



Move Past Old-Fashioned, Traditional Technology

Cloud-Based Mobile Apps Breathe New Life into the Enterprise



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Enterprise mobility is arguably one of the most important IT trends today since it can drastically improve business productivity. However, despite being one of the leading pathways to increased employee efficiency and enterprise modernization, most organizations are mobile-enabling their businesses using traditional or “old-fashioned” technology models.

Many IT departments are still pursuing on-premise mobile enterprise application platform (MEAP) or mobile application development platform (MADP) server models, deploying them in the traditional manner with hardware requirements, software licenses, and maintenance contracts. It is also common for organizations to engage external consultants to implement and roll out their mobile apps, adding more complications and costs. In addition, this model comes with a heavy footprint around installation, deployment, maintenance, and upgrades, not to mention the frequent bottlenecks that are inevitable due to server capacity, budget, and resource constraints. As a result, enterprise mobility has not taken off the way many experts believe it should.

Removing the Hurdles

Mobility isn't the only trend that is taking hold in the enterprise. Over the last few years, cloud computing has played an increasingly important role in many aspects of our lives, from consumer to business technologies and across virtually all industries. The combination of mobile and cloud technology has lowered the barriers of entry caused by challenges associated with on-premise models, such as a heavy footprint and longer time-to-market. Without these constraints in place, more and more businesses are embracing mobile apps to optimize their business processes and improve productivity.

The power of cloud computing that is the mobile cloud, combined with access to back-end enterprise data and smart mobile devices, gives employees the freedom to conduct business anytime and anywhere.

It not only improves team collaboration and individual productivity, but also enhances the quality of life for many employees.

Learn More

When it comes to cloud-based mobility for the enterprise, SAP software solution partner appsFreedom specializes in providing SAP-certified, ready-to-use, pre-built, and pre-integrated mobile apps that use a cloud-based, mobile delivery model. The prebuilt apps are typically deployed in two to four weeks, and are available in a software-as-a-service (SaaS) model. To schedule a demo or learn more about cloud-based enterprise mobility, call +1 855-277-7373 or visit www.appsfreedom.com/SAPinsider2013. ■

Benefits of the Mobile Cloud

By combining cloud computing, back-end enterprise applications, and smartphones, companies can see a host of benefits. For example, a mobile cloud:

- Simplifies corporate IT complexity
- Provides a lower cost of entry by:
 - Standardizing service components with “as-a-service” models
 - Requiring no software or hardware licenses or maintenance fees
 - Requiring no upfront investment before generating value
- Minimizes risk by:
 - Avoiding vendor lock-in for infrastructures or platforms
 - Requiring that you pay only for value generated
 - Reducing technology obsolescence risk
- Generates faster value for business stakeholders by:
 - Saving time and effort in infrastructure setup
 - Making it easier and faster to get started
- Provides almost unlimited scalability
- Requires minimal skillsets and resources