

V:3

Personalised Applications Delivered Instantly

Going Mobile First

- [Forrester Research](#) - 75% of companies have “increased worker productivity”
 - Faster decision-making - 66%
 - Faster resolution of customer and internal IT issues - 48%
 - Improved customer satisfaction - 42%
- [Blackberry \(RIM\)](#)- Companies with mobile deployments have reported an increase in
 - Productivity by 16%
 - Creativity by 18%
 - Satisfaction by 23%
 - Loyalty by 21%



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<code/conference>

Salesforce.com CEO: I run my business on my phone

Matt Hunter | @MattMHunter
Wednesday, 28 May 2014 | 6:38 PM ET



Source: Recode

**The future is already
here – it's just not
evenly distributed**

- William Gibson

Going Mobile First, but what interface?

- iPhone/iPad
- AR/VR
- Voice Assistant/ Chatbots
- Watch/ Wearable

What is mobile strategy? What is bot strategy? What is VR strategy? What is 'the next great interface' strategy?

'The next great interface' - neuralace/ neuralink?

Problem(s)

2017, Demand for mobile apps will grow 5X faster than internal IT organizations' capacity to deliver them - [Gartner](#)

- Low Talent Supply v/s Demand - [Stackoverflow](#)
 - [High cost of developing and maintaining an application](#)
 - Average time taken for first launch - 7 Months
 - Average cost in the range of - 110,000\$ to 305,000\$
 - Average updates per annum - 3
-

Existing Solutions

MDM - Mobile Device Management

- High TCO for the Organization
- Against the BYOD principle
- People prefer using their own phone over company provided phone - mckinsey

MAM - Mobile Application Management

- Limited to a specific apps only
- Limited only to the employees and cannot be extended for a customer or a vendor

Existing Solutions

MADP - Mobile Application Development Platform

- One application per use case soon gets out of hands with 100s of apps
- Devs still need a know how of mobile development
- HTML5 cross platform apps can't provide the desired UX across the platforms
- Build - release - gather feedback, cycle is still governed by the App Stores
- No way to offer a truly personalised app
- Additional Dev-Ops cost
- Quite a few are - Limited to Forms only model
- Quite a few have - primary focus on building MBaaS (mobile backend as service) and not mobile app

DEMO (ok):

<https://www.youtube.com/watch?v=HfZT75rduPg>

Solution

Radically Different

Build Apps Instantly

Instantly available Apps



Our Solution

Instant Application Development Platform

- Open ecosystem - get more out of existing services
- Utilise the present IT and Software teams
- Faster time to market and shorter feedback cycle
- Cross platform compatible with native platform optimizations
- Multiple micro apps instead of a monolith app
- Deliver a truly personalised app instead of a generic app

Benefits

Enterprises

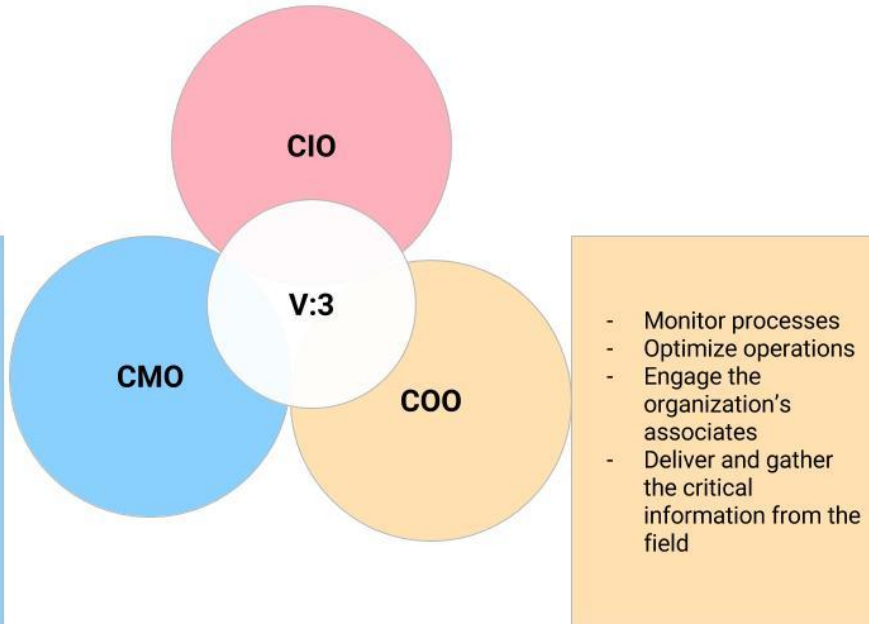
- Transform the operations faster, for a Mobile First world
- Build, test, measure and improve operational efficiency
- Develop and deliver services faster
- Increased employee loyalty and customer satisfaction

Users

- Faster access to information
- Faster decision making
- Receive better & personalized services faster
- Faster communication, collaboration and issue resolution
- No need to install/uninstall 100s of apps

Benefits

- Enable highly dynamic applications
- Application maintenance and DevOps
- Constantly evolve the backend to support more use cases



Benefits

Your Data

Microservice
Database
CRM
ERP
Data Warehouse
Webhooks



Your Apps

AR/ VR
iOS
Android
Web
Messaging
Platforms

Competition Landscape

Incumbents

- Mendix
- Kony
- Outsystems
- Appian
- Adobe

Startups

- Exponent
- Shoutem
- Sapho

Consumer

- WeChat
- Famous.co
- 1APP

Platforms

- Google Suite
- Samsung
- SAP
- IBM
- Microsoft

Radically Different

- Using the native technologies to serve the apps - better user experience and app performance and a uniform design experience
- Single platform to develop and deliver the apps instantly to the user - abstraction from the App Store model
- A lot of simple apps can be developed in a short span of time, helping the organizations to A/B test the services faster
- Based on Mesh App and Service Architecture (MASA) - [Gartner top 2017 trends](#)

Enabling the Transformation of Monolith to Micro

Market Analysis

Discovering the Potential

Mobile Application is the future for
Enterprises

References

1. https://www.youtube.com/watch?v=b-RS5vpS_0s
2. <https://walkthechat.com/wechat-mini-programs-simple-introduction/>
3. <https://www.quora.com/What-are-WeChat-mini-programs>

Market Analysis

462B\$

IT spending on software worldwide by 2021 - [Statista](#)

140B\$

Enterprise Mobility
Market By 2020 -
[Nasscom in association
with Deloitte](#)

15B\$

Low-Code Mobile
Platforms Market Will
Reach 15B\$ In Revenue
by 2019 - [Forrester](#)

128B\$

Mobile Enterprise
Business Applications
Market will Grow by
\$128.2 billion by 2022 -
[Strategy Analytics](#)

Market Analysis

Total Available Market - Worldwide IT Spending

- **462B\$**

Segmented Addressable Market - Mobile Business Applications

- **128B\$**
- 28% of TAM

Share of the Market

- **1.28B\$**
- 1% of SAM

Trends

Opportunities

- IoT
 - AI/ML
 - VR/AR
 - Chatbots/ Conversational Interface
 - Millennial workforce
 - Cloud acceptance in Enterprises
-

Trends

- Collaboration to simplify EMM (Enterprise Mobility Management)
<https://www.appconfig.org/about/>
- Google Launches - Gsuite App Maker -
<https://developers.google.com/appmaker/>
- Samsung and Oracle Providing the Engine for Enterprises to Mobilize their Business in the Cloud -
<https://news.samsung.com/global/samsung-and-oracle-providing-the-engine-for-enterprises-to-mobilize-their-business-in-the-cloud>
- SAP and Apple Collaborate on delivering Enterprise Mobile Apps -
<https://www.sap.com/solution/mobile-technology/apple-ios-apps.html>
- 75% Millennial Workforce by 2025 - [Forbes](#)

Opportunities: Preparing to go Mobile First

- Citrix - 71% of the Enterprise CIO believe mobility is a top priority for their business
- Citrix - 63 % of the Enterprise CIO believe it to be the greatest factor in helping their organization gain a competitive advantage
- [Mobile Helix](#) - productivity in their organizations would increase by 40% or more if all of their enterprise apps were made mobile
- [MIT Sloan School of Management](#) - businesses who consider mobility a priority and build initiatives around mobility are 26% more profitable
- [pwc](#) - Millennial Workforce is more willing to work with Mobile First Organizations
- [Peter Kafka](#) (re-code media) - 20% of millennials are mobile-only

Business Model

Go To Market

Digitalise the Admin Operations

- Digitalization of Visitor Log Book
- Cloud based Visitor Management System

Future Use Cases

Single Platform for Office Operations

- Small Event Management
- Conference Room Management
- Food Coupons
- Parking

Pricing Strategy

- SaaS
 - Unlimited apps and subscribers
 - Fair usage SMS, email and push notification

Roadmap

Future Directions

Building and Shipping
multi-channel apps to all interfaces

RoadMap

V3.x

- Default app collection
- Admin panel
 - App Analytics
- Support for standard data connectors
- App component library

V4.x

- Admin Panel
 - App builder
 - App simulator
 - App designer
- A/B Testing
 - Apps
 - Services
- Sketch App Prototyping Plugin

V5.x

- Hybrid Apps
 - Hybrid Cloud
 - Serverless & Lambda
- Consumer Portal
- Developer Portal
- App Store
- Smart Apps
 - AR/VR

Future Directions

AI/ML Strategy

- Personal assistants
- Context aware smart apps
- Optimization of smart operations

Community

- Operations and IT managers
- IT Consultants
- Designers
- Developers
- Outsourcing Companies & Freelancers

Ecosystem and Industries

- Smart Office IoT Applications
- General IoT Applications
- Serverless Computing
- MBaaS Integration

Mission

Mobile-First transformation of the
operations

Bridge the information and
communication gap between the
organizations and the users

Vision

Becoming the de-facto platform
to build & ship apps to all
interfaces

Helping the organizations and
individuals, serve personalized
apps instantly; on the user's
preferred interface

Enterprises to deliver
personalised services,
instantly

- Any platform
- Any service