جامعة القاهرة

# Enterprise Mobile Applications Development

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Success
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Teamwork
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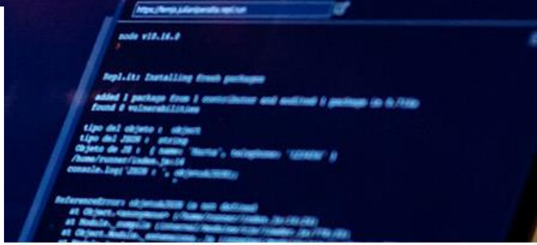

# If you’re an Enterprise CEO ☺

- 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.
- Supply Chain Management (SCM).
- E-commerce suite.

# Most Common Types of Enterprise Applications

- Model product catalog.
- Customer Relationship Management (CRM).
- Enterprise Resource Planning (ERP).
- Business Intelligence (BI).
- Business Continuity 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.
  - Mobile CRM.

# Some Industry-specific Enterprise Applications Examples

- Telecom
    - Electronic signature contract system.
    - Tariff plan calculators.

# Some Industry-specific Enterprise Applications Examples

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

# Some Industry-specific Enterprise Applications Examples

- Banking
  - Analytics tools.
  - Data encryption tools.

# 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,
- 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.**

  - 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.

# Enterprise Mobile Applications Challenges

- **Slow deployment.**
  - 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.

# Enterprise Mobile Applications Challenges

- **No marketing.**
  - 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.

# 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.

# See you Next Time ☺