



issue 1

Fueling Competitive Advantage With The Enterprise Mobile Cloud

Mobile And The Cloud Unite To Spark Growth And Efficiency

Featuring research from

Gartner

2	Welcome
3	Enterprise Mobility: The New Table-Stakes for Market Competitiveness
4	The Enterprise Mobile Cloud in Incremental Value Steps
5	Build Enterprise Apps to Meet Comprehensive Mobility Goals
6	appsFreedom: Ready-to-Use Enterprise Apps Plus a Mature Mobile Cloud Platform
8	Success Story: Speeding Sales Cycles and Improving Field Intelligence with Enterprise Mobility in the Cloud
9	Success Story: Improving Cash Flow with Enterprise Mobility in the Cloud
10	The Cloud Is Expanding to Address the Challenges of the Mobile Enterprise
14	About appsFreedom™

Fueling Competitive Advantage With The Enterprise Mobile Cloud

appsFreedom
145 South 79th Street
Chandler, AZ 85226
Phone | 1.855.appsFreedom
(1.855.277.7373)
Email | info@appsfreedom.com

Fueling Competitive Advantage With The Enterprise Mobile Cloud is published by AppsFreedom. Editorial content supplied by appsFreedom is independent of Gartner analysis. All Gartner research is used with Gartner's permission, and was originally published as part of Gartner's syndicated research service available to all entitled Gartner clients. © 2013 Gartner, Inc. and/or its affiliates. All rights reserved. The use of Gartner research in this publication does not indicate Gartner's endorsement of Client Name's products and/or strategies. Reproduction or distribution of this publication in any form without Gartner's prior written permission is forbidden. The information contained herein has been obtained from sources believed to be reliable. Gartner disclaims all warranties as to the accuracy, completeness or adequacy of such information. The opinions expressed herein are subject to change without notice. Although Gartner research may include a discussion of related legal issues, Gartner does not provide legal advice or services and its research should not be construed or used as such. Gartner is a public company, and its shareholders may include firms and funds that have financial interests in entities covered in Gartner research. Gartner's Board of Directors may include senior managers of these firms or funds. Gartner research is produced independently by its research organization without input or influence from these firms, funds or their managers. For further information on the independence and integrity of Gartner research, see "Guiding Principles on Independence and Objectivity" on its website, http://www.gartner.com/technology/about/ombudsman/omb_guide2.jsp.

CEO Welcome Letter

The world is a much different place today than just a few short years ago. Economic pressures on a global scale are rippling into national and local economies and having a dramatic impact on how businesses operate: impacting how we sell, how we manage, and how we compete. Most companies are now on a continual journey to find new ways to do more with less, and to move faster than ever before. This is not a passing trend... this is the new normal.



The good news for every business leader is that revolutionary technologies have emerged which are transforming businesses from the inside out: Cloud Computing and Enterprise Mobility. These technological advancements are breathing new life into heavy, robust enterprise systems by breaking down data silos, connecting disparate workforces, streamlining complex processes, offering real-time business intelligence, and at the same time, improving employee quality of life by letting them easily manage their business and personal life from fewer devices.

The consumer mobile experience has already set very different employee expectations for business applications and has increased pressure on IT organizations to deliver a business experience that offers such benefits. That means mobility has to offer more than just email and messaging—it has to provide true productivity, and secure access to complex data. This new paradigm shift also should mean employees can conduct everyday tasks in enterprise systems on any device, whether they are online or offline.

I challenge every business and IT leader on the planet to critically assess where the Enterprise Mobile Cloud is on your priority list and how you are using both to drive competitive advantage. These transformational technologies are a requirement for staying relevant and effectively winning in today's real-time, always-connected – and highly competitive – global marketplace.

Best Regards,



Vaidy Iyer
Founder & CEO
appsFreedom

To turn Enterprise Mobility into a competitive advantage, CIO's should consider a new, fundamental shift in thinking.



Source: appsFreedom

Enterprise Mobility: The New Table-Stakes for Market Competitiveness

Today companies are facing a unique challenge: how to embrace the mobility paradigm while still maintaining and advancing the robust capabilities of their trusted enterprise systems. IT organizations are barraged with increasing pressure from business to offer user-friendly, yet functional, mobile apps amid complex system requirements, sophisticated user requirements, a limited budget, and a myriad of different strategy options. CIO's are struggling to determine if they should build mobile app development capabilities in-house, or rely on vendor solutions to address the challenge.

New Challenges Require New Thinking

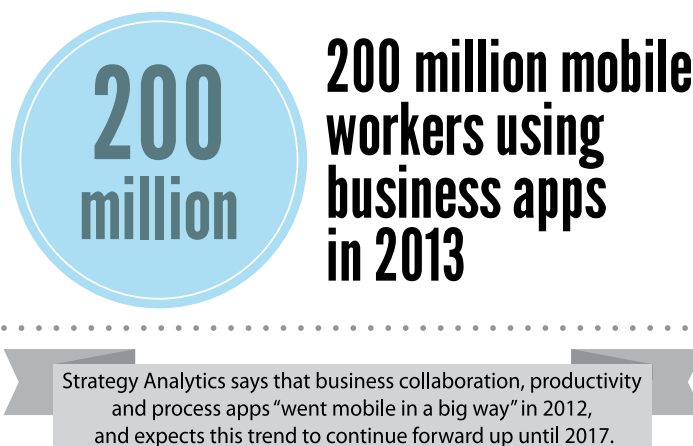
Such an unprecedented intersection of internal change and external market pressures necessitates entirely new thinking. Clearly, mobility and the cloud are transforming business models and marketplaces at an astonishing rate. Yet there continues to

be a significant disconnect between consumer and workforce expectations for corporate mobile offerings, which appears even more pronounced in larger companies.

The sooner an organization awakens to the reality that mobility is the new 'table-stakes' for market competitiveness, the faster it can realign to the new set of rules for competition, performance, and operations.

To take hold of the opportunity to turn Enterprise Mobility into a competitive advantage, CIO's should consider a new, fundamental shift in thinking. Instead of asking, "are the IT organization's efforts and investments serving the strategic goals of the business," they should be asking, "what are the new business rules of this 'mobile cloud' marketplace, and how can the enterprise build competitive strategies around them?" ○

figure 1. Enterprise Mobility is exploding and continued growth is expected



Source: Strategy Analytics

Deploying targeted, ready-to-use apps for key business functions in only a matter of weeks allows an organization to recognize business value and ROI very quickly.



Source: appsFreedom

The Enterprise Mobile Cloud in Incremental Value Steps

Identify Key Functions for Ready-to-Use Business Apps

A well thought-out mobile strategy breaks down the big issues into discrete problems that can be addressed one at a time.

Doing so enables a company to identify smaller, quick-win use case scenarios that can produce ROI in relatively short order.

Deploying targeted, ready-to-use mobile apps in a matter of weeks, for example, allows an organization to recognize measurable business value very quickly. Most companies should critically assess their business model and users in order to prioritize key functions where mobility can:

- Shorten sales cycles
- Improve customer response times
- Improve cash flow
- Improve data visibility and integrity
- Streamline complex workflow processes

Utilizing an incremental approach to mobility allows an organization to identify use cases where ready-to-use mobile apps can meet well-documented business requirements. Since ready-to-use

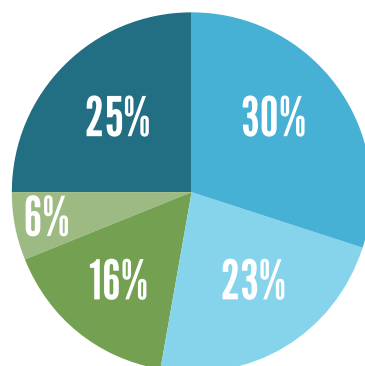
mobile apps are by definition pre-integrated to enterprise systems, and offer pre-built user interface layers and better business logic, the implementation process is streamlined, resulting in an expedited time to market, and quick time to value. ○

What business areas are the top priorities for your organization to mobilize?

- Field Services
- Sales/CRM
- Workflows – alerts, approvals and notifications
- BI – business intelligence reports
- Enterprise Asset Management
- Inspections and Surveys
- Proof of Delivery
- Supply Chain Management

Source: appsFreedom White Paper and IT market survey: "The Role of Packaged Apps in Mobile Enterprise Strategy" (2012)

figure 2. Where is mobility providing immediate benefits?



Areas where mobility is providing immediate benefits to the enterprise



Source: Distimo (2012)

Addressing mobile strategy with this kind of new thinking can help organizations achieve universal business goals for mobility such as cost savings, new competitive advantage, new competitive advantage, and increased employee productivity all across an increasingly dispersed workforce.



Source: appsFreedom

Build Enterprise Apps to Meet Comprehensive Mobility Goals

Ready-to-use applications can be utilized alongside other approaches, such as in-house app development, to achieve the overarching goals of a comprehensive mobile strategy. Companies opting to build custom apps for a few users, however, may not be prepared for the complexity of scaling it to the entire organization, particularly to multiple device types and operating systems.

Maintaining multiple apps and multiple code bases on different platforms is a resource intensive, high-cost burden that is often overlooked. Having access to a single cloud-based enterprise mobility platform where ready-to-use apps also reside, however, can ease the cost and complexity for in-house development teams.

Many IT departments, however, are still pursuing on-premise mobile enterprise application platform (MEAP) or mobile application development platform (MADP) server models, deploying them in a 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.

These strategies come 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, and this is a direct result of attempting to apply outdated, traditional technology strategies to the new mobility-focused environment.

Since mobile devices are now such critical business tools, taking a dual approach to mobility – that is, buying ready-to-use, pre-integrated apps as well as leveraging a mature, cloud-based mobility platform – can help speed time-to-value. This strategy also means the organization does not need to forego its longer-term requirements for flexibility and control to build, deploy, and manage its own custom apps for enterprise-wide use.

Addressing mobile strategy with this kind of new thinking can help organizations achieve universal business goals for mobility such as cost savings, new competitive advantage, and increased employee productivity all across an increasingly dispersed workforce.○

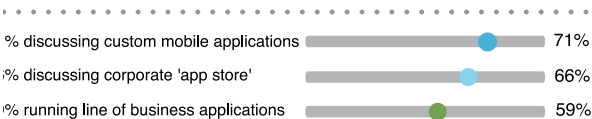
figure 3. Mobile Adoption.

WHY ENTERPRISES ARE ADOPTING MOBILITY?



Source: Mobile Enterprise Report; iPass 2013

Mobile Devices Now Critical Business Tools



Source: 2012 State of Mobility Survey; Symantec

In real-time mode, no business data or passwords are stored or cached within the platform.



Source: appsFreedom

appsFreedom: Ready-to-Use Enterprise Apps Plus a Mature Mobile Cloud Platform

The appsFreedom Enterprise Mobility solution is comprised of ready-to-use apps that are pre-integrated with SAP, as well as a mature, patent-pending mobility platform (Freedom Platform, delivered as a service) that allows an organization the ability to build, deploy, manage and run its own proprietary apps.

The complete solution consists of three distinct components that work together as one platform:

- **On-device Freedom Apps:** pre-built, ready-to-use business apps for key functions
- **On-demand Freedom Manager:** management platform for scalability, speed and simple provisioning
- **On-premise Freedom Plug-ins:** integration, execution and rules application

The Freedom Platform helps companies efficiently and effectively manage a more comprehensive mobility strategy. It allows the IT organization the ability to extend solutions across a much wider segment of the employee population for greater value and competitive advantage.

Key platform components help simplify the build, deploy, and manage phases of every rollout, whether apps are ready-to-use, or developed in house.

appsFreedom Enterprise Mobility Solution Components

Design and Build

- **Freedom Designer:** quickly build prototypes for multiple devices for early input and end user approvals
- **Freedom Builder:** graphical workflow tool for end-to-end development, integration and business rules

Deploy and Provision

- **Freedom Stores:** create secure, branded storefront to provision and manage corporate apps
- **Freedom Manager:** easily rollout new apps and updates while managing users and system integrations

Assess and Innovate

- **Freedom Analyzer:** analyze app usage and end user feedback in reports and dashboards to improve and dashboards to continually improve and iterate

The Value of Ready-to-Use Apps on a Mobile Cloud Platform

Extend Core Systems

Due to their specialized nature, ready-to-use enterprise applications deployed in concert with a mature mobility development platform are a highly effective way of extending core systems such as CRM and ERP while serving both common and specialized user requirements

Rapid Implementation

When quick ROI and business value is required, packaged applications offer a quick time to market, rapid deployment, and immediate ROI. And with the right skill sets in house, building and deploying custom apps on a modern mobility platform can advance mobility objectives even farther

Flexibility and Scalability

The speed of ready-to-use applications combined with flexibility and scalability of a mobile cloud enterprise platform is a dual approach to address both incremental deployments for quick-wins, as well as a way to have control over your mobile destiny



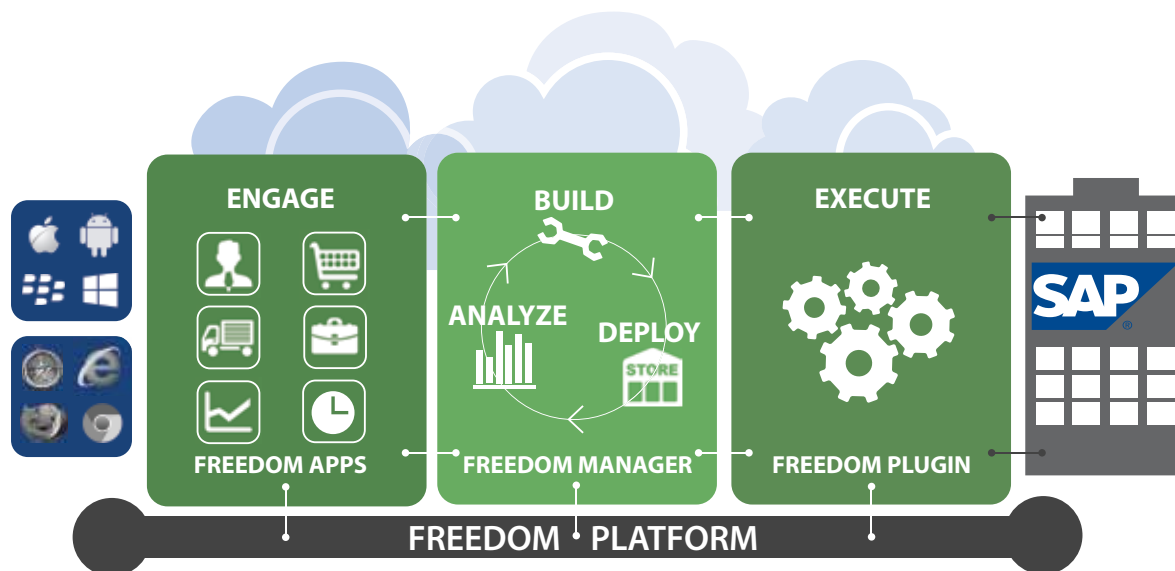
Source: appsFreedom

Mobile Cloud Platform Security

appsFreedom is built for SAP users by SAP experts, so security is a mission-critical priority. Organizations can employ one or several security methodologies depending on their environment and corporate requirements.

- Transient Cloud Model (No business data stored in the cloud)
- Secure Encrypted Communications
- Single Sign-On (SAML 2.0, SSO Tickets)
- Secure Data Channels ○

figure 4. appsFreedom Architecture



Source: appsFreedom

The user-friendly app design and device agnostic approach quickly fueled adoption by sales reps.

Source: appsFreedom

Success Story: Speeding Sales Cycles and Improving Field Intelligence with Enterprise Mobility in the Cloud

The Client:

- Global infrastructure and engineering design software company
- 3,000 employees in more than 45 countries

Quick Facts:

- Disparate field sales workforce using SAP CRM v7.0 via desktops and laptops from worldwide locations
- No company standards for mobile devices
- Management decided to employ a "Bring Your Own Device" (BYOD) approach in 2012
- Mobility and user experience had become a top priority with senior management and IT

The Challenge:

Field Sales reps were managing the sales cycle in the SAP CRM module, however, the interface was cumbersome, required too many clicks for any action, and was only accessible via desktops and laptops. Field Sales reps typically working from the road were frequently finding work-arounds or simply not using the system at all.

The situation created a downward spiral of incomplete data, impaired field intelligence, and elongated sales cycles. Without no easy-to-use mobile solution, and with such incomplete data, the sales reps in turn simply did not want to use the system at all.

The Solution:

appsFreedom™ deployed its salesFreedom™ app bundle for SAP, which gave Field Sales a secure, full-featured mobile application to conduct everyday CRM-related tasks within SAP. The user-friendly app design and device agnostic approach



quickly fueled adoption by sales reps. The app guides reps through mandatory data inputs, reducing the number of fields and clicks required for common CRM tasks.

Results:

- Improved visibility of accounts and leads for field reps
- Improved data integrity and sales intelligence for management
- Shorter sales cycles / faster deal closings
- Improved CRM system usage and adoption
- Faster customer response times

Benefits:

- Quick and easy deployment for business applications
- Software-as-a-Service (SaaS) model
- Improved user experience
- Faster deployment of Sales and Technical resources ○



Source: appsFreedom

Success Story: Improving Cash Flow with Enterprise Mobility in the Cloud

The Client:

- Diversified hardware and software technology company
- 331,800 employees worldwide serving 1 billion customers on 6 continents
- Approximately 162,000 employees use SAP ECC 6.0 for timesheet entry

Quick Facts:

- Disparate workforce across 30 countries using SAP ECC 6.0
- Employees frequently entering timesheet data in SAP via desktops and laptops

The Challenge:

The company offers a vast product and services portfolio and has a large portion of its employees assigned to engagements – including many federal projects – that require accurate, on-time timesheet entries into SAP.

With no access to SAP from mobile devices and a relatively complex timesheet entry process, the company was experiencing an increasing number of delays in timesheet data for a large portion of the employee population. The compounding entry delays were creating delays in invoicing, and in turn, causing delays in payments. This cycle was having a negative and significant impact on cash flow.

The Solution:

appsFreedom™ deployed its Timesheet Entry micro-app from hrFreedom™, the company's time and expense tracking mobile app bundle. The user-friendly Timesheet Entry app gives employees easy



access to input daily time entries from the road on any type of mobile device. Employees now have a user-friendly way to enter timesheet data from their smartphones and tablets.

Results:

- On-time entries for timesheets across the organization
- Improved data integrity and reporting
- Improved Timesheet Entry system usage
- Improved cash flow

Benefits:

- Quick and easy deployment for business applications
- Software-as-a-Service (SaaS) model
- Improved user experience ○



Research from Gartner RAS Core Research Note G00239051,
Philip Redman, 19 September 2012

The Cloud Is Expanding to Address the Challenges of the Mobile Enterprise

Business users increasingly require access to data and applications more complex than messaging on their mobile devices. IT leaders planning enterprise mobile data and network strategies should look to emerging cloud-based services from application and telecom service providers for data access.

Impacts

- Business users' demands to employ their mobile devices to access and work with data and applications that go beyond messaging will drive organizations to adopt technology-neutral mobile enterprise strategies.
- As cloud-based services evolve to offer mobile-oriented applications, IT will create architectures that support the data access needs of mobile device users.

Recommendations

- Mobile cloud strategies should match mobile technology planning. Because mobile technology changes so rapidly, network managers responsible for procuring mobile devices should plan their life cycle strategies in two-year increments.
- Managers in charge of mobile strategies should work with their counterparts in data center and cloud computing to identify mobile enterprise applications.
- Coordinate your mobile cloud strategy with your overall corporate private and public cloud plans.
- Assess the opportunities associated with the mobile cloud and how mobile WAN users will be able to take advantage of cloud services.

Strategic Planning Assumption

By 2017, 45% of mobile cloud services will be software as a service (SaaS)-based solutions.

Analysis

Business users are choosing sophisticated mobile devices, including tablets and smartphones, as their primary communications tools when mobile. Although most business users rely on notebooks for their more-complex computing and application access needs, smartphones and tablets are displacing notebooks as the device of choice for basic applications.

This shift in device preferences is driving changes in users' performance expectations and business needs. Today, most of their smartphone and tablet activity is message-based. However, business users will soon expect to access, store and transfer more-complex enterprise data and/or content from their preferred mobile devices. This can be shared data for collaborative applications, videoconferencing, multimedia or anything that more-advanced devices and networks can support. This data access requirement will be closely followed by business users' interest in using their smartphones and tablets as tools for collaborating on data or content. To do so, they will need access to applications.

Although cloud-based services have been evolving for many years, not many have addressed either the end user's or IT organization's needs for the support of mobility. Recently, Gartner has seen indications that cloud-based offerings are finally evolving to address the emerging needs of mobile users to access data and systems more complex than simple messaging.

This research addresses the emerging and maturing consumer cloud options, and helps IT leaders responsible for strategic data, networking and mobility decisions to prepare the enterprise for this shift. It's time for IT organizations to plan and develop new strategies and systems that use cloud-based offerings to provide their highly mobile and widely distributed workforces with access to complex enterprises, especially as bring your own device (BYOD) policies take hold at many organizations.

Impacts and Recommendations

Business users' demands to employ their mobile devices to access and work with data and applications that go beyond messaging will drive organizations to adopt technology-neutral mobile enterprise strategies

The mobile technology market is rapidly changing, because much of what is used in business is based on consumer products. IT finds itself managing devices in the midst of a rapid innovation cycle and an accelerated replacement life cycle. End users tend to replace their devices every two years. Device- or platform-neutral architectures will provide IT organizations with the agility and scalability needed to keep pace with the changing preferences of the mobile end user. The forms and functionality of mobile device endpoints will continually expand and evolve. New devices will always eclipse the popularity of older models. Users may work with many mobile device types throughout the course of their workday. When planning data or networking strategies for the mobile end users, IT leaders should avoid investments into device- or platform-specific architectures and support systems.

The cloud model provides natural synergies with the solutions needed for mobile device management (MDM). Cloud computing is based on a centralized architecture for the storage of data and applications. Scalable and elastic delivery of IT capabilities is the foundation of the cloud computing value proposition.

Recommendations:

- Since mobile technology changes so rapidly, network managers responsible for procuring mobile devices should plan their life cycle strategies in two-year increments.
- Companies should establish cross-IT groups responsible for testing and planning for new mobile technologies, because mobile technology and strategy does not sit in one area of IT.
- Those responsible for the mobile strategy in IT should work with their counterparts in the data center and cloud computing to identify mobile enterprise applications to develop or procure.

As cloud-based services evolve to offer mobile-oriented applications, IT will create architectures that support the data access needs of mobile device users

Vendors are introducing a new wave of cloud-based, "as a service" product offerings to serve the mobility needs of the enterprise. Mobile cloud is the category of cloud services that support the platforms, applications and access technologies to support mobile and remote workers (and their access needs). Cloud computing services (see Figure 2) are organized into five categories:

- System infrastructure services
- Application infrastructure services

figure 1. Top Impacts and Recommendations for the Cloud Is Expanding to Address the Challenges of the Mobile Enterprise

Impacts	Top Recommendations
Business users' demands to employ their mobile devices to access and work with data and applications that go beyond messaging will drive organizations to adopt technology-neutral mobile enterprise strategies.	<ul style="list-style-type: none"> • Plan your life cycle strategy in two-year increments. • Mobile managers should work with their counterparts in data center and cloud computing to identify mobile enterprise.
As cloud-based services evolve to offer mobile-oriented applications, IT will create architectures that support the data access needs of mobile device users.	<ul style="list-style-type: none"> • Coordinate your mobile cloud strategy with your overall corporate cloud plans. • Assess the opportunities associated with mobile cloud and how wide-area users will be able to take advantage of cloud services.

Source: Gartner (September 2012)

- Application services
- Information services
- Business process services.

A sixth category addresses management and security issues.

Services that constitute the mobile cloud are currently surfacing in three categories:

- **Infrastructure as a Service (IaaS)** – These cloud services are the foundation of support for both fixed and mobile users. The service providers host applications, store data, and scale and distribute to support enterprises and fixed and mobile users.
- **Platform as a Service (PaaS)** – Platforms to support mobile applications and users are designed to support mobile needs such as network latency and handheld devices.
- **Software as a Service (SaaS)** – The applications market is shifting from on-premises applications to cloud-based, SaaS offerings. This model can reduce the costs, while

enabling easier upgrades and maintenance, stronger scaling capabilities and a requirement for less enterprise infrastructure for end-user support.

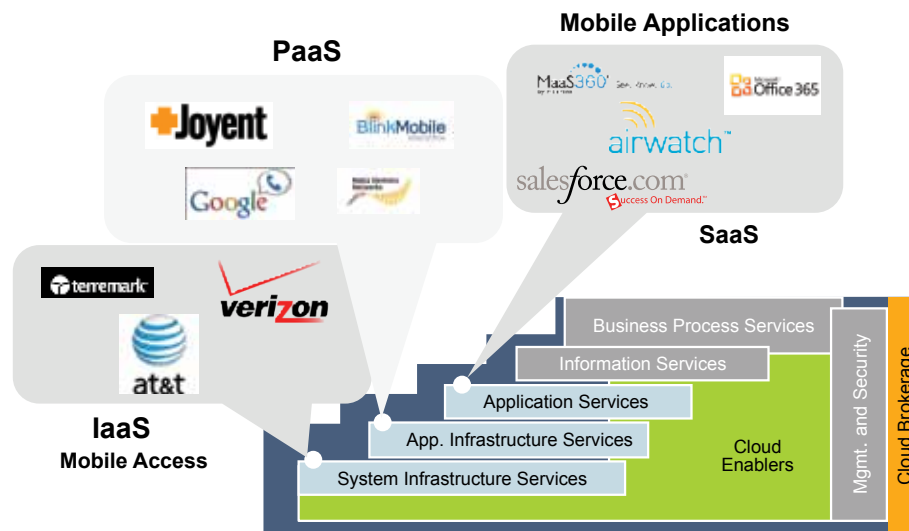
The evolution of the mobile cloud is driven by several factors:

- Users' demand for more-complex data while mobile
- Advancements in mobile device technology
- The availability of faster, more ubiquitous wireless networks

Vendors are developing services that give enterprises the ability to support, provision, transfer and provide data access to any device or location, over multiple network types.

Cloud-based services can free enterprises from the constraints of legacy systems and data that may not have been developed with mobile access in mind. Cloud-based services remove the fixed structure and support access by any device in any format. However, mobile cloud services are not without their challenges. These systems often depend on continuous network connectivity to provide users with access to data or

figure 2. Services in the Mobile Cloud



Source: Gartner (September 2012)



applications. For example, mobile users in a LAN using Wi-Fi should have few problems, because access is continuous, but wide-area mobile users will need a solution that enables them to view, change and process work, even while offline. Some cloud products are starting to address this offline need by providing secure clients to store limited data.

The mobile cloud is fairly immature; however, Gartner expects rapid growth and adoption in the next two to three years in such areas as remote software and data management. Gartner has rated current and emerging mobile applications and services that are using or moving toward the use of a cloud delivery model (see Figure 3).

Using the criteria listed here, we assessed each application or service for:

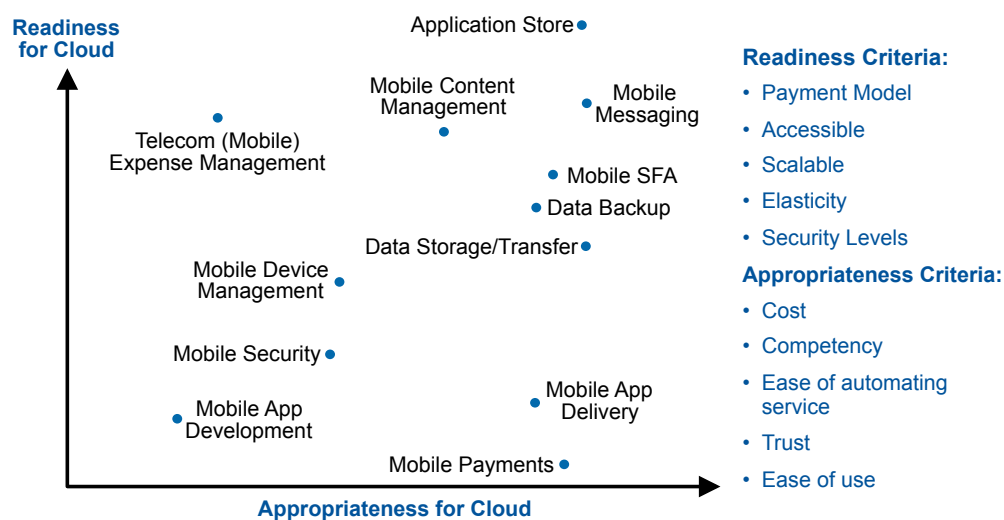
- Appropriateness in the cloud – the cloud model makes sense for this application or service.

- Readiness for the cloud – the application or service is mature enough for enterprise use. These criteria may include a mobile-oriented payment model, ease of scaling, user demand and high security.

Recommendations:

- Align cloud and mobile strategies based on architecture and the way you're buying those services; develop a business case and plot the direction.
- Coordinate your mobile cloud strategy with your overall corporate cloud plans.
- Develop a business case for cloud versus existing support systems (or alternatives).
- Assess the opportunities associated with mobile cloud, and how wide-area users will be able to take advantage of cloud services. ○

figure 3. Gartner's Assessment of Mobile Applications and Services Moving Toward Cloud Delivery



Source: Gartner (September 2012)

About appsFreedom™

The Speed and Ease of Mobile Meets the Power and Depth of the Enterprise

appsFreedom™ is a leading provider of Enterprise Mobile Cloud Software that enables companies and their employees to achieve Workplace Freedom. appsFreedom drives business productivity with pre-built, pre-integrated, ready-to-use Freedom Apps and the Freedom Platform, which empowers enterprises to build, deploy, manage and run mobile apps in a simple, user-based subscription model. With appsFreedom, business users access their enterprise applications rapidly and securely from any mobile device, anytime, anywhere.

Fast to Deploy, Easy to Manage

appsFreedom is SAP Certified, pre-built and pre-integrated. It's cost effective to deploy and fast to launch – typically in just two to four weeks. Companies can buy only the apps they need, and add apps or users any time. Implementation is seamless and without disruption to the business. Data is secure, and no SAP development or configuration is required.

Ready-to-Use Business App Bundles

Select any single app, multiple apps or ready-to-use bundles to access specific environments and optimize productivity.

- **salesFreedom™** – fully functional, on-the-go CRM empowers sales reps with instant access to manage activities, leads and opportunities; update customer records, or view sales analytics.

- **procurementFreedom™** – access and manage purchase requisitions, purchase orders, shopping carts, goods receipts, and approvals in real time – all synchronized between the desktop and mobile device.
- **executiveFreedom™** – get a bird's-eye view of KPIs through analytics and reporting features that provide at-a-glance, real-time business intelligence, along with real-time workflow approvals, from enterprise system data. Streamline work throughout the department, across the company and around the globe.
- **hrFreedom™** – easily manage and simplify everyday HR tasks such as time sheets, travel expenses, employee self service, personnel data, and more.
- **fieldserviceFreedom™** – enable field services and maintenance repair operations with mobile access to create and manage service orders, service requests, inventory checks, and more.

Robust, Mature Mobile Cloud Platform

The appsFreedom patent-pending mobility platform (Freedom Platform, delivered as a service) allows the organization the ability to build, deploy, manage, and run its own proprietary apps. The complete solution consists of three distinct components that work together as one, as well as components to simplify and speed build, deploy, manage and run organization's custom apps.

Solution Features

- Fast and Cost-Effective Implementation (typically 2-4 weeks)
- Ready-to-use business apps pre-integrated into SAP
- No licenses (Software as a Service model)
- No SAP system configuration or development required
- Single Sign-On to access all apps
- Secure tunneling
- 2-factor authentication
- No business data storage anywhere



- On-device Freedom Apps: pre-built, ready-to-use business apps for key functions
- On-demand Freedom Manager: management platform for scalability, speed and simple provisioning
- On-premise Freedom Plug-ins: integration, execution, and rules application

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 and/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 skill sets and resources



Global Locations

Headquarters

appsFreedom

145 South 79th Street

Chandler, AZ 85226

Phone | 1.855.appsFreedom (1.855.277.7373)

Email | info@appsfreedom.com

www.appsFreedom.com

East Coast

appsFreedom

105 Fieldcrest Avenue

Raritan Plaza III

Edison, NJ 08837

Phone: 1.855.appsFreedom (1.855.277.7373)

Email: info@appsfreedom.com

ASIA-PAC Development Center

appsFreedom

#56I, Bason Futura IT Park

Venkata Narayana Road

Chennai, 600 017

INDIA

Phone | +91 44 6618 7000

Fax | +91 44 6618 7

