# RED HAT® MOBILE APPLICATION PLATFORM

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August 2016

# Agenda

Introduction & Overview

8:00 - 8:45 AM

OpenShift Tech Deep Dive

8:45 - 9:30 AM

OpenShift Community vs. Enterprise

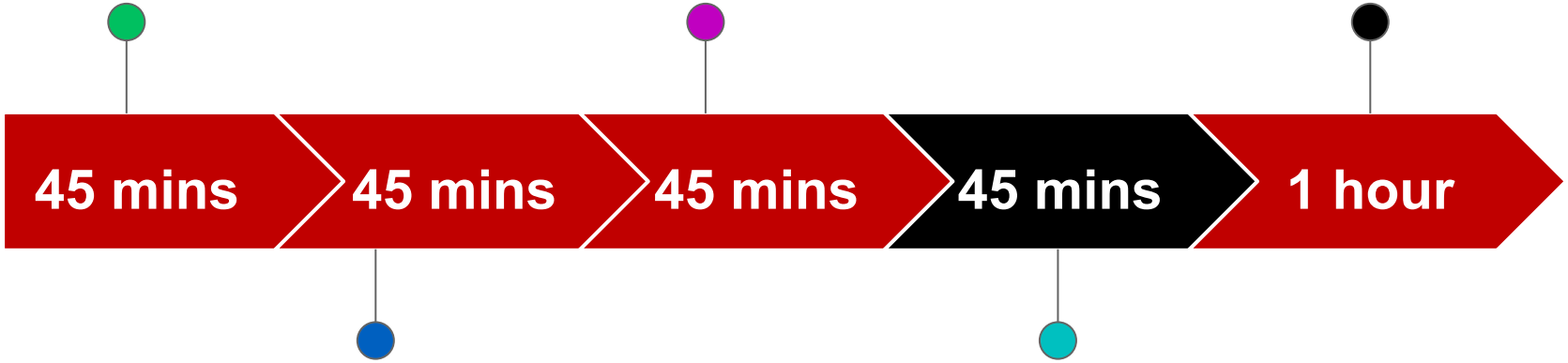
9:30 - 10:15 AM

OpenShift + Red Hat Mobile

10:15 - 11:00 AM

OpenShift Workshop

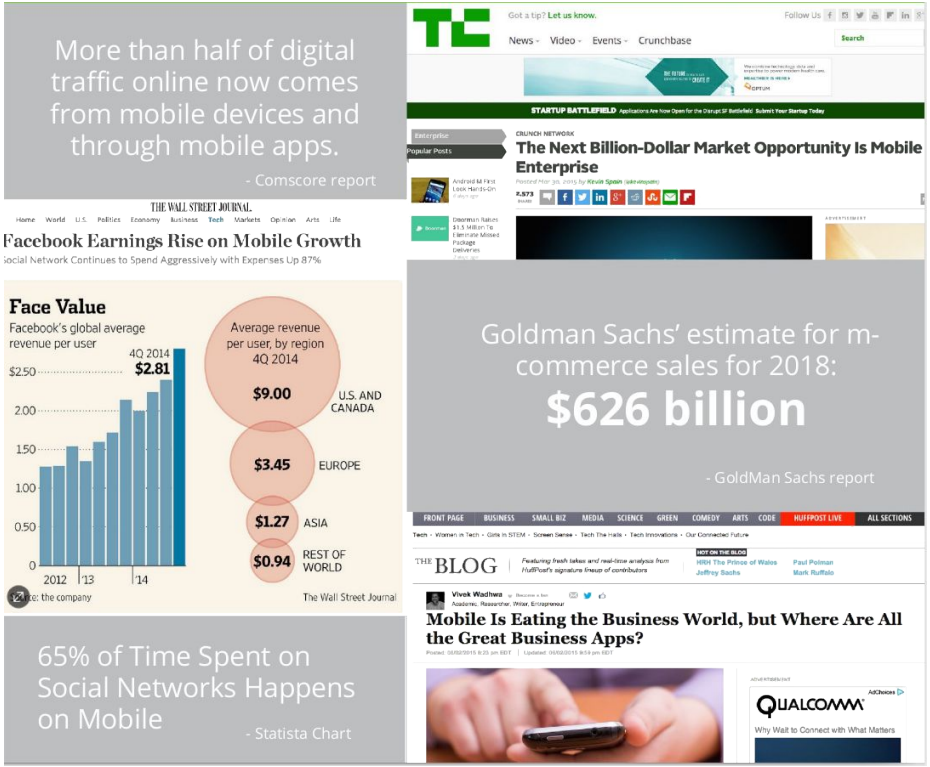
11:00 - 12:00 PM



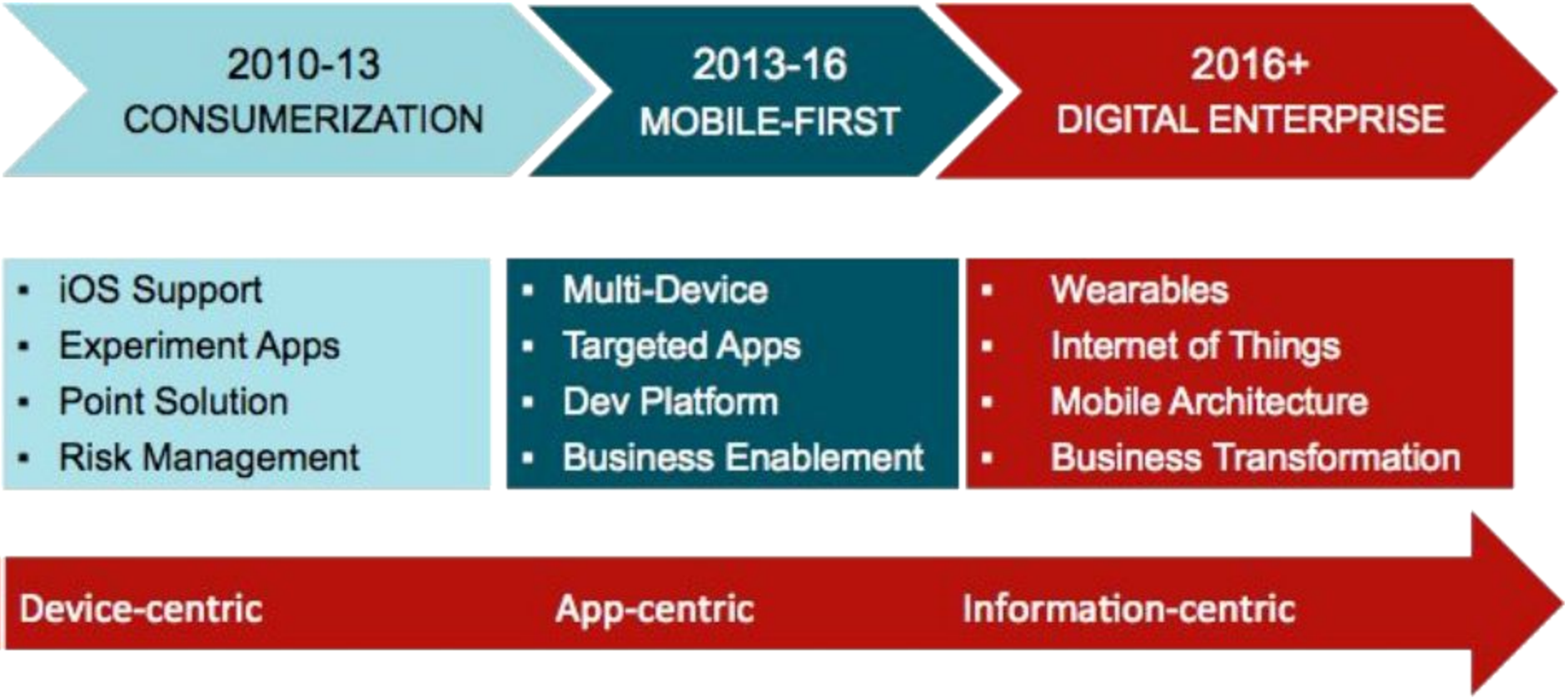
# Why Hype Mobile?

# Mobile Adoption

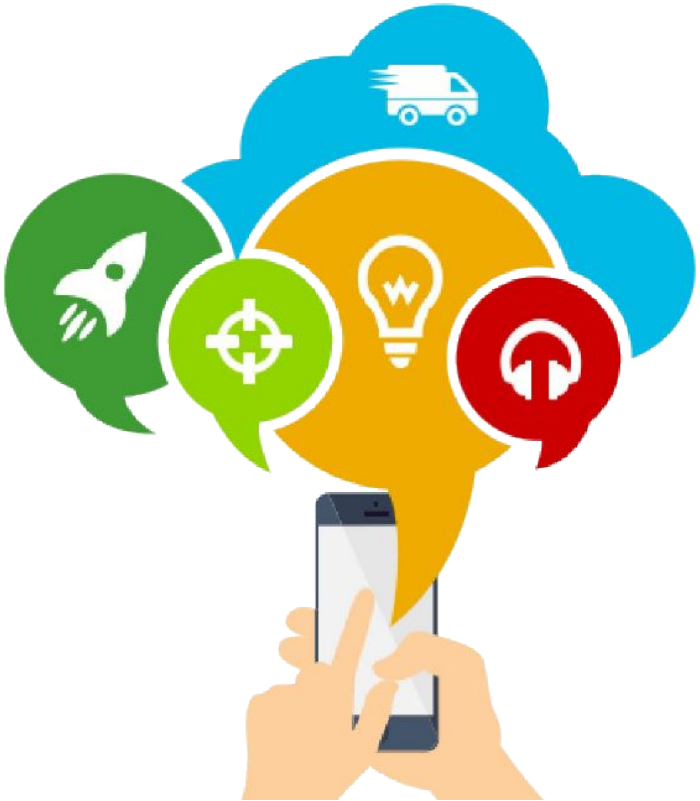
As mobile becomes more dominant in the market, so does the need for a stable IT infrastructure.



# Driving Digital Transformation



# Mobile Creates Opportunity



## Companies Benefit From Using Mobility Tools

| | |
|---|---|
| **Better** | Worker Productivity (63%)<br>Customer Satisfaction Scores (50%) |
| **More** | Services Revenue (19%)<br>New Sales Revenue (13%) |
| **Less** | Paperwork (63%)<br>Travel Time (31%) |

# Mobile Brings New Challenges

# From Systems of Record

HCM ERP Reservations CRM etc.

# To Systems Engagement

With mobile it isn't just systems of record, there's systems of engagement to consider as well

# IT Mobile Challenges

- Speed
- Tools
- Security
- 3rd Party
- Cost
- OS
- Integration
- Scale

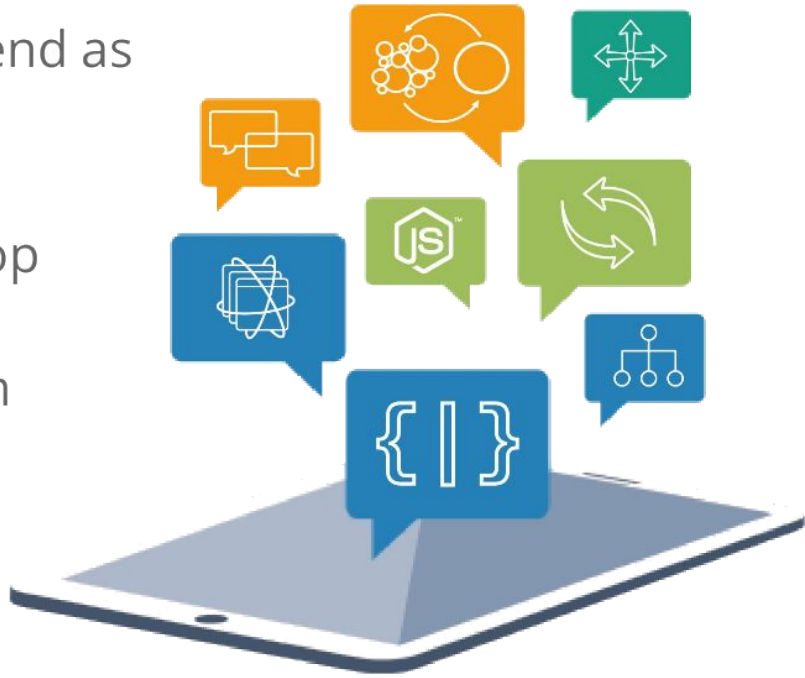
# What’s the Solution?

# A Mobile Application Platform

- Shared platform to develop and run mobile solutions
- Brings front- and back-end together
- Facilitate collaboration on launching mobile initiatives across enterprise
- Repository of APIs and services for discovery
- Offers templates and codeless apps
- Centralized control of security & access
- Provides lifecycle management and reporting

# What A Mobile Application Platform Should Offer

- Open Technologies
- Flexible Development
- REST API's
- JavaScript & Node.js
- Mobile Backend as a service
- Continuous Dev & Develop
- Collaboration
- Agility

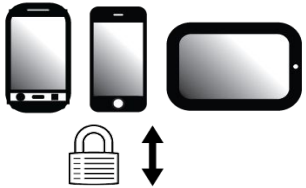


# Red Hat Mobile Application Platform

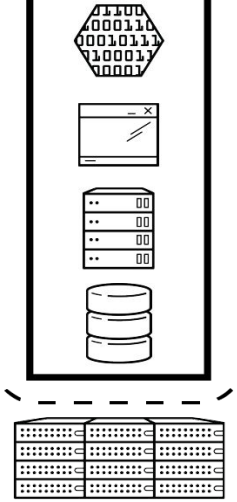
# Red Hat Mobile Application Platform (MAP)

- A “Mobile Application Platform”
- Offers a full end-to-end solution for enterprise mobility
- Simplifies the Middleware required to securely develop mobile applications

# RED HAT® MOBILE APPLICATION PLATFORM



ENTERPRISE SYSTEMS



## MOBILE BACKEND-AS-A-SERVICE

- CONNECTORS
- MICROSERVICES
- DATA SYNC
- CACHING
- STORAGE
- AUTHENTICATION
- MOBILE API MGMT
- PUSH NOTIFICATIONS

## STUDIO

### CORE

- LIFECYCLE MANAGEMENT
- ANALYTICS & ALERTS
- PRIVATE APP STORE
- GIT REPOSITORIES
- UNIFIED PUSH SERVER
- USER MANAGEMENT
- TEAMS
- COLLABORATION

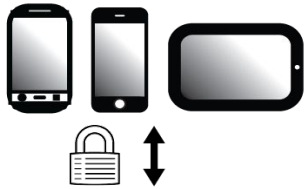
### APP DEVELOPMENT

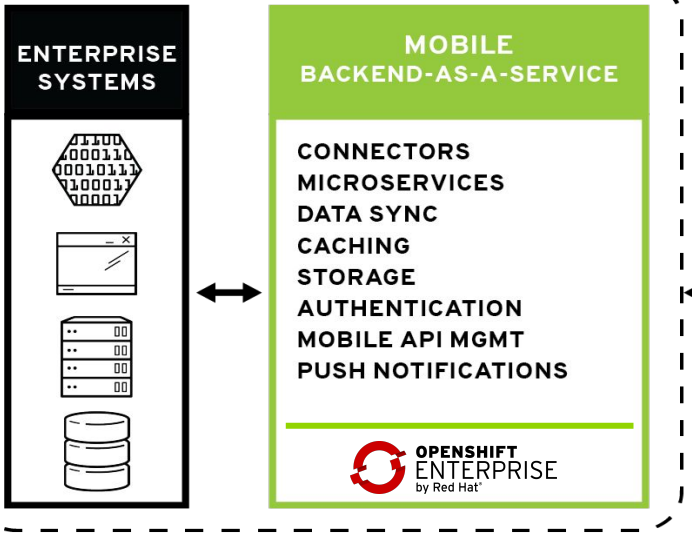
- TEMPLATES
- NATIVE & HYBRID SDKs
- FORMS BUILDER
- TUTORIALS
- DOCUMENTATION
- CREDENTIALS MGMT
- DEVELOPMENT TOOLS
- COMMAND LINE (CLI)

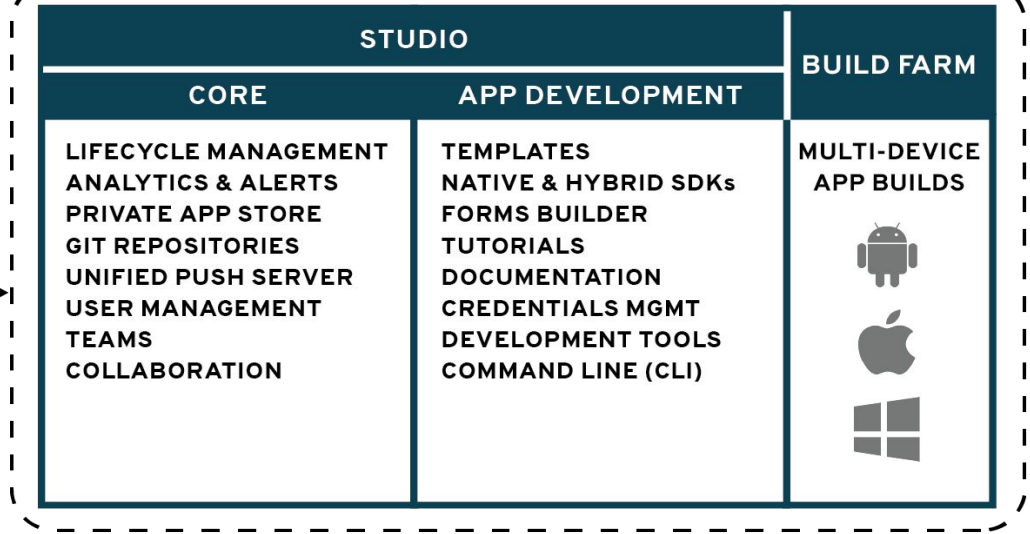
## BUILD FARM

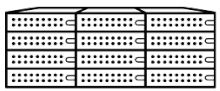
MULTI-DEVICE APP BUILDS

# RED HAT® MOBILE APPLICATION PLATFORM





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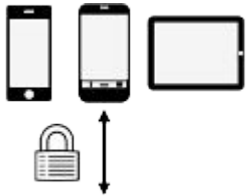
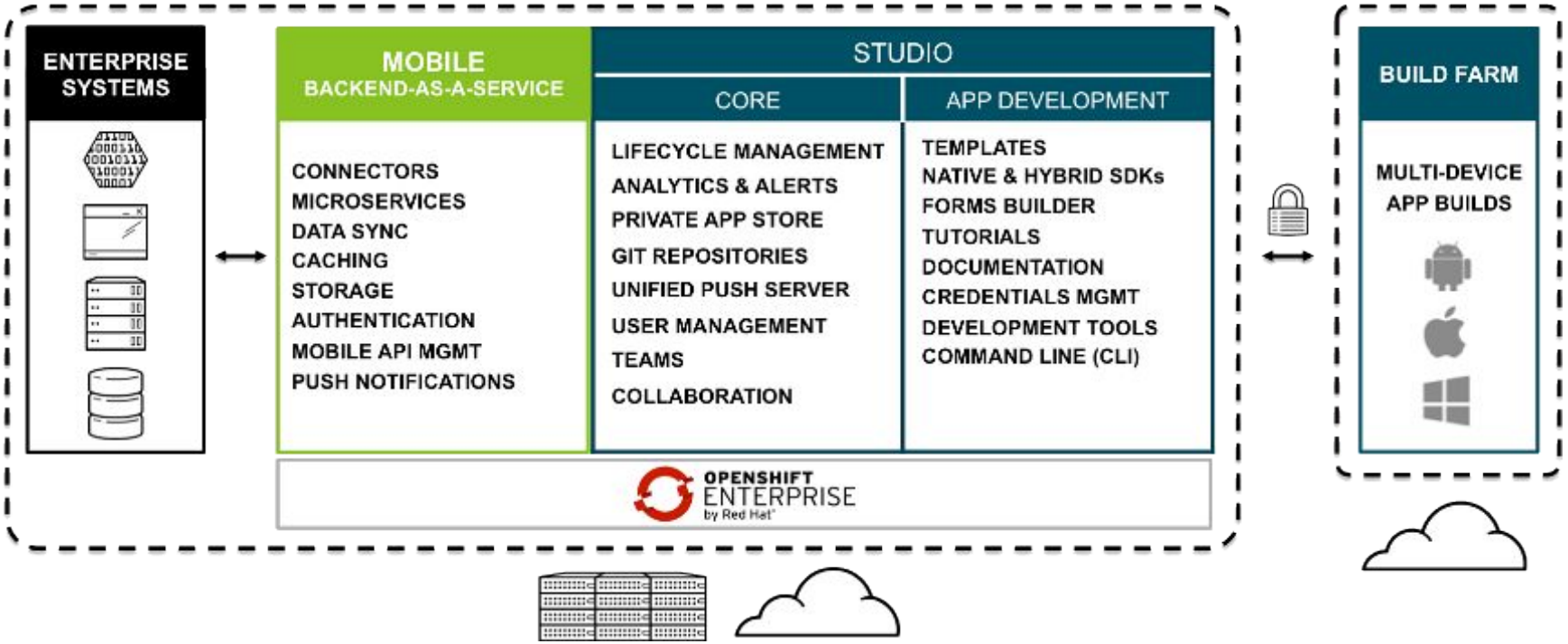
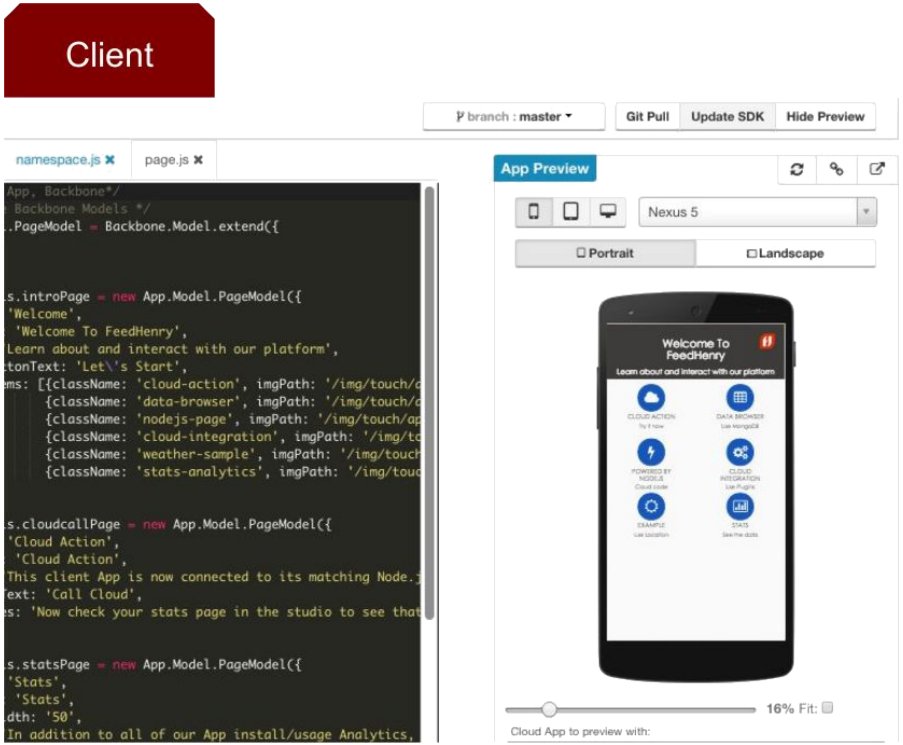




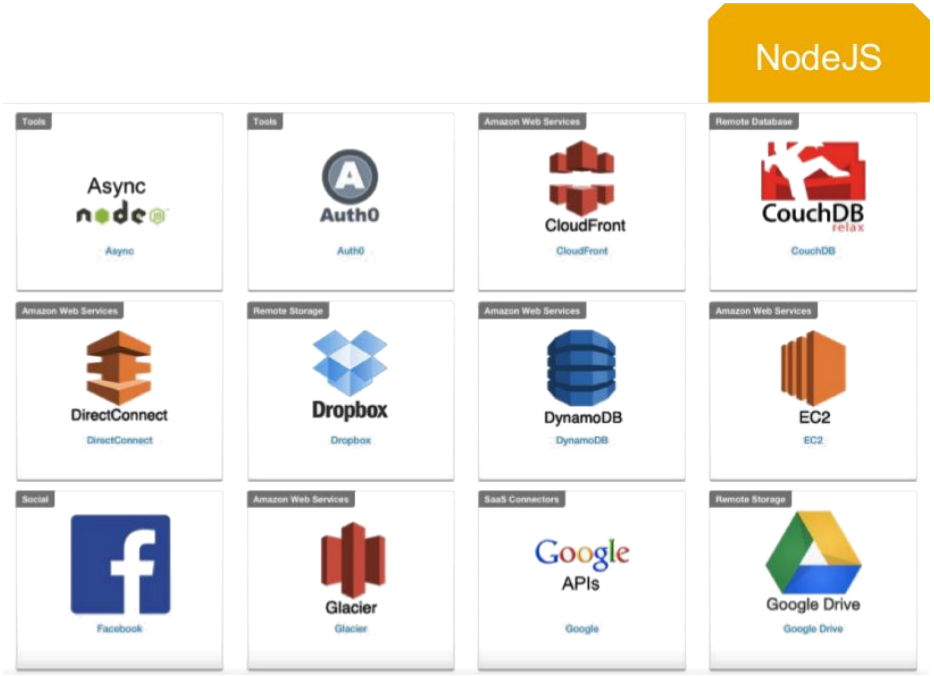
# Client-side App Development

- Online/Local development
- HTML5, Hybrid & Native
- Cloud Build Farm
- HTML5 Form App Wizard
- Credentials Management



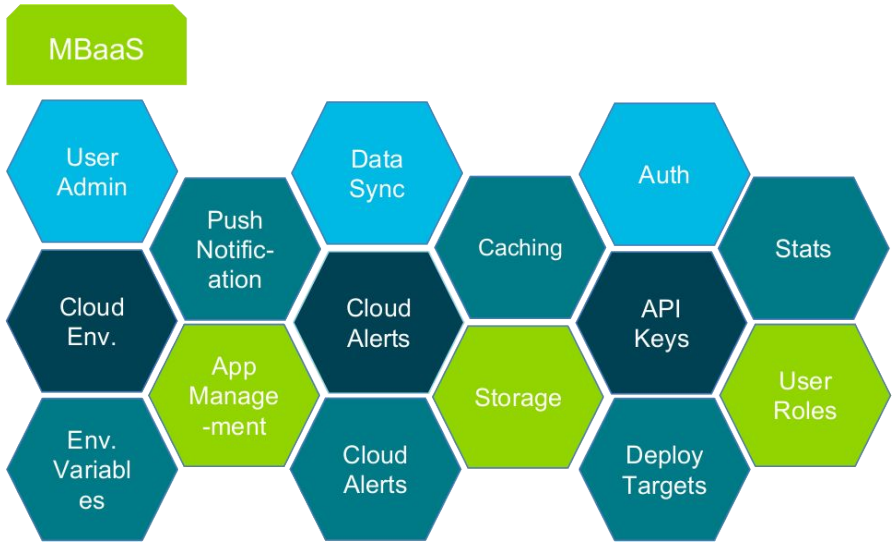
# Standardized on Node.js

- Built for fast, scalable network applications
- JavaScript runtime language
- Fast-growing Community of modules



# Compatibility With Existing Backend Services

A set of server-side functions, exposed as Restful APIs and optimized for mobile, that a client side developer uses for common mobile features



# We Provide Build Farm Support

- We stand up the infrastructure to make building easier
- Build either hybrid or native apps
- Store keys, provisioning profiles, etc
- Integrate with Mobile Device Management (MDM) environments

# RHMAP Live Demo

# CI/CD Pipeline Example

# Building MBaaS

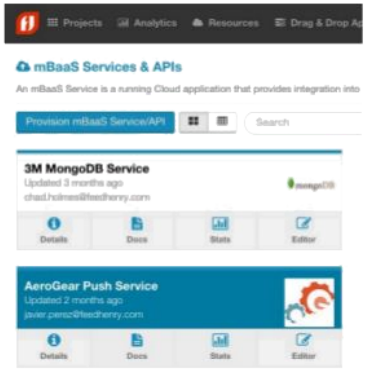
Services

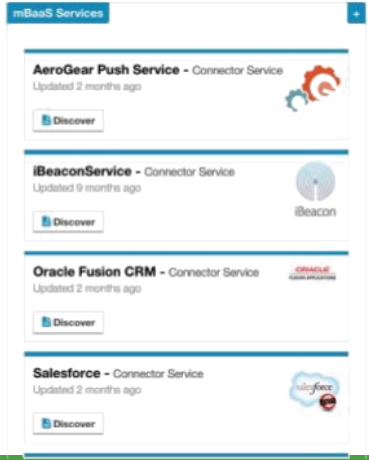
backend developer

IDENTIFY INTEGRATION POINTS → BUILD YOUR NODE.JS MODULES → DEFINE IT AS RE-USABLE SERVICE → BUILD YOUR APP WITH AVAILABLE SERVICES

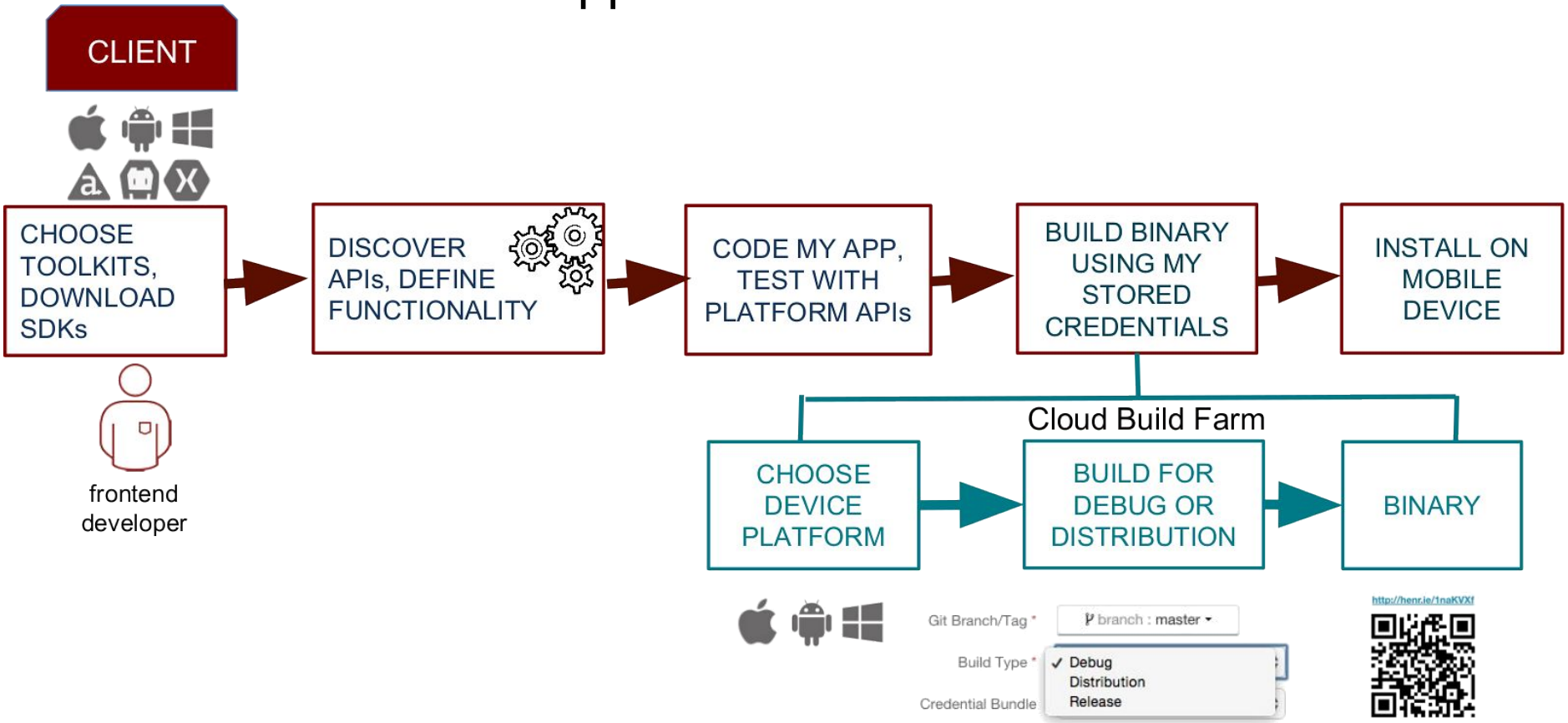
JSON/REST
XML/SOAP
OData

```
var sender = require('unifiedpush-node-sender');
var express = require('express');
var bodyParser = require('body-parser');
var cors = require('cors');
var optval = require('optval');
var util = require('util');
var winston = require('winston')
var requestId = require('connect-requestid');

validateEnvVar('AEROGEAR_SERVER_URL');
validateEnvVar('AEROGEAR_APPLICATION_ID');
validateEnvVar('AEROGEAR_MASTER_SECRET');

var settings = {
  serverUrl: process.env.AEROGEAR_SERVER_URL,
  applicationID: process.env.AEROGEAR_APPLICATIO
  masterSecret: process.env.AEROGEAR_MASTER_SECR
  ttl: parseInt(optval(process.env.AEROGEAR_TTL,
};
```

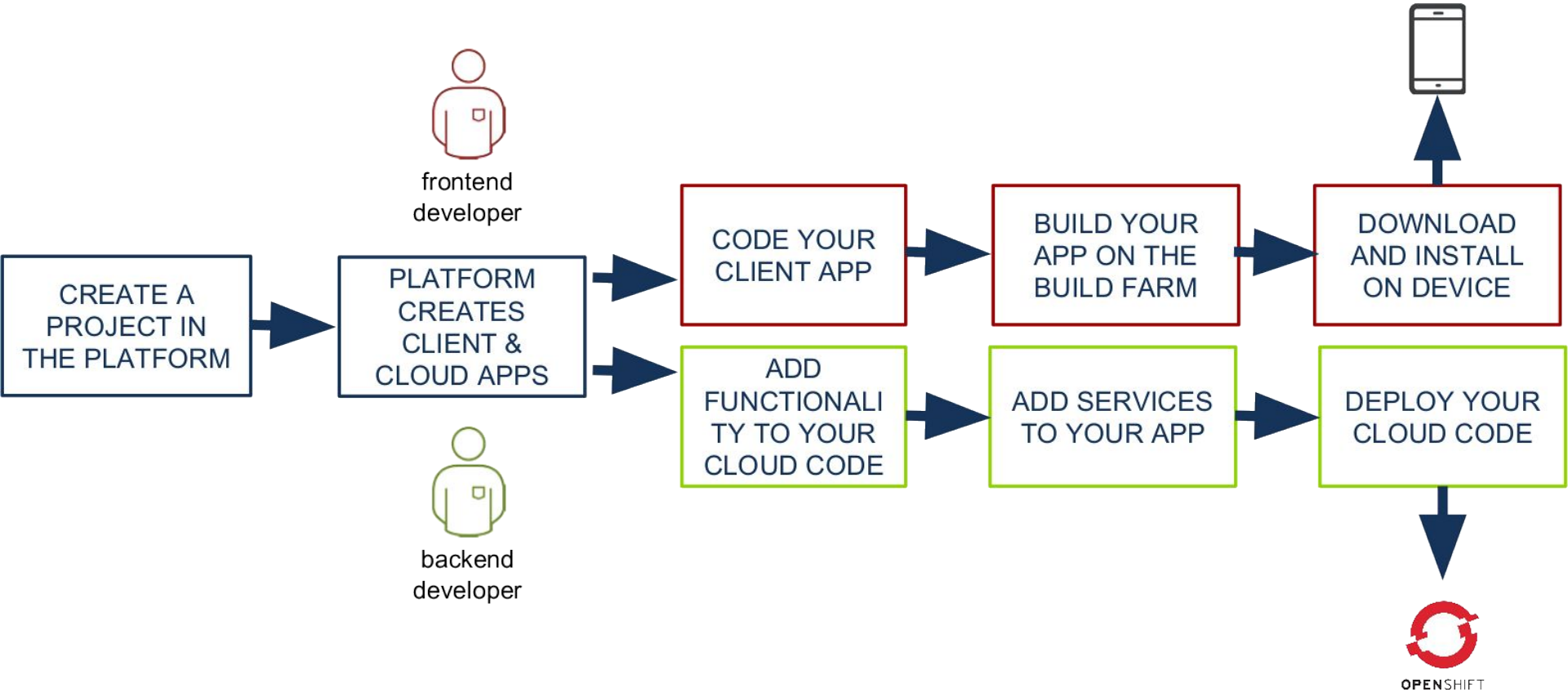


# Build the Client-side App

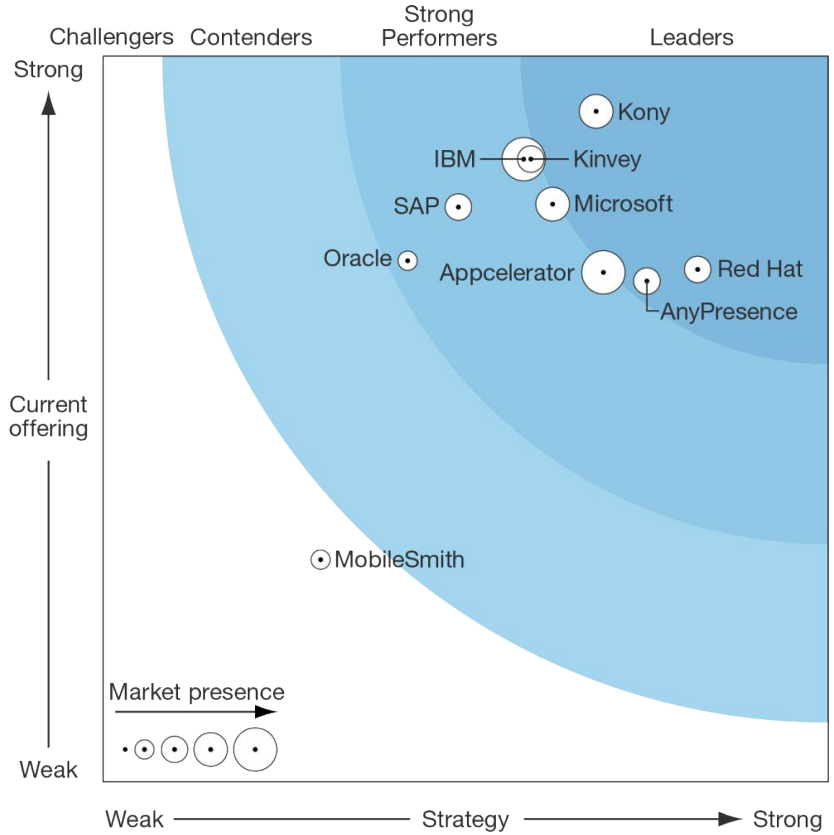


# Full process flow to build an App



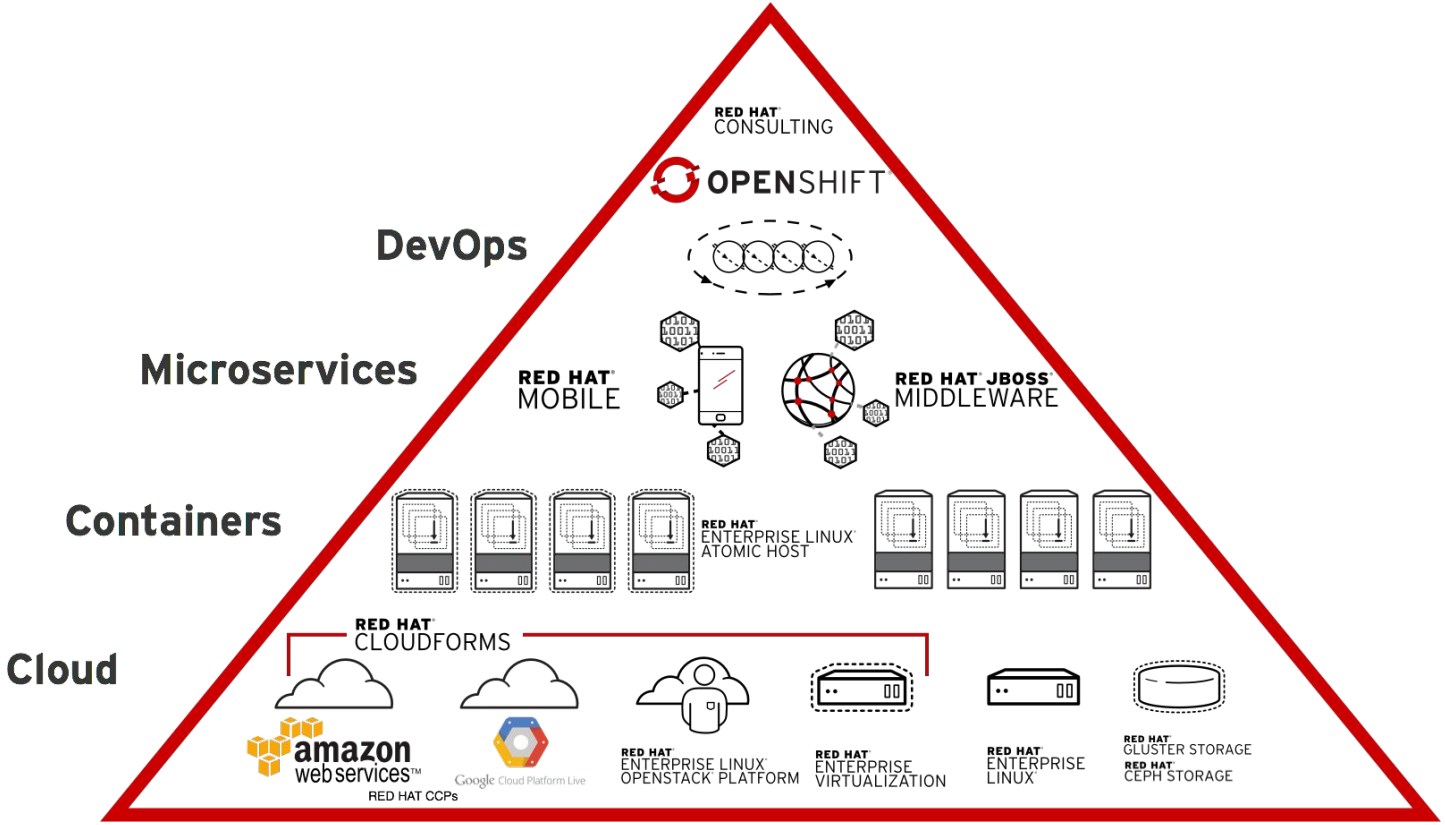
# Why Choose Red Hat MAP?

# Red Hat is a Leader!



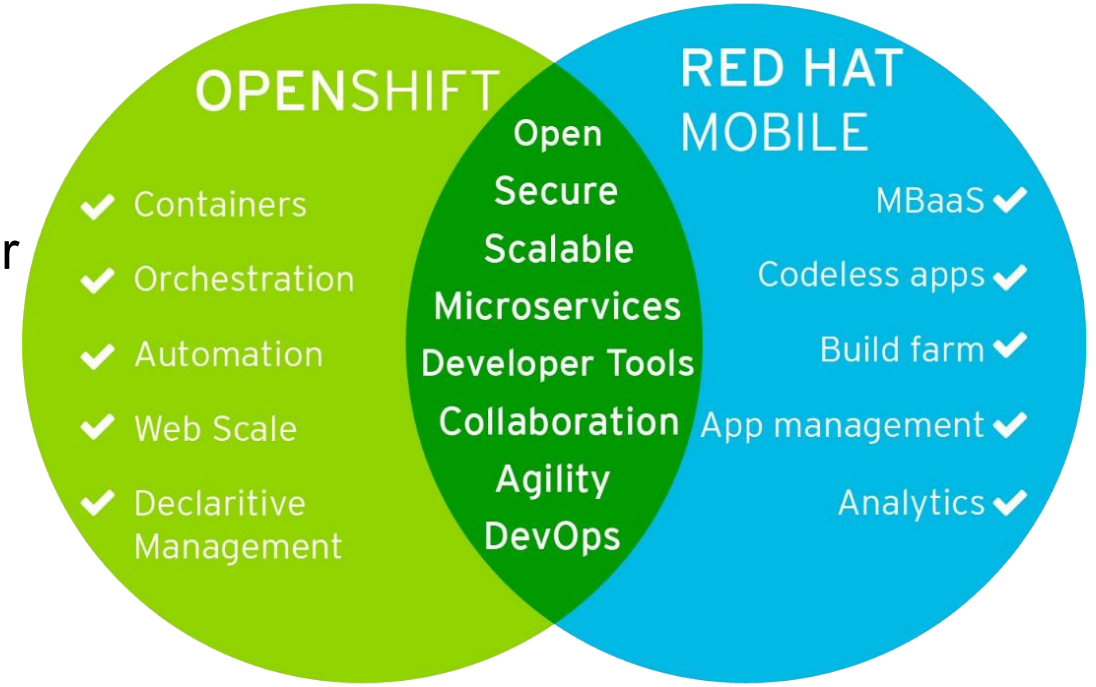

* Forrester Research (2015)

# Extensive Product Portfolio



# Full Stack Integration (PaaS & Mobile)

Both products work together to provide you with a complete Enterprise-grade solution from day one



# Client References

# NetworkRail

- Mobilising the work of 15,000-20,000 mobile employees
- Integrating with 200+ backend systems

# How Do I Get Started?

# RHMAP Offering

- Red Hat Mobile Application Platform 3.10 – Available
  - Hosted in a managed cloud by Red Hat Mobile as a SaaS offering

- Red Hat Mobile Application Platform 4.0 – Available
  - Core functionality on the cloud, customer code and integrations on-premise. New MBaaS based on OpenShift Enterprise 3.1

- Red Hat Mobile Application Platform On-Premise – TBD
  - Full platform with RHEL, OpenShift Enterprise and Red Hat Middleware (EAP, A-MQ, Data Grid)

# We enable Business Agility through mobile centric solutions

Accelerates the development of mobile projects by facilitating secure backend integration and collaborative app development in the cloud and on premise

- Developer choice
- Powerful scalable architecture
- APIs, MBaaS and enterprise integration
- DevOps

# RED HAT ONLINE PARTNER ENABLEMENT NETWORK (OPEN)

Red Hat OPEN helps you work smarter, faster, and more efficiently anytime, anywhere through Red Hat Connect for Business Partners. Red Hat OPEN can help you increase productivity for greater business value.

## MIDDLEWARE SOLUTIONS

- Middleware application development
- Middleware migration
- Middleware integration
- Business Process automation
- Platform-as-a-Service (PaaS) development

## DATACENTER INFRASTRUCTURE

- Platform
- Platform migration
- Virtualization
- Storage

## CLOUD INFRASTRUCTURE

- Cloud management
- Infrastructure-as-a-Service (IaaS)
- Platform-as-a-Service (PaaS)

**Training roles:**

- **Sales specialist:** value pitch, sales qualification, competitive positioning, objection handling, and pricing.
- **Sales engineer specialist:** technical sales, technical qualification, competitive positioning, objection handling, pricing, how-to demo, and product knowledge.
- **Delivery specialist:** product installation, application development, proof-of-concept delivery, and solution architecture.

# Thank You!

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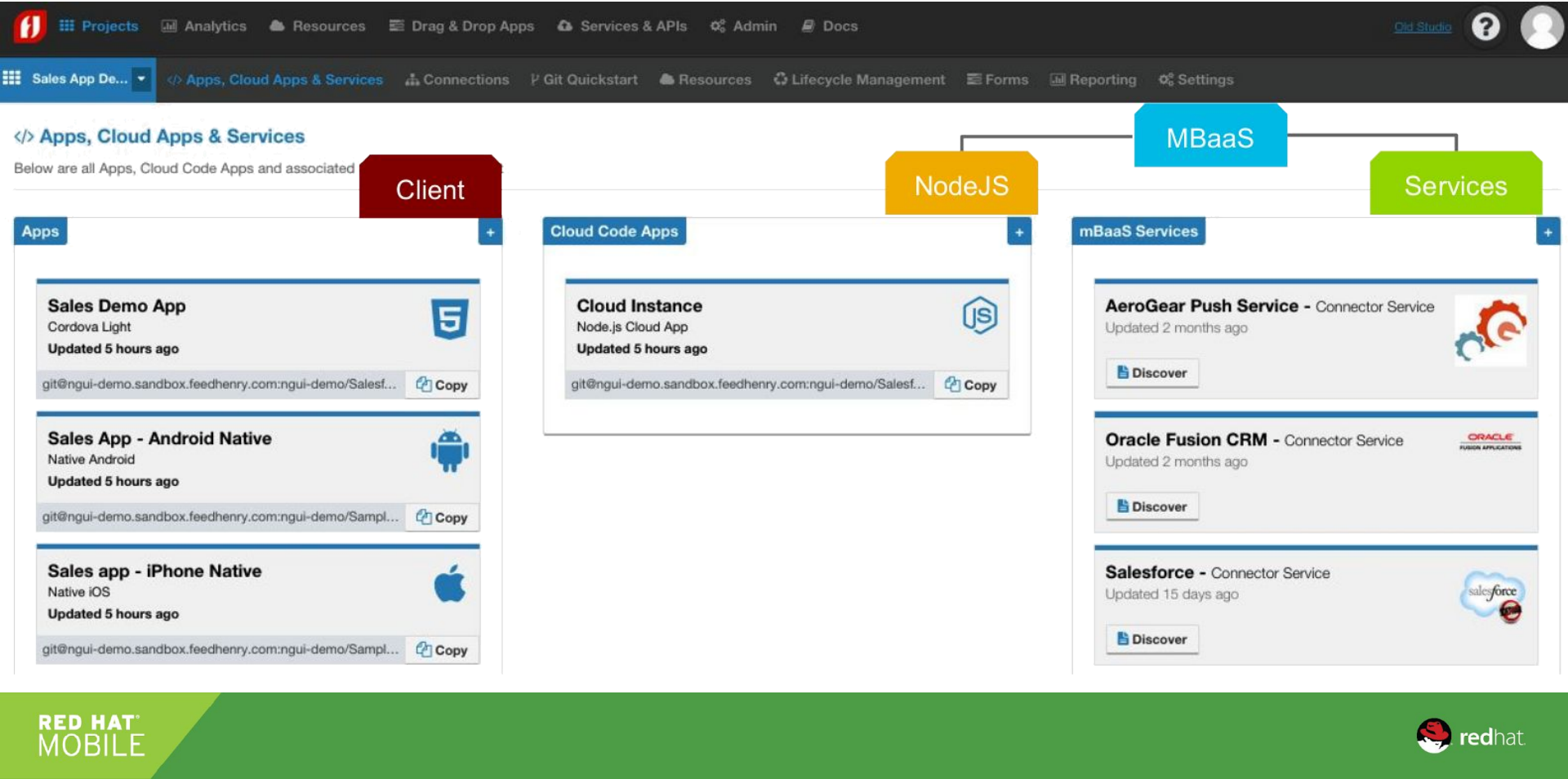
# Red Hat MAP Extras

# User Interface



# RHMAP Pricing

RHMAP 3.10 (Cloud Offer)

- MSRP 108K -- unlimited apps, premium support, 200 users
- MSRP 27K -- Single use application, premium support, 200 users

RHMAP 4.0 (OpenShift Offer)

- Less Expensive than Cloud
- OpenShift entitlement is bundled with RHMAP – single SKU
- Price by number of apps and either number of employees (B2E) or monthly active users (B2C) – sliding scale for larger volumes

Recommendation: Contact Red Hat Representative to price opportunity

# Guiding Customers: 10 Pillars of Mobile Excellence

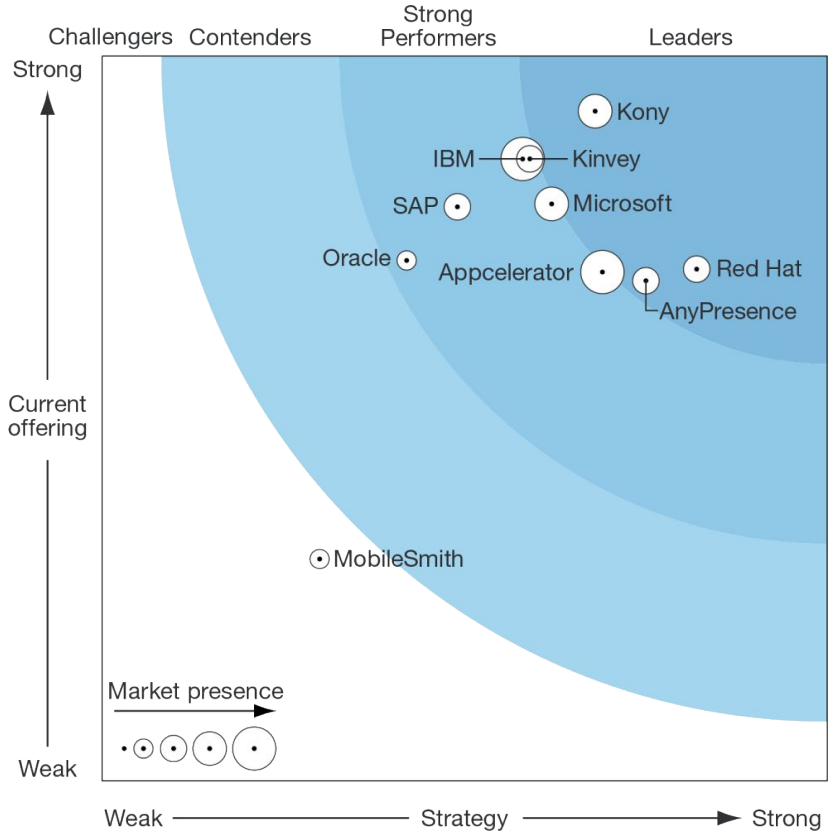
1. Maturity
   - Determine mobile readiness
2. Understand
   - Identify the hurdles
3. Plan
   - Think small to think big
4. Technology
   - Choose open, build for change
5. Process
   - build agility, maintain core

# Guiding Customers: 10 Pillars of Mobile Excellence (cont.)

6. Culture
   - Embrace a mobile mindset
7. Tools
   - App development your way
8. Data
   - This is what apps are made of
9. Security
   - Centralize and control end-to-end
10. Deployment
    - Bring agility to continuous integration & deployment

# Key Takeaways

- Forrester Research (http://red.ht/29PvDq4)
- Container Application Platform Integration w/ OpenShift
- No vendor lock-in, future proof mobile strategy
- Reusability of current infrastructure via MBaaS



# Client References

- Order Management solution for field service workers in the UK
- Rolling out to 10,000+ workers

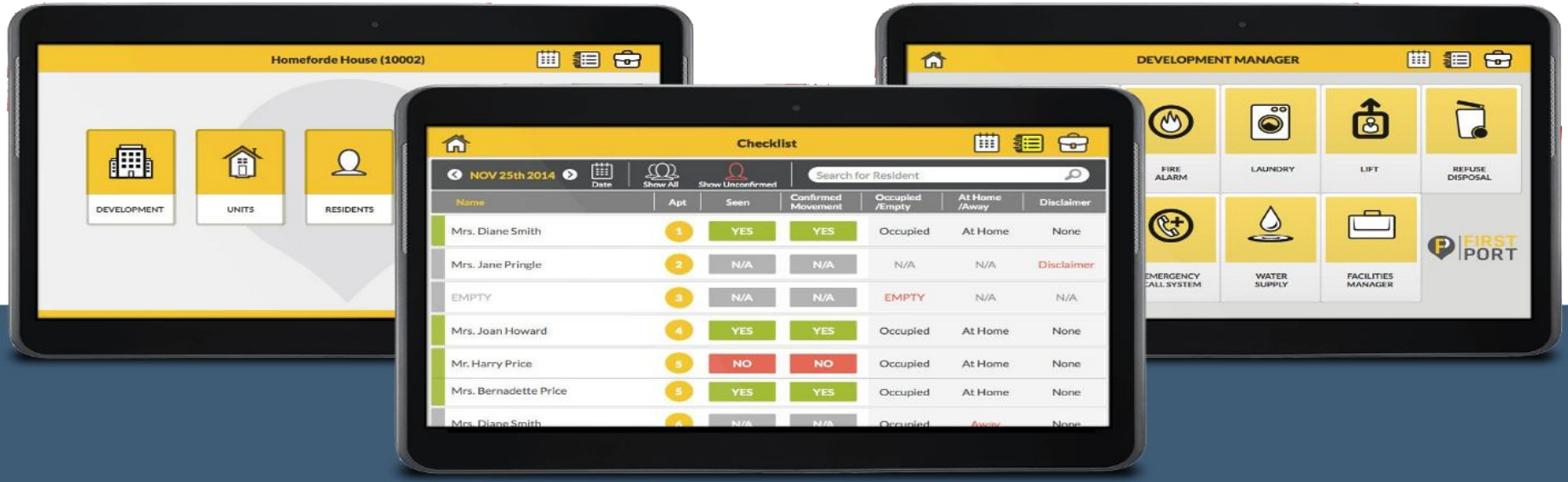
- Video, photo, location & signature capture
- Ease of integration with backend systems
- Buy-in from the field

KIER

RED HAT® MOBILE

redhat.

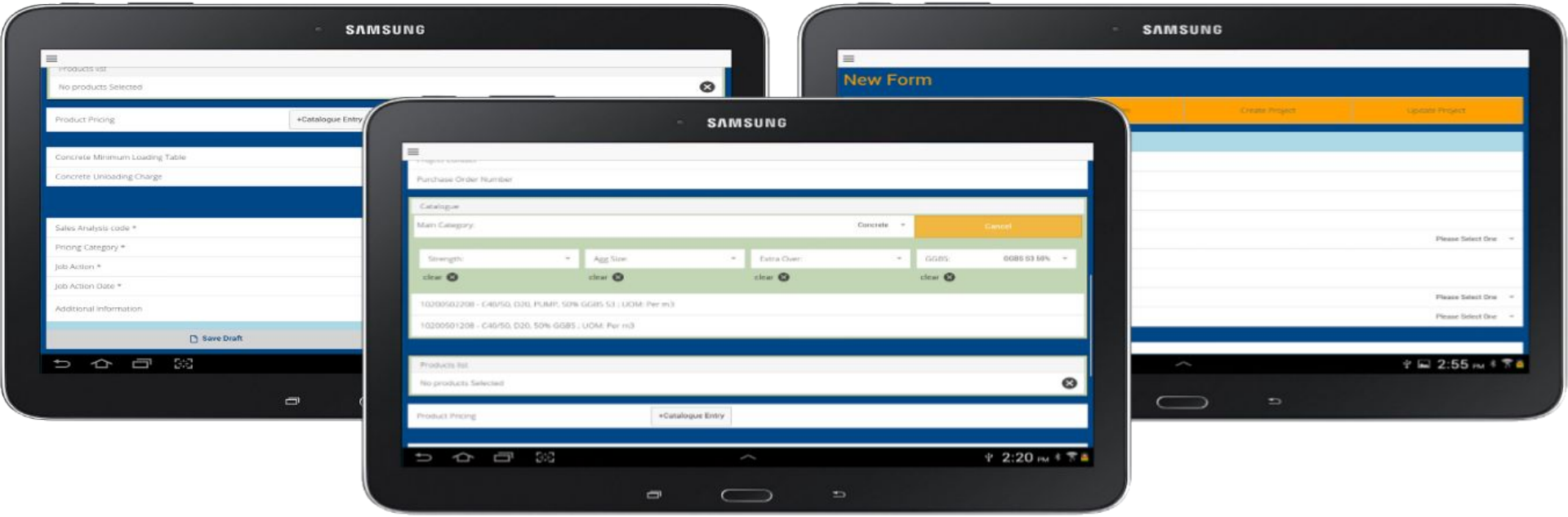
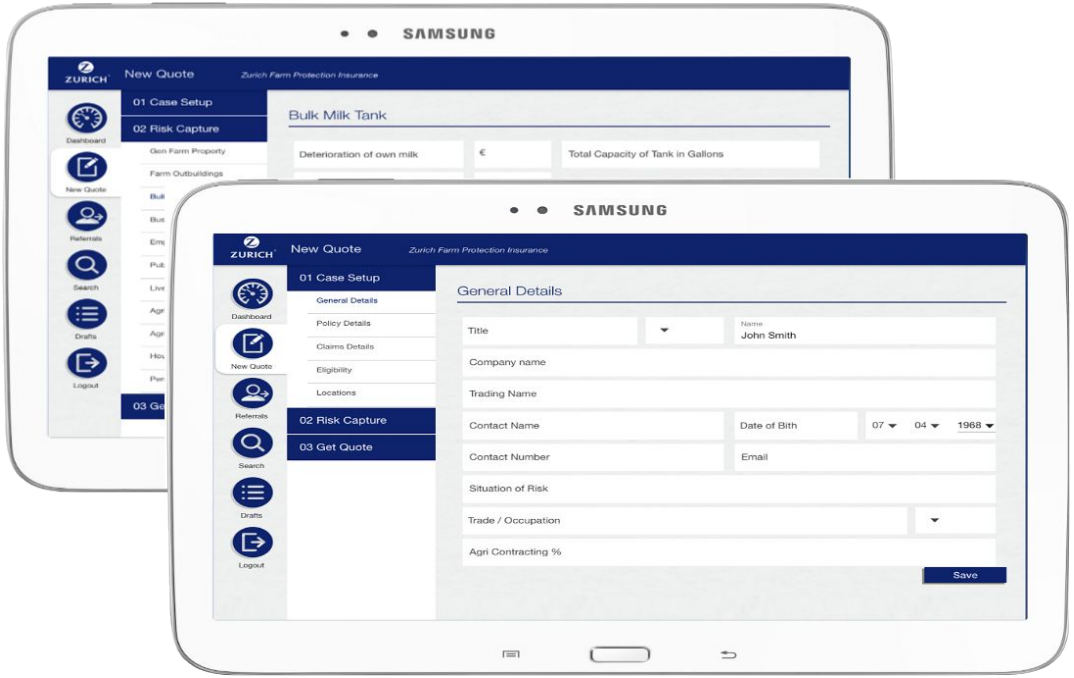
- 1500 retirement developments across the UK with dedicated house managers
- Rationalized  200+ paper forms to 20 app forms
- Huge reduction in paper and postage costs
- Off and off line sync important
- Data held in cloud



- Access elevator services information
- Secure login and authentication in the cloud
- On premise deployment
- Secure integration with TKE, RSS & feeds

- Eliminating paper, creating efficiencies in sales and order processing.
- Faster turnaround on customer orders
- Reduced errors and re-work
- Improved accuracy

- Electronic signature capture to complete orders on the spot.
- Use of the codeless App Form Builder at low cost delivers on speed and yields quick and considerable ROI



- Reduces turnaround times on the sales cycle allowing brokers to sell more.
- In less than one month the income generated surpassed app development costs
- Secure integration with back-office systems and data syncing using the MBaaS
- Flexibility on front-end tools to develop UI/UX and prototype quickly.