

The MACRO EFFECT of MICRO-APPS on Enterprise Mobility

How Game-Changing Micro-Apps from SEAL Innotech Bring Freedom and Benefits to the Business and Its Users

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While “mobility” is a relatively common term these days, companies are now realizing that it extends beyond just smartphones. As executives, business users, and IT teams all look for new ways to add efficiencies across the enterprise, mobility is a much-discussed topic. There’s no doubt that the mobile workforce is exploding — IDC predicts that there will be 1.2 billion mobile workers worldwide by 2013.¹ But bringing the same usability and transactional ease present in a consumer application or browser-based system to mobile SAP users has been a whole other game — until now. Enter the new breed of enterprise micro-applications (micro-apps) from SEAL Innotech: AppsFreedom.

Micro-Apps: What Are They, Who Benefits, and How?

SEAL Innotech’s SAP-certified micro-apps are fast, easy, secure, packaged, single-task applications that let business users enterprise-wide log in to an SAP ERP system once to conduct a variety of SAP transactions, or access dashboard-like business intelligence (BI) functionality, from any Internet-enabled mobile device (as well as from their desktop). All micro-apps in the AppsFreedom solution suite can integrate seamlessly with desktop gadget and widget technologies, giving users real-time, synchronized information. Unobtrusive desktop alerts also help quietly notify users of transaction status and activity. The business becomes more nimble and responsive, while business users become more productive and efficient.

Micro-apps allow sales reps to instantly place orders, manage leads, receive opportunity notifications, confirm

pricing, and much more. Procurement managers get a real-time view of purchase requisitions, orders, approval status, and other workflow activity, all synchronized between the desktop and the mobile device. Senior managers get a real-time, bird’s-eye view of KPIs from dashboards that offer at-a-glance BI from SAP data.

The results? AppsFreedom users report improved customer response times, increased sales orders, faster procurement processing with fewer bottlenecks, and in some cases, shorter sales cycles.

IT also benefits; micro-apps can be cost-effectively deployed in weeks, are easy to maintain and update, and meet corporate security requirements because SAP data is never stored on the device — the application simply serves as a conduit to the system.

Better still, updates are simple, low-risk, and completely invisible to end users, giving the IT department the ability to quickly launch and test new capabilities to various business user groups without the normal time, expense, or risk involved in a major system enhancement or customization.

Micro-Apps, Macro Benefits

Micro-apps are quickly becoming a new competitive weapon, uniquely merging the power of a robust ERP system with the speed, usability, and portability of today’s latest mobile and cloud computing technologies. And with their seamless integration with desktop gadgets, the AppsFreedom suite of micro-apps can truly help expand the meaning of mobility into a broader, more user-friendly context that gives employees the freedom to transact when and where they prefer — from any device, any place, any time. For more information, visit www.sealinnotech.com. ■

The AppsFreedom suite empowers employees to transact in SAP landscapes 24/7; the business becomes more nimble and responsive, while users become more productive and efficient with a real-time, synchronized view of SAP activity from the desktop to the mobile device.

¹ IDC, Worldwide Mobile Worker Population 2009-2013 Forecast, Doc #221309 (December 2009).