Mobile Application Platform for the Enterprise

Agility for the Mobile Enterprise of the Future

FeedHenry is a next generation Mobile Application Platform (MAP) for the enterprise, designed around a stack of open source components that eliminate lock-in and combine flexibility with speed of development. The cloud-based platform enables fast and easy development of great mobile apps that connect securely to existing business systems by supporting:

- Mobile Application Development
- Mobile Backend-as-a-Service
- Mobile Application Management

- Security & Authentication
- Reporting & Analytics
- Cloud & On-Premise Deployment

Benefits

Get Your Apps to Market Faster

Rich with the tools, libraries, plugins and a compelling suite of services, the platform helps accelerate your app initiatives. It's now easy to connect apps to your enterprise systems, deploy to multiple devices, and control access to enterprise data.

Flexibility Your Way

We enable your developers to build native, HTML5 or cross platforms apps with their choice of toolkit and framework. Choose the particular tools, devices and cloud configuration that best aligns with your strategy, technology and security requirements.

Security Across the Board

Designed for enterprise, designed for security. You determine your own appropriate levels of security, data encryption and user access. Secure in the knowledge that your apps, your corporate data and your business systems are protected.

Scalability to Rapidly Evolve

Built from the cloud up, our platform takes the headache out of scaling. Whether it's one hundred or one million app users, the cloud gives you the fast and efficient scaling. In keeping with our cost-effective maximum-flexibility approach, you decide on the infrastructure.

Extensibility Drives Opportunity

Our open architecture allows you to integrate with all types of enterprise systems. Your developers can start interfacing to SAP, Salesforce, Oracle, databases and object storage, messaging systems and legacy systems with just a few lines of available code.

Manage for Mobile Success

Not only does the platform make it easy to deploy and upgrade the app and manage the app users, but our analytics package extends from the app right into the cloud code so your developers can instrument and track performance from end to end.

Mobile Application Development

Our platform gives you maximum flexibility to build either hybrid, HTML5 or native apps, leveraging some great toolkits but not locking you in. We focus on keeping things as open and easy as possible.

- **Flexible & Open:** Whether it's native or hybrid apps, the platform allows you use your preferred environments (GUI or CLI) and integrate your apps into the FeedHenry platform using native SDKs or our Hybrid offering.

- **Standard Technologies:** When it comes to the Cloud Code, the same developers can leverage the same skills to build Node.js backends, giving them a high-performance, low resource, and an incredibly responsive solution with a minimal learning curve.

- **App Forms:** For even more rapid application development, our App Forms solution makes form-based apps a breeze with a drag and drop GUI that can generate HTML5 & hybrid Apps for all major platforms without writing a line of code.
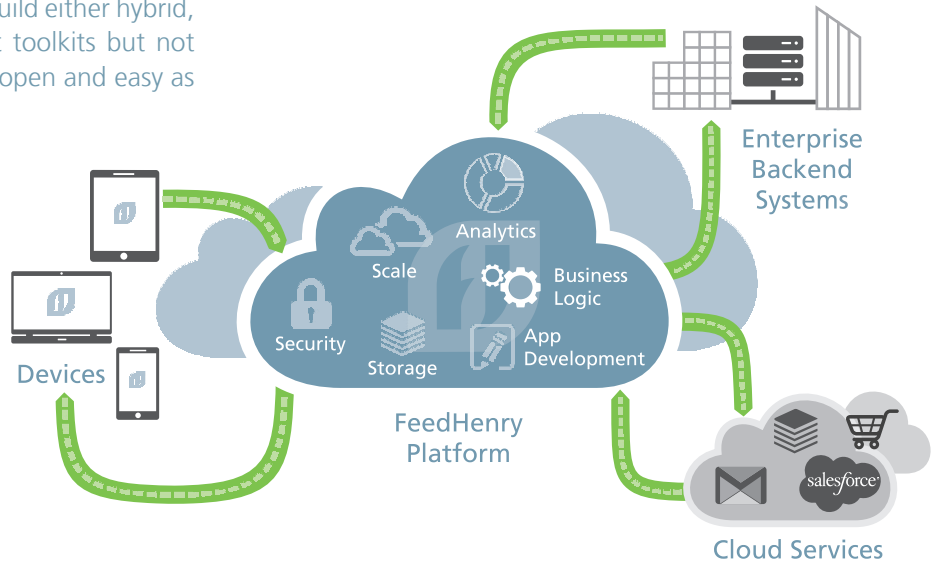
- **Any App, Any Device:** Our web-based developer studio works with source code control systems based on Git. Our hosted Build Farm generated the executables for iOS, Android, Windows and BlackBerry saving you the trouble of maintaining multiple dev environments.

Mobile Backend-as-a-Service (MBaaS)

More than a set of ready-to-use APIs to common cloud services, our extensible MBaaS provides a compelling suite of services for your team to develop enterprise mobile apps. FeedHenry's MBaaS has been architected as enterprise-first, featuring:

- **Ease of Integration:** Connect mobile devices to almost any of your enterprise backend systems. Rather than forcing your developers to build new APIs in your existing systems, simply build your Node.js code in FeedHenry to perform any transformations and mashups that are needed.

- **Secure Connectivity:** Our MBaaS provides an intelligent proxy layer that ensures you'll never have to expose your internal systems directly to mobile devices. You can set your own appropriate levels of security, data encryption and log every access to the MBaaS itself.

- **Online & Offline Workflow:** But what use is a backend when your employees are in the field without a signal? FeedHenry apps are designed to support both online and offline workflows. Data can be cached offline and synced to a mobile cloud once a suitable connection is restored.
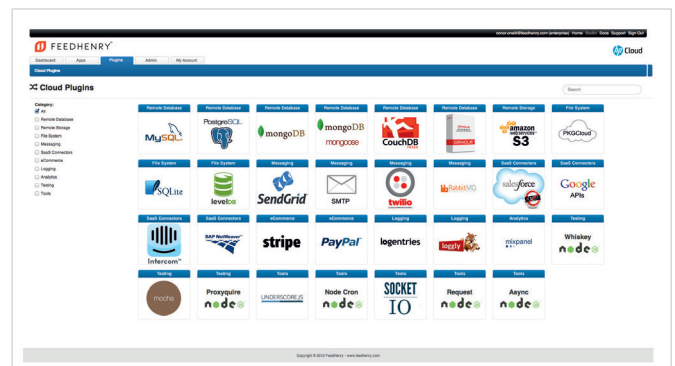
- **Sync, Cache, Push, Store:** NoSQL database gives cloud persistence for devices and users with flexible data-browsing. Caching maximizes performance while our Sync service takes the pain out of synching data efficiently between devices and backends. Timely information gets to the right users across any device with our Push Notifications.

- **Extend to Enterprise Systems & Services:** Our open Node.js architecture allows you to integrate with all types of enterprise systems and our drop-in Cloud Plugins let you connect to SAP, Salesforce, remote databases, remote data storage, messaging systems and more with just a few lines of available code.

Mobile Application Management

We help you address the BYOD challenge by integrating with third party MDM/MAM solutions or by providing you with basic MAM features to ensure the success of your mobility strategy.

- **User Management and Authentication:** Our role-based solution lets you control exactly who has access to what apps using the authentication policy you have chosen (e.g. FeedHenry, OAuth, LDAP) and allowing the creation of user groups, giving IT control over managing the distribution of apps.

- **Secured Execution Environment:** Every live app is deployed in our App Cloud in a fully containerized and secured server-side execution environment with enforced tunable limits for CPU, memory and storage

- **Private App Store & OTA Distribution:** A public app/play store may not be appropriate in terms of controlling app downloads and updates. We provide you with your own branded private app store enabling you to update your app under your terms with over-the-air delivery to your employees.

- **Monitor, Disable, Wipe:** View active devices, assign friendly names to devices, view apps/users in use on devices, block devices and mark a device for data purge. Remote app data wipe doesn't just let you remove retired apps, it is also ideal for those times when devices have been lost/stolen or your employees leave the company.

Security and Authentication
(Intelligent Proxy Layer)

FeedHenry has a suite of features to ensure that your data remains within a corporate domain and is only accessed by those who are authorized. This is particularly critical when you need to manage and secure content you own on devices you don't own.

- **Protect Access to Enterprise Systems:** Access from the MBaaS to your systems can be secured as your security experts see fit and guided by us. This can include the use of VPNs, strong firewalls, DMZs, approved data centers, approved data center locations and more. Our Ops team works closely with yours to define exactly what you need, no matter how complex your requirements.

- **Encryption End-to-End:** Security is at the heart of our application management functionality. This begins on the device with AES/RSA encryption APIs, followed by https from the app to the MBaaS. All of your backend endpoints can also be secured.

- **User Authentication & Authorization:** User security and authentication can be managed using FeedHenry credentials or your own LDAP/ActiveDirectory system. OAuth integration is also available for third party services that provide this. SSO with vendor-specific offerings like Oracle Access Manager can be implemented with no drama.

Devices — SECURE — SSL — Firewall — Authentication — Access Control — Auditing & Logging — Confidentiality — SECURE — Enterprise Backend Systems

FeedHenry Mobile Application Platform

Reporting and Analytics

Once your apps are live, you can dig into customer insights and see how well your roll-outs are going. App Analytics, using the same role-based access controls as all other parts of the platform, gives you exactly the timely data you need.

- **Drill-down App Reports:** Both top-level domain and individual app-level reports are available, providing a detailed breakdown of App Installs, Startups, Cloud Requests & Active Users. You can drill-down into this information over time, platform and geography.

- **Counters & Timers:** Even though the idea of counters and timers in your mobile app and cloud code may sound simple, they can form the basis for incredibly detailed analytics that are specific to your enterprise and your apps, which you can then integrate with your ERP dashboards

- **App & Cloud Code Analytics:** Our analytics package extends from the app right into the cloud code so your developers can instrument and track events. In addition to the standard PDF/PNG and CSV exports, developers building their own analytics systems can make use of a full API to retrieve this information programmatically.

- **Backend Cloud Reports:** Similarly, our operational cloud reporting tells you exactly how your backend is doing, rather than just being a black-box that you can't manage or control. Your System Admins and DevOps can relax - they're in the driver's seat.

Cloud & On-Premise Deployment

Built from the cloud up, FeedHenry's cloud-based Mobile Application Platform allows your app to include server-side business logic and execution from the cloud. We also offer the most flexible cloud configuration models so you don't feel locked-in.

- **Flexible Cloud Architecture:** In keeping with our cost-effective maximum-flexibility approach, FeedHenry supports deployment of the server side code and the Mobile Backend-as-a-Service (MBaaS) plugins to a wide range of infrastructures with our flexible hybrid cloud architecture. Choose from public cloud, private cloud, hybrid cloud or fully on-premise.

- **Built for Evolving Needs:** We support whatever configuration you need, using the cloud that best aligns with your technology, security and SLA requirements at that time. As those requirements change, so too can your cloud. FeedHenry is "Built for Change".

- **Cloud Portability with Zero Lock-in:** You can deploy on Rackspace, HP Cloud, AWS, Joyent, Telefonica Instant Servers, vCloud Hybrid and many OpenStack and Cloud Foundry compatible environments. This Cloud portability delivered by our AnyCloud architecture guarantees no lock-in for your business logic.

- **Specific Compliance Issues:** Do you need US HIPAA-compliance? We host our Platform also on HIPAA compliant data centers. Our IaaS provider covers compliance requirements for your Health industry mobile apps. Perhaps you have specific geographic needs? We have live clusters in both Europe and North America and of course on-premise can be deployed in any geography.

FEEDHENRY

Ready to Accelerate your Mobile Enablement initiatives?

Learn more and schedule a demo today.

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