

Enterprise Mobile Applications Development



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If you're an Enterprise CEO ☺

- How to guarantee your EMA Success?

Today's Lecture Outline

- Mobile Application Development Best Practice



EMA Importance

- Increasing mobile access for enterprise software represents a digital transformation opportunity. A global study performed by Kony states that over 97% of global line-of-business executives report that employees or divisions within an organization demand new mobile apps or app features. This figure only comes to show that more and more businesses are acknowledging the benefits of going mobile in an enterprise environment.
- With further transformation in the horizon, the different types of enterprise application software have grown exponentially



Most Common Types of Enterprise Applications

- Automated billing systems.
- Payment processing.
- Record tracking systems. [tracking cars/sales/documents/content](#)
- Supply Chain Management (SCM).
- E-commerce suite. [like amazon](#)



Most Common Types of Enterprise Applications

- **Model product catalog.** displaying products (AR or 3D) / helps at marketing
- **Customer Relationship Management (CRM).** includes branding/ marketing/ customer service/ lead or suspect lead
- **Enterprise Resource Planning (ERP).** whole internal management - sales - warehouses - accounting - purchases - HR
- **Business Intelligence (BI).** statistics
- **Business Continuity Planning.** after BI what are the inputs for planning



Most Common Types of Enterprise Applications

- Enterprise Application Integration.
- Enterprise Content Management.
- Messaging systems.
- Call center operations.
- Customer service support.



Most Common Types of Enterprise Applications

- Human Resources management.
- Email marketing systems.
- Training.
- Analytics.



Some Industry-specific Enterprise Applications Examples

- Healthcare industry

- Patient records tracking system.
- Patient care app. pulse monitoring apps / any smart watch app
- Mobile CRM. advertising to people who are interested attracts money

this shows the value of mobility

assets + mobility = value added to our brand



Some Industry-specific Enterprise Applications Examples

- **Telecom**

- **Electronic signature contract system.** secure systems to digitally verify someone's signature
- **Tariff plan calculators.** calculates/ displays details about the bundles

in such industry, customer loyalty is a must to gain, one way is through user persona analysis to deal appropriately with the different types of customers



Some Industry-specific Enterprise Applications Examples

- Retail

- 3D or AR product catalog. model product catalog
- Forms and questionnaires to collect inputs.
- Product configuration tools.



Some Industry-specific Enterprise Applications Examples

- Banking

- Analytics tools.
- Data encryption tools.

hardware or software tokens to ensure security



Some Industry-specific Enterprise Applications Examples

- Manufacturing:
 - Equipment supervised training programs.
 - Process automation.
 - Time trackers.



Enterprise Mobile Applications Challenges

- **Expertise and resources.**
 - As the world of enterprise mobile app development is relatively new, the expertise and **resources surrounding it are fairly limited.**
 - Oftentimes, companies want to move a desktop app to a mobile app and it is not that simple without the help of a skilled team of professionals



Enterprise Mobile Applications Challenges

- **Expertise and resources.**
 - **Wrong apps?** It happens 😊
 - Sometimes companies deploy apps that **don't provide the right solution** for a business problem.
 - If the **requirements of the enterprise mobile app** are not **clearly defined**, it's very likely to deploy an application that users won't find benefit in using.
 - Thus, it's of the **utmost importance to involve end users in the design process** to ensure the enterprise mobile app helps alleviate their pain points.



Enterprise Mobile Applications Challenges

- **Bad user experience.**

User experience is key to the enterprise mobile app development, which is why development teams must take great care in considering mobile-specific limitations such as:

- screen size, consider the user persona
- touch inputs,
- processing power,
- battery life,

More to develop an app that can withstand and even take advantage of these constraints.



Enterprise Mobile Applications Challenges

- **Security.** copy writes --> apply finger print from Samsung
what's up violation in Eorop white hacking is a key
- The word security is frequently thrown around in the mobile development environment and with good reason.
- With threats and cyber attacks happening almost every day, enterprises need to be constantly vigilant and secure their systems, **protect sensitive data** and **prevent breaches by implementing a robust security layer in their mobile applications.** + a robust contingency plan in case of a breach

security is always multilayer to it difficult to breach
- policy
- infrastructure



Enterprise Mobile Applications Challenges

- **Slow deployment.** × new version takes long time to install
 - Corporate technology can be tedious.
 - While most companies are used to long development cycles, this does not work well with mobile apps.
 - The world of mobile application development deals in terms of days or weeks.
 - Apps need to be deployed quickly in order to gain momentum and satisfy immediate needs.

specially critical functionalities should be fixed quickly



Enterprise Mobile Applications Challenges

- **No marketing.** a way to adv is to allow installation of cracked versions
build a community, and provide documentation
- Oftentimes, enterprises forget about the importance of evangelizing their enterprise mobile app.
- Users must be made aware of the benefits provided by using a mobile app that will streamline processes and ease their lives.
- Instead of just telling employees to use the enterprise mobile app, they should actually enjoy using the app.

waste of expenses

make attractive features so that your users will promote them



Enterprise Mobile Applications Challenges

- **Changing business requirements or environments.**
- In dynamic environments, it's relatively common to have frequent changes in business requirements or complete environments. **Development teams must face these changes head on and adapt to deliver an enterprise mobile solution in a lively environment.**



Enterprise Mobile Applications Challenges

- **Changing business requirements or environments.**

Big Data: Enterprises are wealthy in data. This is why it can be challenging to manage Big Data effectively in a mobile application that may be limited in size. Enterprises must leverage tools, technologies, and techniques to ensure data is effective.

requirement gathering is the most crucial step

there should not be any change during the sprints



See you Next Time 😊

