



**RED HAT®**  
MOBILE APPLICATION  
PLATFORM

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# Agenda

## Introduction & Overview

8:00 - 8:45 AM



## OpenShift Community vs. Enterprise

9:30 - 10:15 AM



## OpenShift Workshop

11:00 - 12:00 PM



**45 mins**

**45 mins**

**45 mins**

**45 mins**

**1 hour**

## OpenShift Tech Deep Dive

8:45 - 9:30 AM



## OpenShift + Red Hat Mobile

10:15 - 11:00 AM



# Why Hype Mobile?

# Mobile Adoption

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

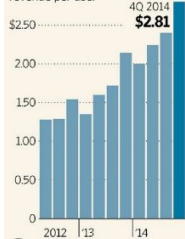
More than half of digital traffic online now comes from mobile devices and through mobile apps.

- Comscore report

**Facebook Earnings Rise on Mobile Growth**  
Social Network Continues to Spend Aggressively with Expenses Up 87%

## Face Value

Facebook's global average revenue per user



to: the company



The Wall Street Journal

65% of Time Spent on Social Networks Happens on Mobile

- Statista Chart

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STARTUP BATTLEFIELD: Applications Are Now Open for the Startup Battlefield. Submit Your Startup Today

CLUNCH NETWORK

**The Next Billion-Dollar Market Opportunity Is Mobile Enterprise**

Powered from 2014, 2015 by Mobile Speech Lab

ASIA

Facebook's global average revenue per user

U.S. AND CANADA

EUROPE

ASIA

REST OF WORLD

Goldman Sachs' estimate for m-commerce sales for 2018:

**\$626 billion**

- Goldman Sachs report

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Team - Women in Tech - Girls in STEM - Screen Sense - Tech The male - Tech Innovation - Our Connected Future

THE BLOG

Pushing fresh takes and exclusive analysis from HuffPost's regular lineup of contributors

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Hit The Prince of Wales

Paul Polman

Mark Ruffalo

Vivek Wadhwa

Business & Tech

Entrepreneur, Investor, Writer, Entrepreneur

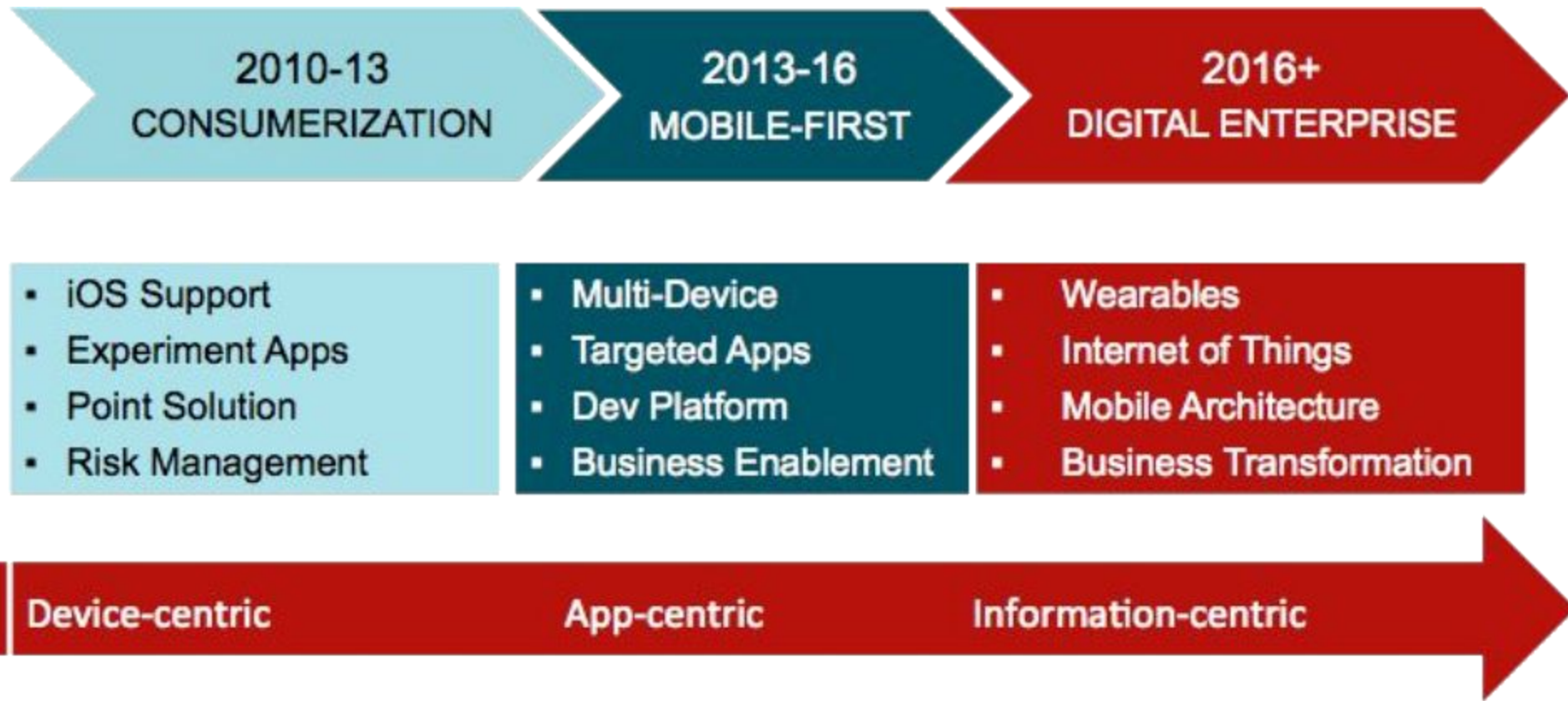
**Mobile Is Eating the Business World, but Where Are All the Great Business Apps?**

Power: Goldman Sachs' estimate for m-commerce sales for 2018

Qualcomm

Why Wait to Connect with What Matters

# Driving Digital Transformation



# Mobile Creates Opportunity



## Companies Benefit From Using Mobility Tools

<b>Better</b>	Worker Productivity (63%) Customer Satisfaction Scores (50%)
<b>More</b>	Services Revenue (19%) New Sales Revenue (13%)
<b>Less</b>	Paperwork (63%) 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



Security



Cost



Integration



Tools



3rd Party



OS









Scale

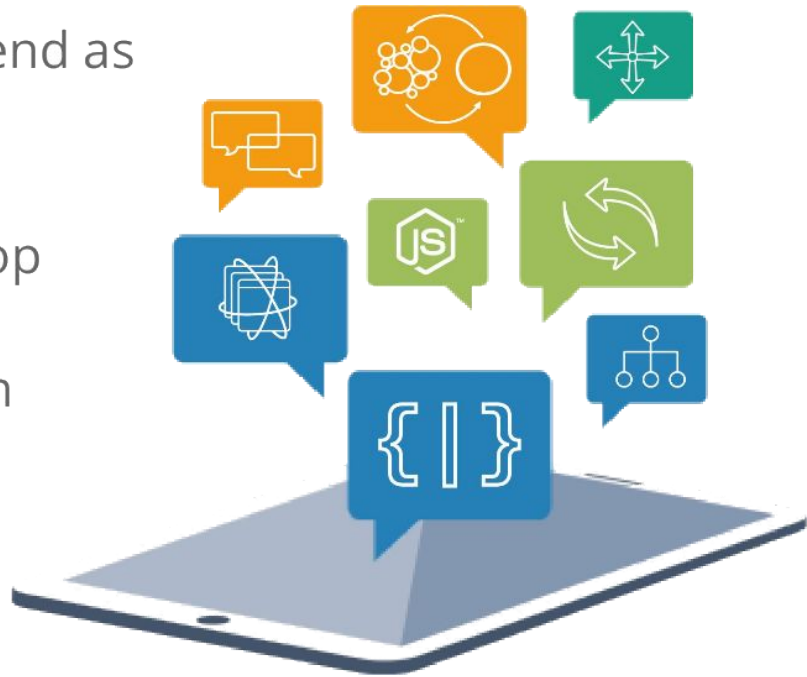
# What's the Solution?

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

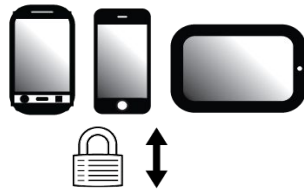


# Red Hat Mobile Application Platform

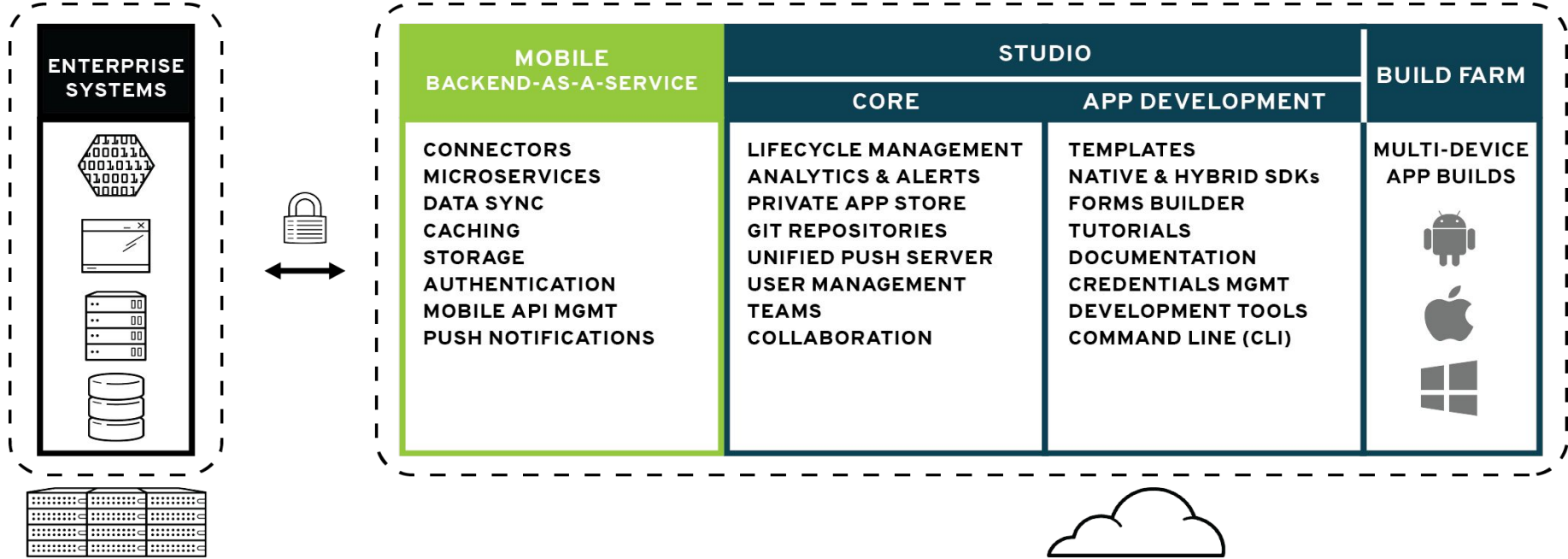
# Red Hat Mobile Application Platform (MAP)

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

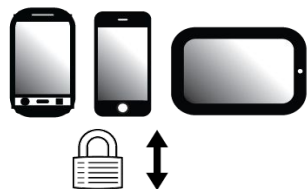




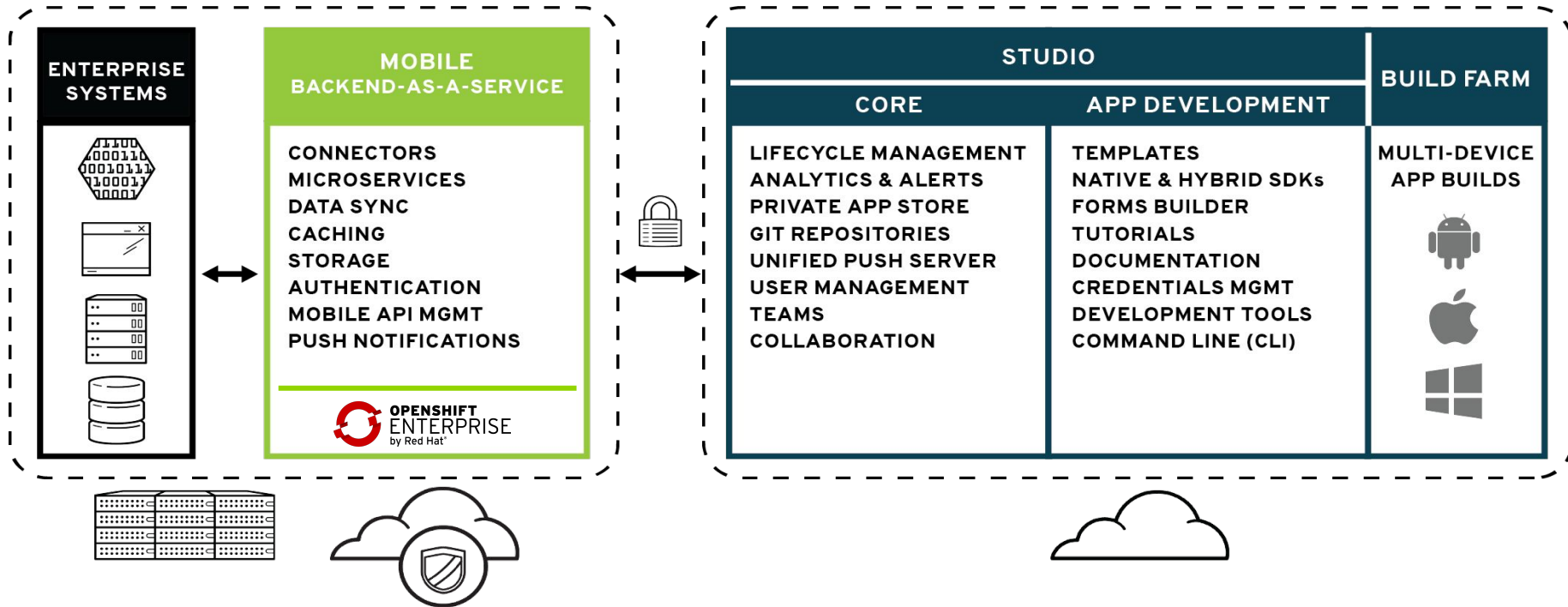
# RED HAT<sup>®</sup> MOBILE APPLICATION PLATFORM

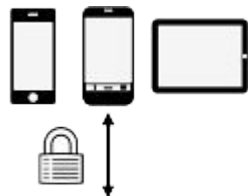




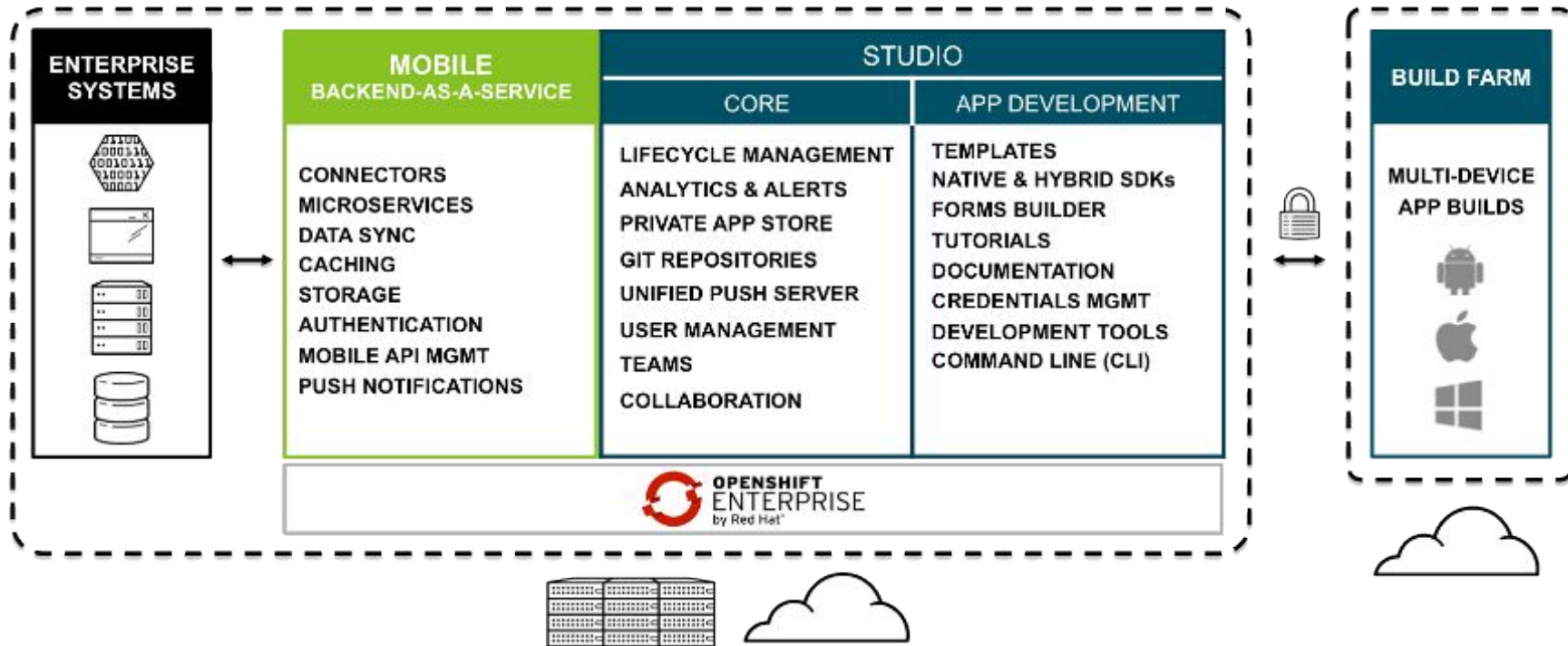


# RED HAT<sup>®</sup> MOBILE APPLICATION PLATFORM



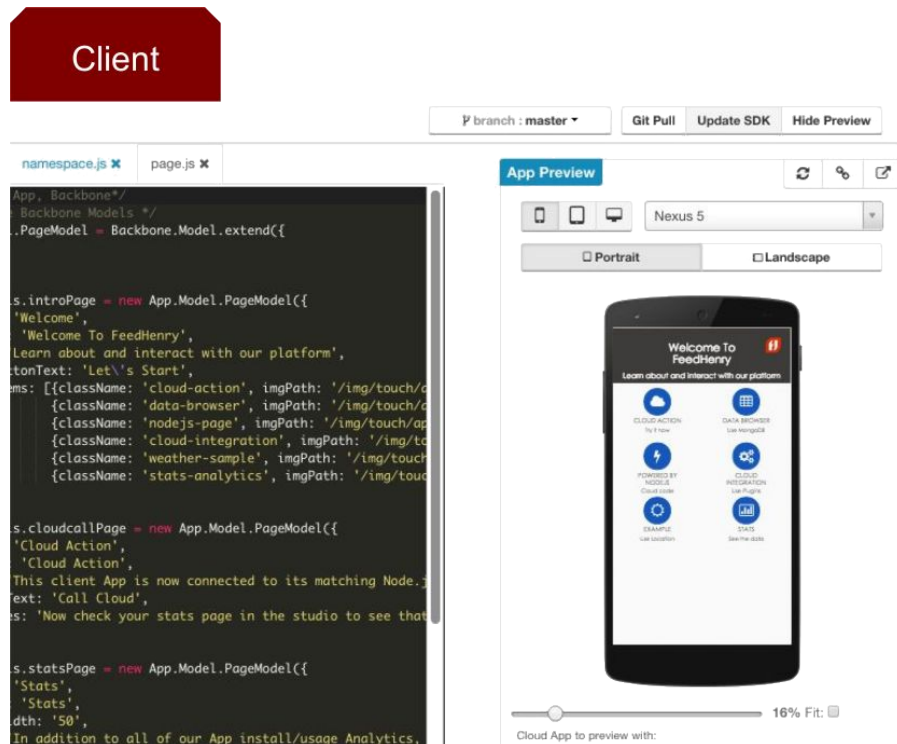


# RED HAT<sup>®</sup> MOBILE APPLICATION PLATFORM



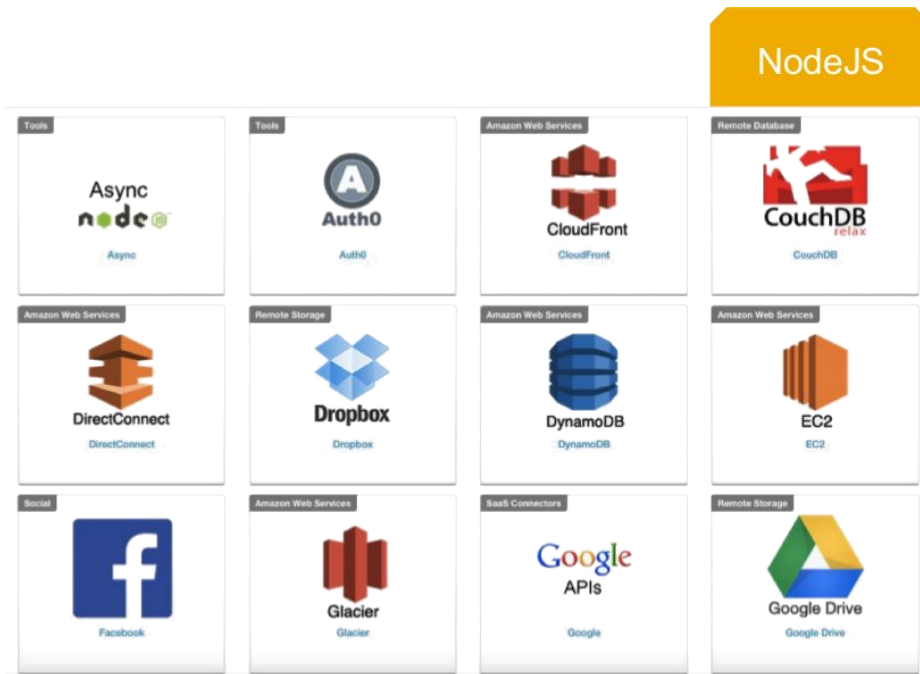
# Client-side App Development

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



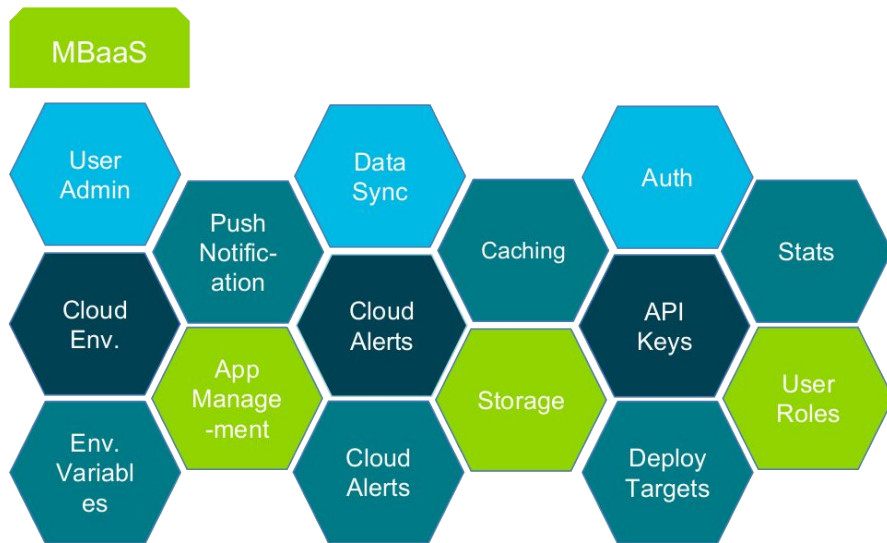
# Standardized on Node.js

- 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

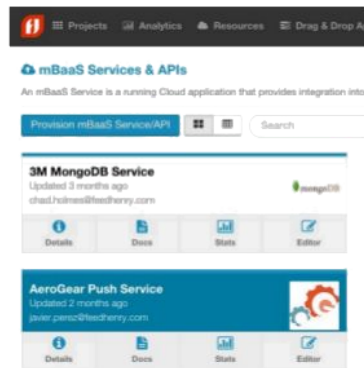
IDENTIFY  
INTEGRATION  
POINTS

JSON/REST  
XML/SOAP  
OData

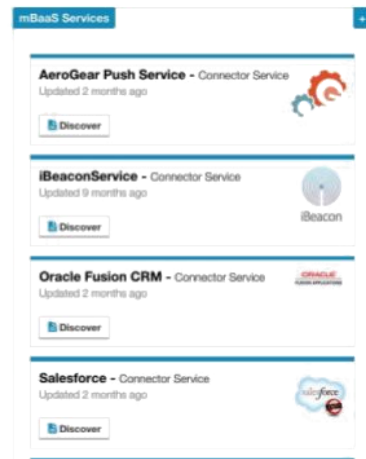
BUILD YOUR  
NODE.JS  
MODULES

```
1 var sender = require('unifiedpush-node-sender');
2 var express = require('express');
3 var bodyParser = require('body-parser');
4 var cors = require('cors');
5 var optval = require('optval');
6 var util = require('util');
7 var winston = require('winston');
8 var requestId = require('connect-requestid');
9
10 validateEnvVar('AEROGear_SERVER_URL');
11 validateEnvVar('AEROGear_APPLICATION_ID');
12 validateEnvVar('AEROGear_MASTER_SECRET');
13
14 var settings = {
15   serverUrl: process.env.AEROGear_SERVER_URL,
16   applicationID: process.env.AEROGear_APPLICATION_ID,
17   masterSecret: process.env.AEROGear_MASTER_SECRET,
18   ttl: parseInt(optval(process.env.AEROGear_TTL), 10);
19 };
```

DEFINE IT AS  
RE-USABLE  
SERVICE



BUILD YOUR APP  
WITH AVAILABLE  
SERVICES



# Build the Client-side App

CLIENT



CHOOSE  
TOOLKITS,  
DOWNLOAD  
SDKs

DISCOVER  
APIs, DEFINE  
FUNCTIONALITY



CODE MY APP,  
TEST WITH  
PLATFORM APIs

BUILD BINARY  
USING MY  
STORED  
CREDENTIALS

INSTALL ON  
MOBILE  
DEVICE



frontend  
developer

Cloud Build Farm

CHOOSE  
DEVICE  
PLATFORM

BUILD FOR  
DEBUG OR  
DISTRIBUTION

BINARY



Git Branch/Tag \*

branch : master

Build Type \*

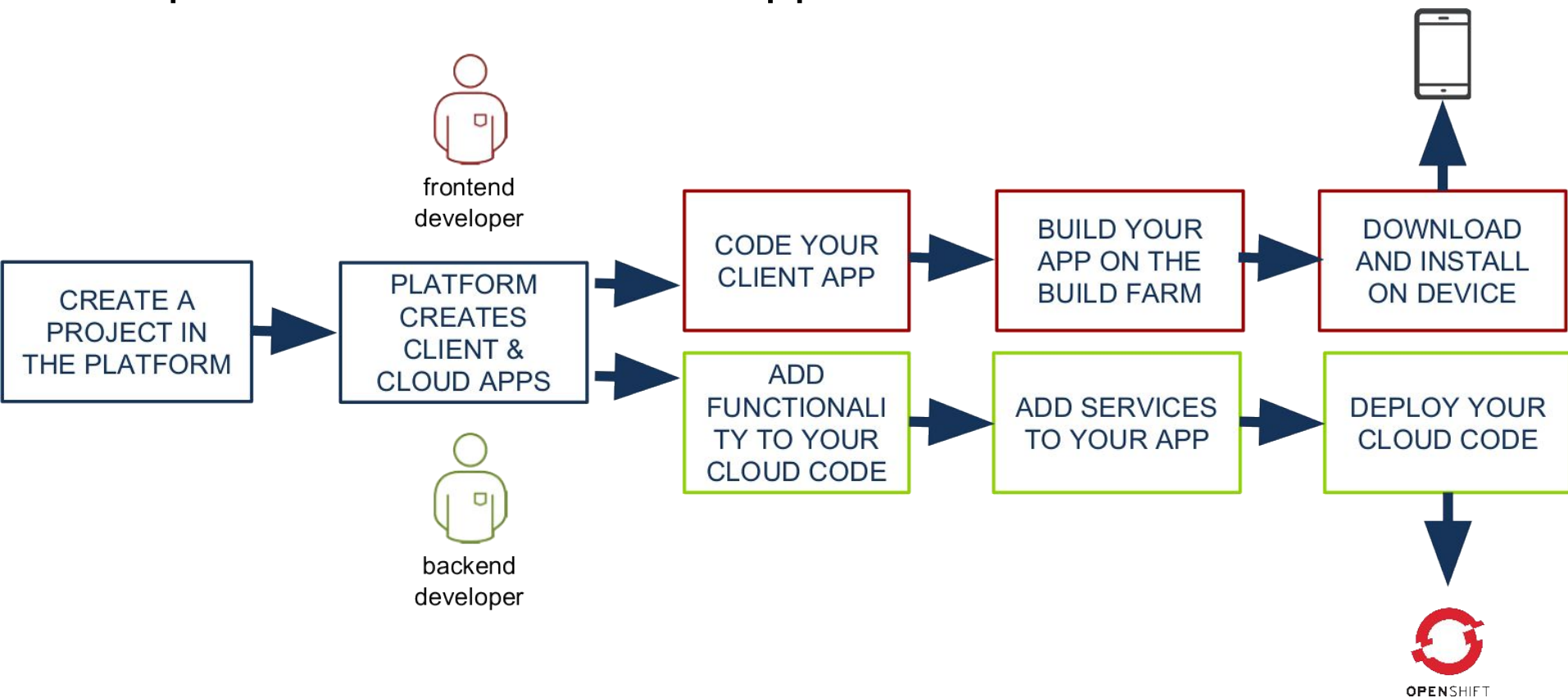
✓ Debug  
Distribution  
Release

Credential Bundle

<https://henrie/1naKVXf>

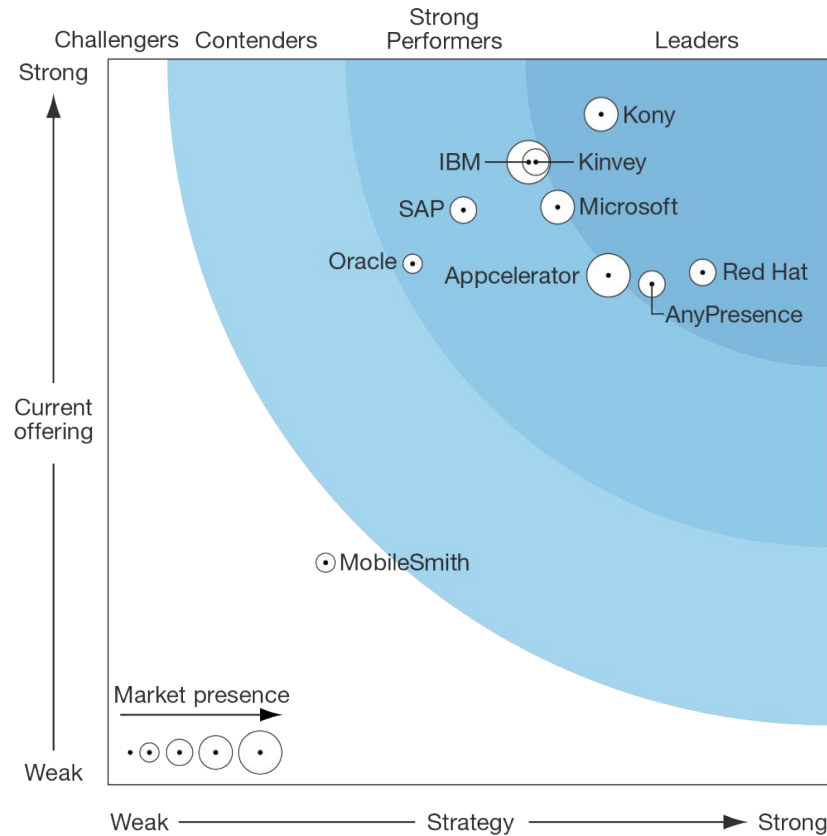


# Full process flow to build an App

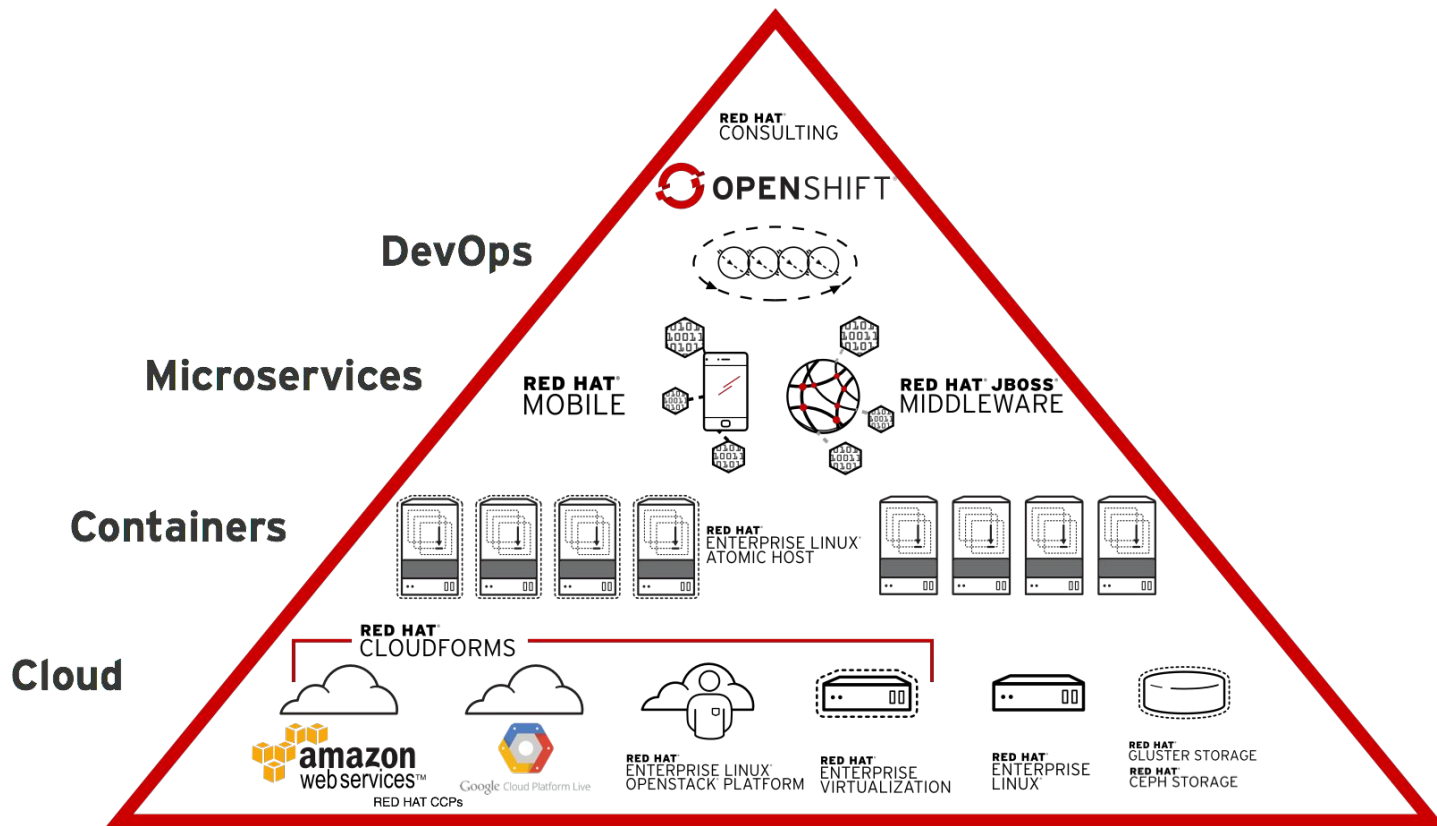


# Why Choose Red Hat MAP?

# Red Hat is a Leader!

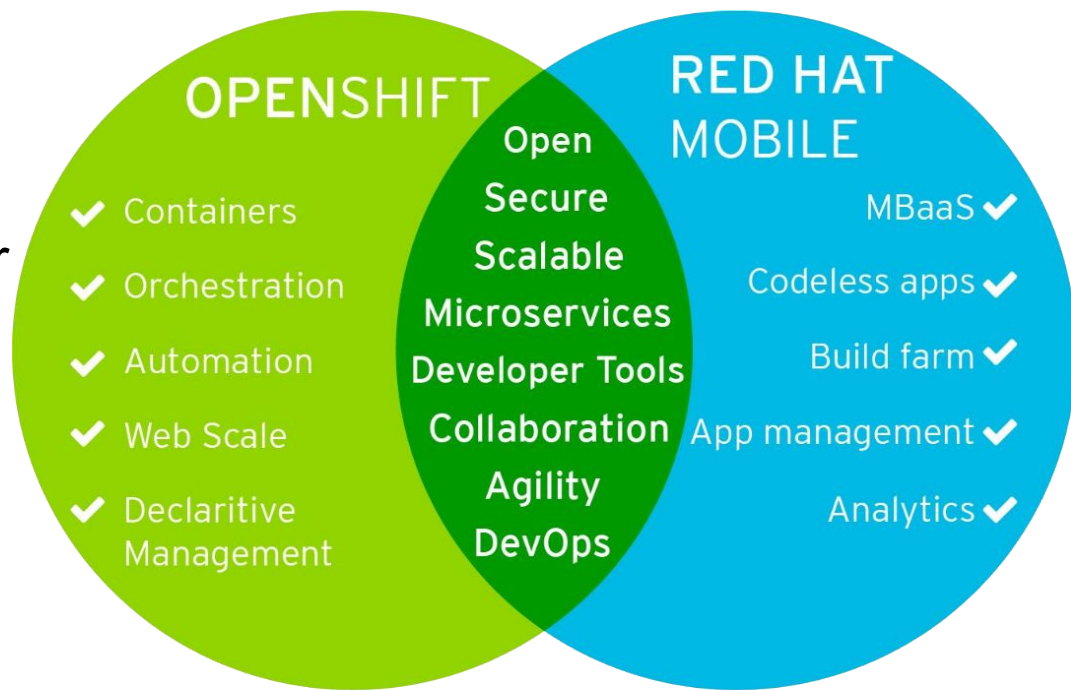


# Extensive Product Portfolio



# Full Stack Integration (PaaS & Mobile)

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



# Client References

SIEMENS

Aer Lingus 

DIAGEO



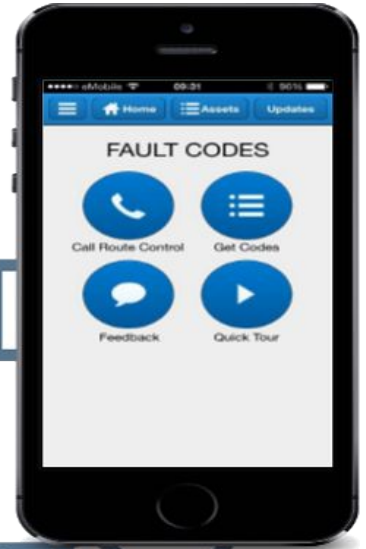
pwc







- 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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[youtube.com/user/RedHatVideos](https://youtube.com/user/RedHatVideos)

# Red Hat MAP Extras

# User Interface

The screenshot displays the Red Hat Mobile User Interface. At the top, a navigation bar includes links for Projects, Analytics, Resources, Drag & Drop Apps, Services & APIs, Admin, and Docs. Below this, a secondary navigation bar shows the current selection 'Sales App De...' and various toolbars for development and management.

The main content area is titled '</> Apps, Cloud Apps & Services' and contains the text 'Below are all Apps, Cloud Code Apps and associated'. The interface is organized into three primary columns:

- Client** (Red header):
  - Apps** (Blue header):
    - Sales Demo App**: Cordova Light, Updated 5 hours ago. Includes a 'Copy' button for the git URL.
    - Sales App - Android Native**: Native Android, Updated 5 hours ago. Includes a 'Copy' button for the git URL.
    - Sales app - iPhone Native**: Native iOS, Updated 5 hours ago. Includes a 'Copy' button for the git URL.
- NodeJS** (Orange header):
  - Cloud Code Apps** (Blue header):
    - Cloud Instance**: Node.js Cloud App, Updated 5 hours ago. Includes a 'Copy' button for the git URL.
- MBaaS** (Blue header):
  - mBaaS Services** (Blue header):
    - AeroGear Push Service - Connector Service**: Updated 2 months ago. Includes a 'Discover' button.
    - Oracle Fusion CRM - Connector Service**: Updated 2 months ago. Includes a 'Discover' button.
    - Salesforce - Connector Service**: Updated 15 days ago. Includes a 'Discover' button.



# 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

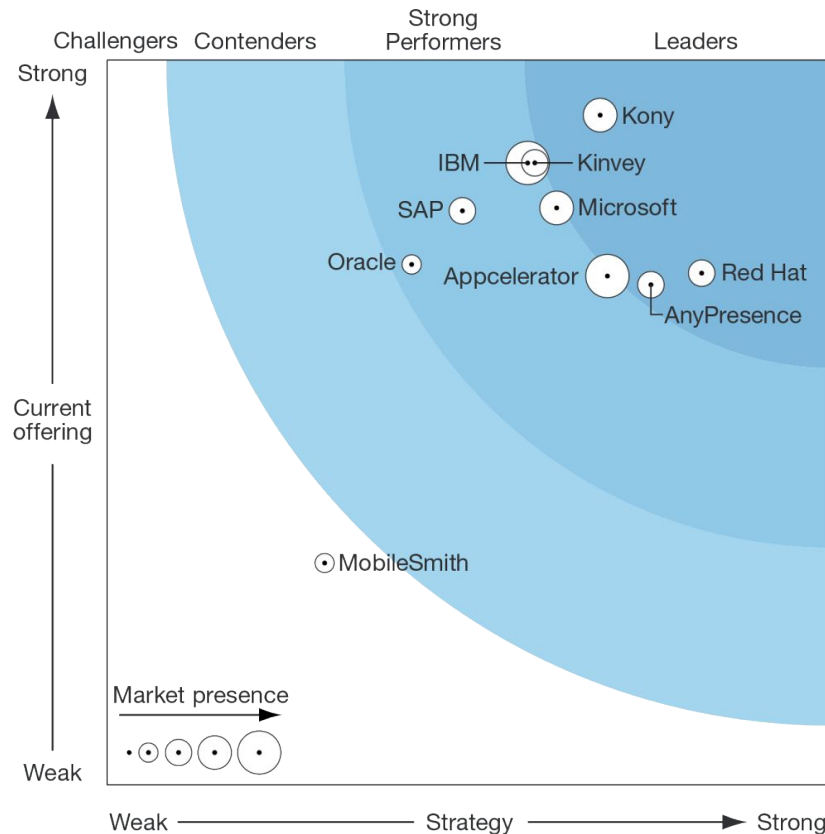
## 10. Deployment

- 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



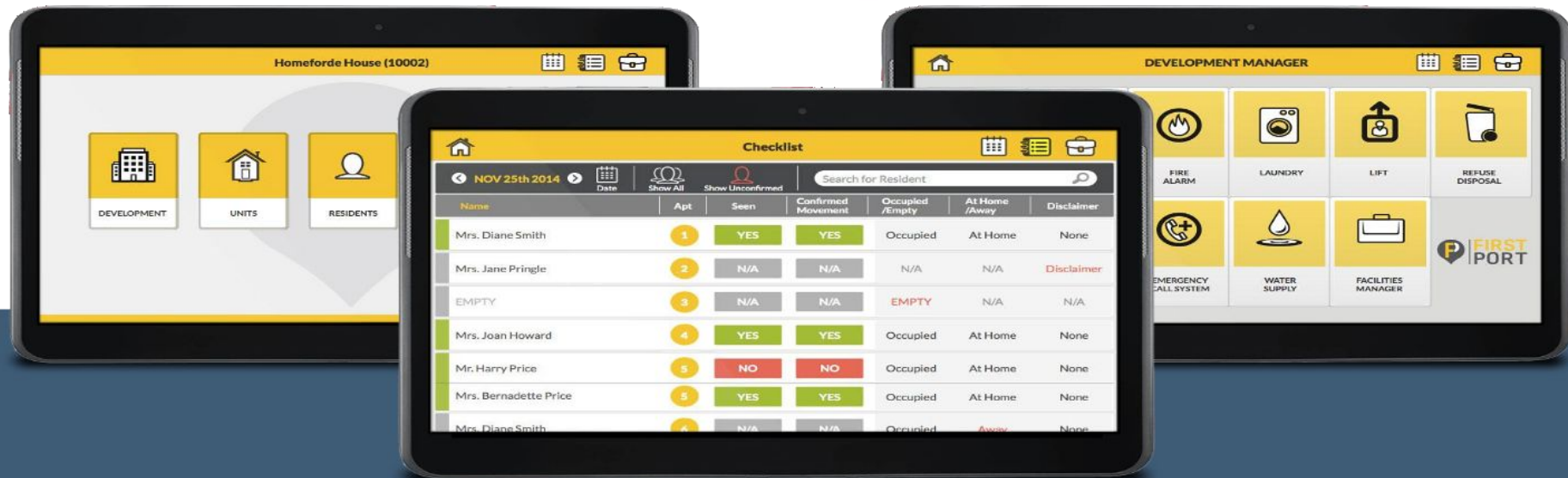
# Client References

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

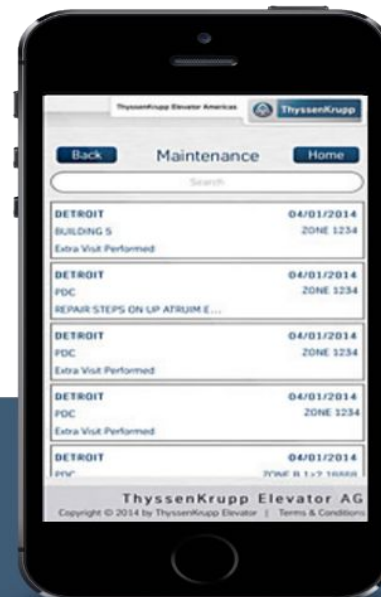
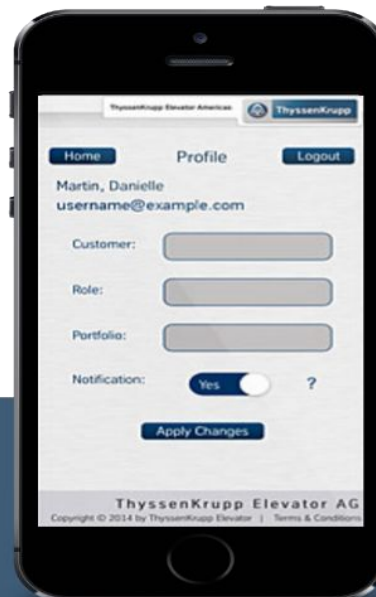
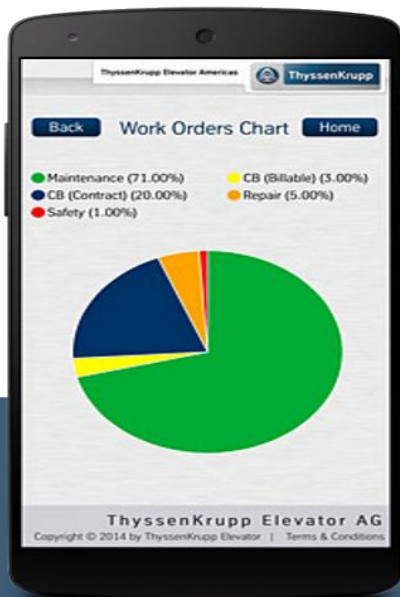
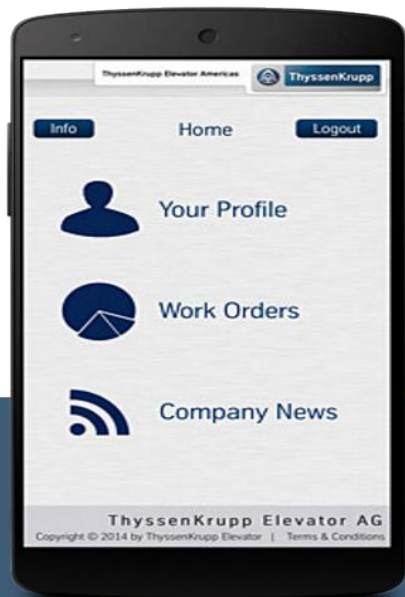
- Video, photo, location & signature capture
- Ease of integration with backend systems
  - Buy-in from the field



- 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



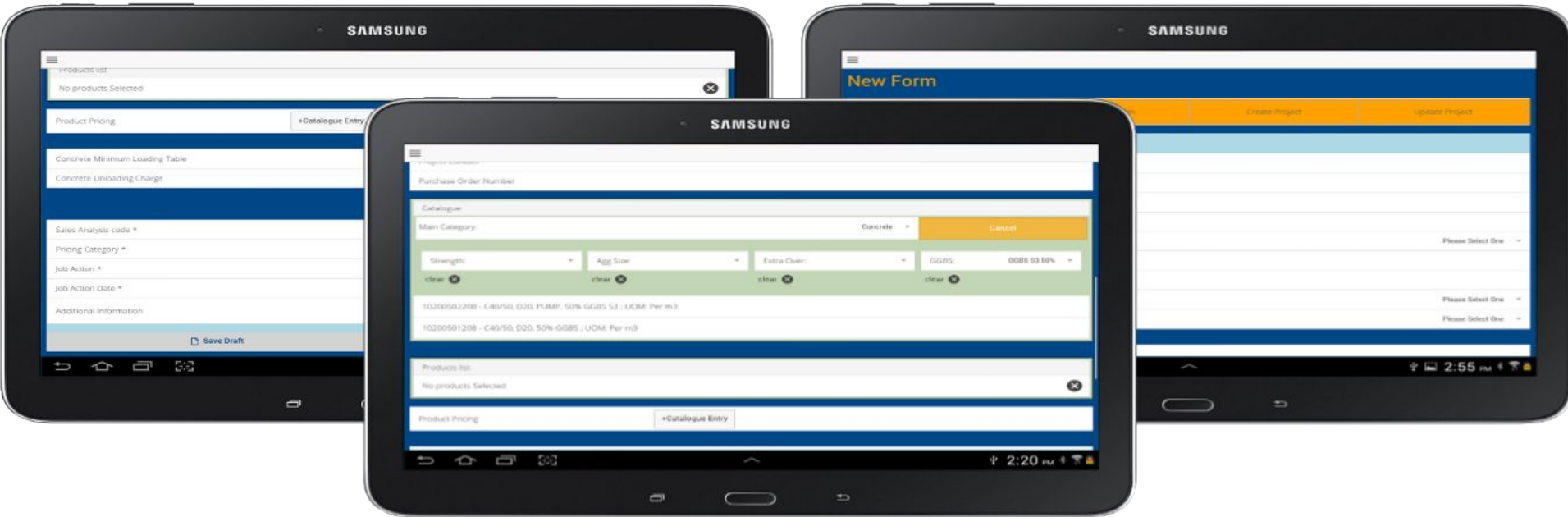
- Access elevator services information
- Secure login and authentication in the cloud
- On premise deployment
- Secure integration with TKE, RSS & feeds





- 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.

