive.

Appendix C – MEAP mobile App

- Target device platform is diverse e.g. iOS, BB etc.
- Out of the box integration with backend provided by MEAP.
- Cost of implementing MEAP is not prohibitive.
- UI and speed delivered by MEAP application is acceptable.
- Authentication supported by MEAP is acceptable.
- Security provided by MEAP is acceptable.