Making Leaders Successful Every Day

Enterprise MBaaS: The Last Mobile Platform You'll Ever Need?

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The Enterprise Mobility Challenge

Mobile Channel

JSON	REST	OAUTH

Simplification Layer

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SOAP	XML-RPC	REST	SQL	MQ

Systems Of Record

LOB Apps | Directory | CMS | CRM
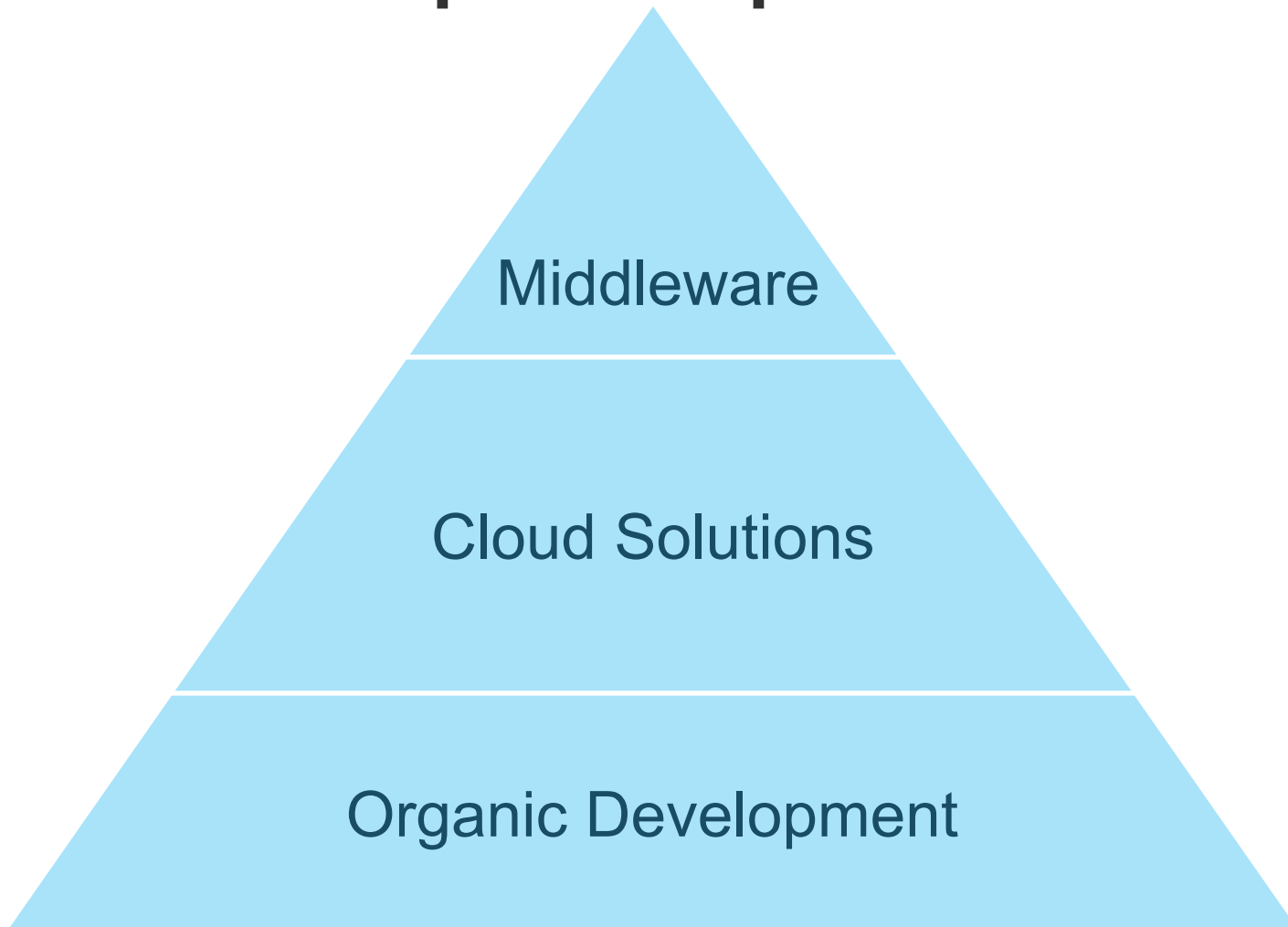
Mobile Development – The New Normal

› *Enterprise development cycles; from 12-18 months to 6-8 months*

› *Development budgets are <u>not</u> increasing to match mobile needs*

› *Requirements: Front-end, back-end and performant, scalable integration*

› *Requirements, Design, Develop, Test all work on the same cadence*

Mobile Development Options

Middleware

Cloud Solutions

Organic Development

Middleware

Middleware

Pro

- Single point of integration
- Write once, run anywhere
- Development environment provided

Con

- Vendor lock-in
- Write once, run anywhere can mean proprietary language learning curve
- Maintenance requirements on the middleware server
- Static cost model

Organic Development

Fully customized experience

- Take full advantage of device capabilities

- Use tools that are familiar and comfortable

Pro

- Development owns both front-end experience and back-end integration

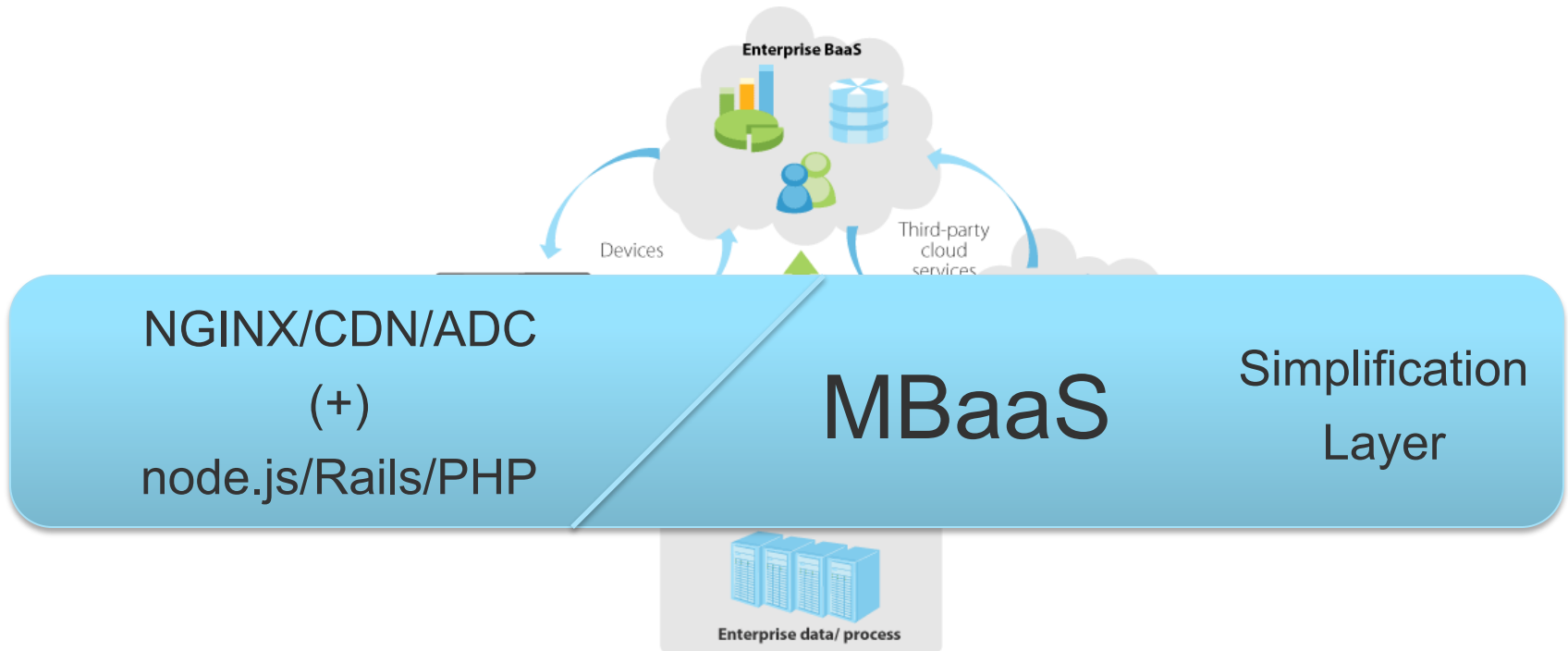- Development owns all 3rd party integration

Con

Organic Development

HTML 5

Mobile Backend-as-a-Service

3rd party cloud services

- Context-driven mobile features
- Native push notification
- Cloud-based storage/processing
- Dynamic RESTful API
- Data store modelling
- User Management/Analytics
- Flexible pricing models
- No vendor lock-in, data portability

MBaaS in the Enterprise

Enterprise BaaS

Devices

Third-party cloud services

Enterprise data/ process

80021

Source: Forrester Research, Inc.

NGINX/CDN/ADC (+) node.js/Rails/PHP
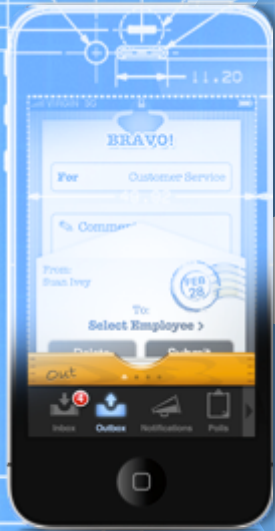
MBaaS

Simplification Layer

Over to Richard…

Characteristics of Enterprise-Class MBaaS

MUST BE ABLE TO…

✓ **Easily connect to multiple data sources**: either enterprise apps or databases

✓ Provide native or 3rd party **authentication and role-based access**

✓ Provide **reusable mobile services** (SMS, push, email notifications, geo, social, etc.)

✓ **Reduce development and test efforts** on app front-end

✓ Have **full control** over all run-time components (data, app, and server) **without dependencies**

✓ Support both cloud-based and on-premise deployments, and *scale stack on a per-app basis*

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Modern Mobile App Requirements: Where MBaaS Helps

User Interface

- **Sophisticated User Experience and Interfaces**
- **Heavily branded**
- **Differentiation is critical**

Back-End Services

- **Mobile app services**
- **Centralized connectivity to source systems**
- **App-specific business logic and user roles**

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Mobile Platform-as-a-Service

*The only **mobile development platform** that significantly **reduces time and cost** to build **enterprise apps** with no lock-in guaranteed*

AnyPresence = Enterprise MBaaS + App Prototyping

User Interface

You Need: **SPEED AND FLEXIBILITY**

ACCLERATE UI DEVELOPMENT

Web-based Designer

Cross-Platform SDKs *and* **UI Prototypes**

Fully-editable Native Code

Back-End Services

You Need: **REPEATABLE SCALABLE PROCESS**
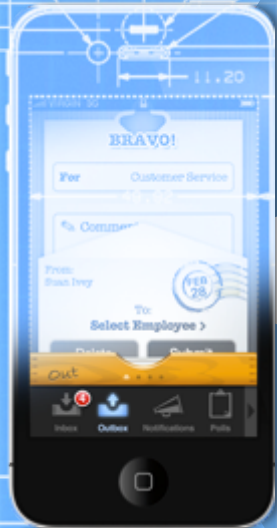
SCALE WITH REUSABLE SERVICES

Authentication & User Management

Enterprise Connectivity & Business Logic

SMS, Push Notifications, & Other Services

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AnyPresence Solution Overview

DESIGN-TIME SUBSCRIPTION SERVICE
(AnyPresence IP)

RUNTIME COMPONENTS
(Customer IP)

AnyPresence Designer

Database and App Connectivity

Object Modeling and Business Logic

Mobile Services and Extensions

Rapid UI Prototyping and SDK Testing

PUBLISH

PUBLISH

NO PLATFORM LOCK-IN

Mobile Apps and SDKs

HTML 5   JS

Back End Server

Authentication, Roles, User Management

Enterprise Connectivity, Business Logic

SMS, Push Notifications, Other Services

- Generate dynamic SDK documentation and unit tests
- Generate and host HTML5 apps
- Generate and compile native iOS, Android apps in the cloud
- Test and production environments

Your Source Applications and Data

Third Party Services

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AnyPresence Offers Best of Both Worlds

AnyPresence Platform-as-a-Service

Development Platform Advantages

✓ Lower TCO for development and maintenance

✓ Reusable mobile services and enterprise connectivity

✓ Cross-platform user interface prototypes

Custom Development Advantages

✓ 100% native, editable code

✓ Unconstrained user interface flexibility

✓ No vendor lock-in or IP dependency

✓ Leverage resources

✓ Deploy anywhere

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Back to Michael…

MBaaS Features/Differentiators

› *Enterprise integration platform, both service and user integration*

› *Utility Model deployments for both on-prem, cloud and individual developer environments*

› *Integrated 3rd party access (i.e. twilio, SMS, email, etc)*

› *Deeper tooling integration, both design and developer tools*

Thank you

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