

enterprise mobility transformed...

Leveraging the power of iPhone and iPad in the
Enterprise



iPhone and iPad: Explosive Growth



The explosive growth and superior performance of the iPhone and iPad has changed the definition of mobile computing. In fact, smart phones will represent approximately 40% of the handset market in 2012.¹ With advanced features and phenomenal growth, the iPhone and iPad are transforming mobile computing. A recent Goldman Sachs survey shows two-thirds of CIOs will adopt tablet computers in 2011, with an estimated 10 million tablet computers bought by enterprises in 2011². As more employees are asking to use their iPhones and iPads for business purposes, companies are facing increased demand to provide enterprise application management.



Why focus on iPhone & iPad?

The iPhone and iPad represent new strategic advantages in portability. These iOS devices offer “best of breed” smart phone and tablet capabilities that are replacing the laptop for many mobile computing functions. The empowering user interface combined with broad functionality makes them a unique tool that is transforming real-time communications and enabling problem-solving applications.

Employees are already bringing the iPhone to work and want to use their personal phone to simplify their business life. The “Bring Your Own Phone” (BYOP) phenomenon is currently saving many companies money by reducing hardware expenses. In fact, Forbes.com analysts suggest that the iPhone could overtake the Blackberry for market share by 2011³. And the iPad has become the “go to” device for executives and salespeople with its large display and ability to access content of all types.

Another key benefit to using Apple products in the enterprise is the iOS Developer Enterprise Program⁴. This program enables companies of any size to gain access to resources that will help companies develop in-house applications. Apperian’s Enterprise Application Service Environment (EASE) extends the functionality of these tools, making iOS an easier and less expensive environment in which to develop.

As new smart phone technologies such as the Android gain market share, Apperian is committed to adding support and tools that focus on leveraging the unique strengths of each new technology offering.

iPhone and iPad have transformed enterprise mobility

- 80% of Fortune 100 have adopted iPad
- 88 of the Fortune 100 companies are now deploying iPhones
- 50 % of FTSE 100 are using iPhones
- 20% of Fortune 100 have 10k or more iPhones



The growth of smart phone and tablet mobile applications will transform how companies do business

Mobile real-time access will transform the workplace. Just as computers and cell phones have enhanced productivity and changed how companies do business, mobile smart phones and tablets represent the next evolution in productivity gains. Companies must prepare for a rapid increase in demand for internal applications both enterprise-wide and by individual departments or business units. Just like computers, mobile applications will redefine business processes, enabling companies to increase revenue per employee which has been flat for many businesses in recent years.



How to unlock the potential of iPhones, iPads & mobile computing

Employers need cost effective solutions that are easy to track, manage and deploy in the network environment. These tools must accommodate users with different skill levels and simplify the task of managing yet another system, while ensuring the security of the entire enterprise-computing environment. Furthermore, the toolkit has to be easy for developers to use so it is quick and easy to develop both enterprise-wide and custom applications. An effective solution needs to handle the three key challenges of offering enterprise mobile computing: creating applications, managing the applications, and then deploying and maintaining the applications.

Enterprise In-House Mobile Apps

- Training videos and documents for sales, product and mandatory HR trainings
- Corporate directories
- Corporate employee locator
- Custom Salesforce/CRM, SAP or database applications
- Downloadable CRM data for “on the go” reference
- Real time access to internal databases and order entry systems – immediate access for customer requests
- Ordering and tracking apps
- PO approval apps for urgent orders with 1- click approval through mobile email
- Mobile ISO compliance “bible” and apps to streamline paperwork and tracking
- Custom Dropbox application
- Machine/Server management
- Conference materials
- College/University class registration
- Inventory and POS management
- Hospital patient stats monitoring
- Retail stock apps and replenishment orders
- HR apps: timesheet, expense reports and other time-sensitive functions



Solving the three core challenges of incorporating iPhones and iPads into the enterprise environment

As pressure increases to leverage the productivity gains the iPhone and iPad enable, IT groups struggle to efficiently create, manage and deploy these applications. Much like the Apple SDK kit transformed consumer application development, Apperian's approach is transforming the enterprise-computing environment. Apperian's EASE solution cost-effectively simplifies the creation, management and deployment of enterprise iPhone applications. Since the Apple SDK does not provide enterprise development, management or deployment tools, there is a strong need for a product that addresses these issues. Existing products on the market only handle a small segment of the tasks and some required IT groups to lock the company into a closed architecture environment that does not take advantage of the unique strengths of the iPhone. Furthermore, no company is offering a solution that addressed the full range of needs businesses faced when incorporating the iPhone into the enterprise environment.

So, Apperian created EASE. EASE offers complete enterprise support for mobile devices in a native, open-architecture environment. Without specific iPhone enterprise toolkits, IT staff has a limited ability to create, deploy, and manage applications. Apperian solves these three core challenges:



Core Challenges

1. Creating applications: providing businesses with an effective solution for development

In the past, creating applications was expensive and time-consuming, requiring custom development for each application. Apperian's toolkit builds on the Apple SDK, and focuses on a simple development interface so enterprise users can develop applications quickly and affordably. The toolkit includes the following components:

- **Authentication** – Ensures authentication to the enterprise-specific method, e.g., Active Directory, LDAP, or private database.
- **Authorization** – Ensures that in-house apps are run by currently authorized members of the organization.
- **Version Checking** – Ensures that the app is the correct version, updating the app automatically to the current version if necessary.
- **App Templates** – Ready-to-go apps that can be easily modified by developers to create apps in hours, not days. EASE ships with a video delivery app, document delivery app, and will include additional app templates as they become available.
- **Push Notification** – Allows applications to use Apple's push notification service with a set of easy-to-use libraries
- **Reporting & Tracking** – Provides reporting on who is using which apps, and also supports popular third-party reporting systems via integration with the Admin dashboard

Apperian's toolkit transforms application development from an expensive, time-consuming process, to a simple solution offering easy development tools, pre-packaged applications and templates for frequently used functions. Apperian also has a custom application development group for companies that need additional personnel resources or expertise. This easy, flexible solution extends the Apple SDK toolkit ideals for enterprise development.



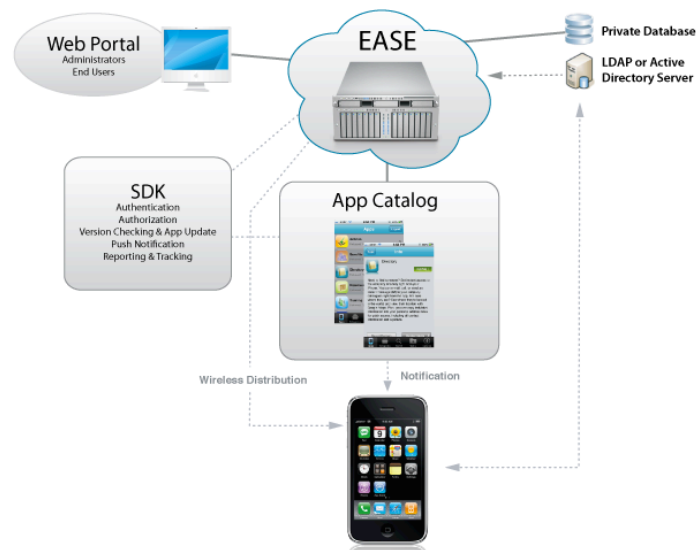


Core Challenges

2. Deploying applications: simplify deployment and updates

The challenge: without automation, IT departments face a major time commitment to deploy and update iPhone and iPad applications. In addition, enterprise-only applications did not have a central source where users could easily update and maintain their own devices. Furthermore, the process of updating and downloading applications was a multi-process, a hassle for employees.

Apperian created its EASE product to solve these deployment challenges. EASE aggregates, deploys and maintains a company's entire mobile application catalog by creating an in-house intranet storage site for all company applications and updates. The server is a SaaS configuration using high-availability cloud services. Apperian supports authentication to everyone in your enterprise via your existing Microsoft Active Directory authentication system.



This simplifies and streamlines a formerly complex process for both IT staff and users. IT staff can update one location and provide a self-service area for employees, which also reduces service requests. EASE also creates a simple, secure, self-service location for employees to find all in-house, and appropriate third-party, applications and updates to ensure that they comply with the enterprise standards. Finally, EASE reduces the update process for each application to only a few steps, saving employees time and headaches.

Core Challenges

2. Deploying applications: simplify deployment and updates (cont.)

EASE helps enterprise developers and IT staff to:

- Distribute applications and configuration profiles without manual intervention
- Manage applications at the user or group level
- Create a custom-branded EASE app catalog
- Leverage existing authentication system
- View user stats, usage, and installation reports
- Ensure compliance with Apple's Enterprise Program license

EASE provides enterprise users the ability to:

- Install new applications with a single click in a user-friendly environment that accommodates all skill levels
- Choose applications using the friendly iPhone and iPad EASE app catalog with a familiar company-branded interface
- Easily access application training materials, e.g., videos
- Access help desk or IT staff
- Receive automated notifications, updates, training materials, and other content
- Securely install enterprise applications over-the-air

IT staff can also configure EASE for automated notifications about new applications or updates, as well use an automated “forced updates” option for critical applications or updates.



Core Challenges

3. Managing and monitoring applications and devices

Before EASE, many companies were reduced to tracking employee applications, revisions and provisioning data manually on a spreadsheet, creating a staffing burden. In addition, there was no common way to monitor or manage users and confirm authorization. Furthermore, employees did not have a single “collection” of enterprise applications to review, causing confusion and creating an additional burden for the IT staff.

EASE creates a master “dashboard” that provides the status of all users enabling the orderly roll-out of new applications and updates, as well as the simple, central management of all enterprise iPhones. In addition, it offers a simple central security function for authorizing applications, use, profiles and provisioning. This provides the following benefits:

The left screenshot shows the 'Edit Application: Actions (Version 1.1)' page. It includes a sidebar with navigation links: Applications, Users, Groups, Settings, Reports, and My Account. The main content area has a form for editing the application, including fields for Application Type (iOS App (IPA File)), Name (Actions), and Application Update Settings (Set to today, Set to never, Time of update is 12:00am GMT). There are also checkboxes for Requirement Status, Descriptions, Icon Image, Groups, Categories, Wireless Delivery, Screen Shots, Media Files, and Sort Order. The bottom of the page shows 'EASE Administrator version 1.5.2966' and 'Apperian Home Privacy Policy'.

The right screenshot shows the 'Applications' dashboard. It features a table with columns: Application Name, Description, Version, Type, Categories, and Last Uploaded. The table lists several applications:

Application Name	Description	Version	Type	Categories	Last Uploaded
Actions	Action items are great.	1.1	iOS App (IPA File)	Required Apps, Social Networking	03/28/2011
App Catalog	App Catalog for viewing Enterprise Apps	1.5.2832	iOS App (IPA File)	Company Wide	03/03/2011
Benefits	Find out about your benefits, and view the latest SPD.	5.3	iOS App (IPA File)	Human Resources	01/17/2011
Directory	Get instant access to the company directory.	1.2.1.5	iOS App (IPA File)	Company Wide	11/17/2010
Expenses	File your expense reports from your smartphone.	1.3.3	iOS App (IPA File)	Finance	10/27/2010
Training	The information you need on our products and services	1.4	iOS App (IPA File)	Human Resources	10/27/2010
WiFi Setup	Profile to setup the WiFi network at Apperian.	1.0	iOS Config File	Company Wide	03/03/2011
Exchange	View up-to-date streaming exchange rates for multiple currencies	2.0.3	iTunes App	Recommended 3rd Party Apps	12/15/2010

The bottom of the page shows 'EASE Administrator version 1.5.2966', 'Apperian Home Privacy Policy', and 'Copyright (c) 2010, Apperian, Inc. All Rights Reserved'.



Core Challenges

3. Managing and monitoring applications and devices (cont.)

Centralized control and viewing:

- EASE connects to enterprise-wide authentication support via white listing or by integrating with your existing authentication solution
- Central control of authorizations for individuals or groups using an easy “dashboard” viewing program
- The “dashboard” provides IT staff with a quick way to check that all users are in compliance with required applications and upgrades
- Enables ticketing/IT notification and tracking. EASE makes it easy for users to report issues and can create an integrated ticket for IT and/or help desk staff

Reporting and tracking:

- EASE provides simple reports on user and application usage
- EASE allows integration with popular third party reporting and tracking systems, such as Localytics and Flurry

Security and Version control:

- EASE provides a view of only the apps allowed for a user
- EASE authorizes users based on their device identity each time an app is run
- EASE ensures that the app running is the current, correct version, and will update the app automatically to the current version

Individual application security settings:

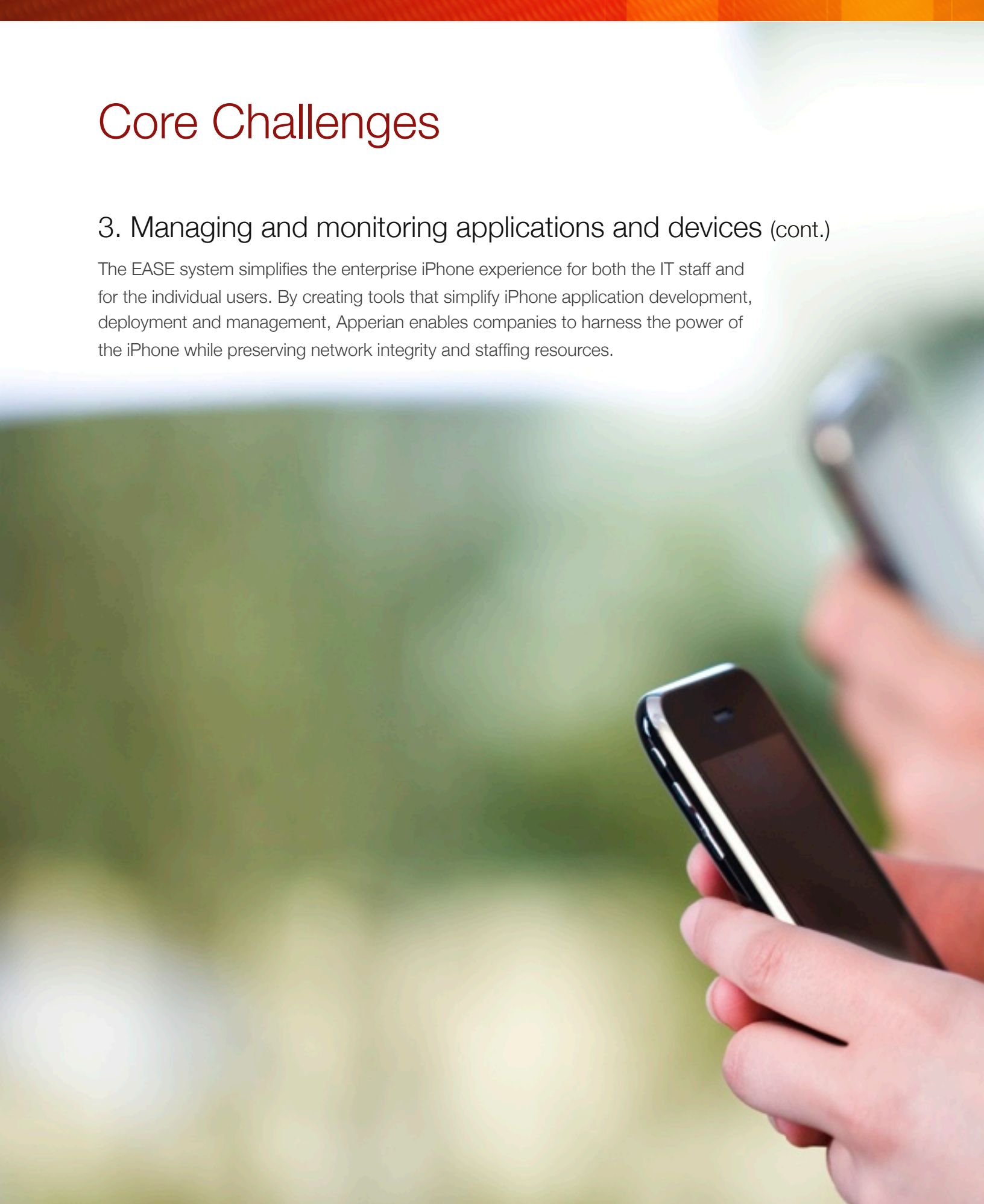
- EASE provides individual user or department-level “kill” switches for enterprise data and access. It separates the personal and business data on each iPhone, so it can quickly eliminate access and erase enterprise data when there are changes in status or employment. By separating personal and enterprise data, it ensures security even when employees are using personal phones to access the network.
- With the ability to define security settings by application or group, companies can develop highly-customized, secure applications exclusively available to certain departments, business units or management profiles.



Core Challenges

3. Managing and monitoring applications and devices (cont.)

The EASE system simplifies the enterprise iPhone experience for both the IT staff and for the individual users. By creating tools that simplify iPhone application development, deployment and management, Apperian enables companies to harness the power of the iPhone while preserving network integrity and staffing resources.



Summary

There are clear and compelling benefits to standardizing on Apperian's iPhone enterprise solution. Apperian provides a comprehensive enterprise management solution for iOS using an open platform for easy customization and growth. With the wide differences in smart phone technologies and abilities, successful management requires a dedicated solution that can maximize the unique potential of the iPhone and iPad environment. Unlike other products that only handle a portion of the process and lock you into a closed architecture forever, Apperian's solution works like an expansion of the Apple SDK toolkit and enables your company to grow with this emerging market so you can protect your investment while adapting to whatever changes the future brings.

For more information on Apperian's enterprise app solutions, call us today at 1-800-862-0511 or email us at sales@apperian.com.

About Apperian

Apperian, Inc., the mobile application management (MAM) company, brings enterprise apps to a new level of productivity. Apperian's EASE platform delivers a set of enterprise services, app libraries, and access to cloud services that allow businesses to create, deploy, and manage multi-platform mobile apps.

The EASE development team possesses unsurpassed experience in iOS and Android environments, while the company's professional services group has built numerous enterprise apps for major corporations and government agencies. Apperian customers include Procter & Gamble, Dupont, AAA, Intuit, The Estee Lauder Companies, Cisco Systems, Talecris Biotherapeutics, and NetApp

¹ Barclays Capital Equity Research on Apple, Inc. 9/22/09, p.6

² Deloitte US Tablet Research, January 2011

³ "iPhone Could Overtake BlackBerry Market Share in 2011." March 5, 2010. <http://blogs.forbes.com/greatspeculations/2010/03/05/iphone-could-overtake-blackberry-market-share-in-2011/> (accessed 3/14/10).

⁴ Apple iOS Enterprise Developer Program, <http://developer.apple.com/programs/iphone/enterprise/>

