

# Lesson Learned from the First Generation of Mobile Enterprise Apps

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In-Depth Seminars – D12



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2013 Fall Conference – “Sail to Success”

# The enterprise app store is the intranet of the future.

Michele Pelino, Forrester Research





## Definition...

Mobile First organizations embrace mobility as their primary IT platform in order to transform their businesses and increase their competitiveness

## In a Mobile First Company...

### APPLICATIONS

New apps are developed and delivered to mobile devices first

Core business processes can be performed on any mobile device

### CONTENT

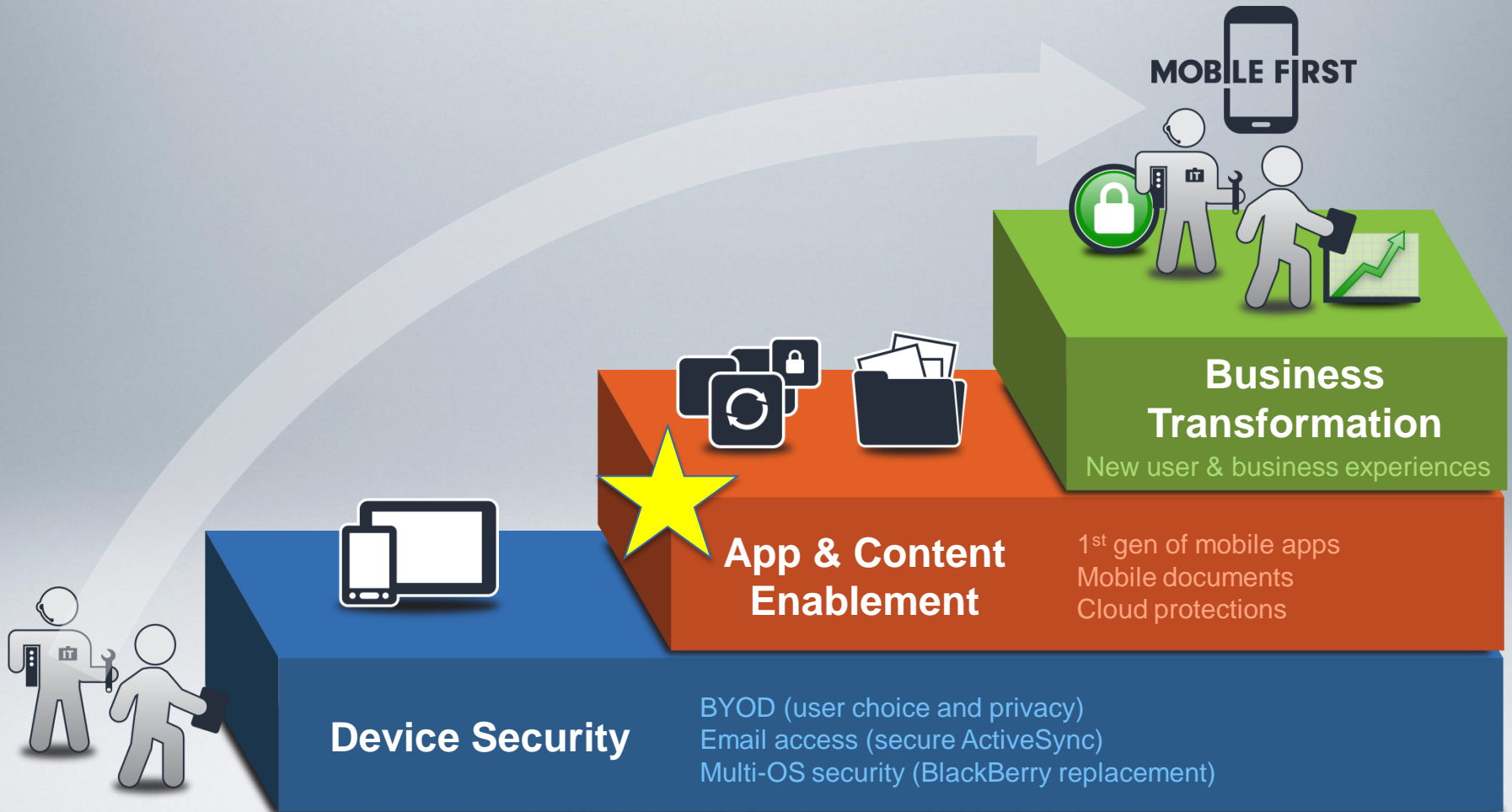
Content of all types is easily and securely available on any device

### USER EXPERIENCES

End users choose their devices

Security is invisible to end users

# Journey to the Mobile First Enterprise









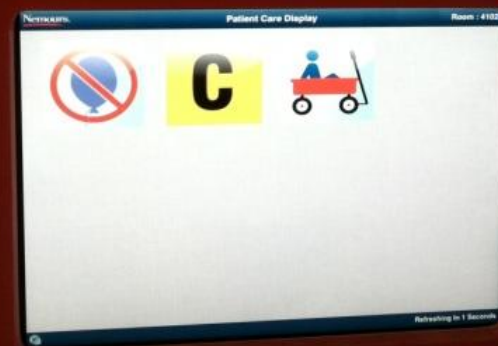


Audi Forum Ingolstadt, 24. Mai 2012

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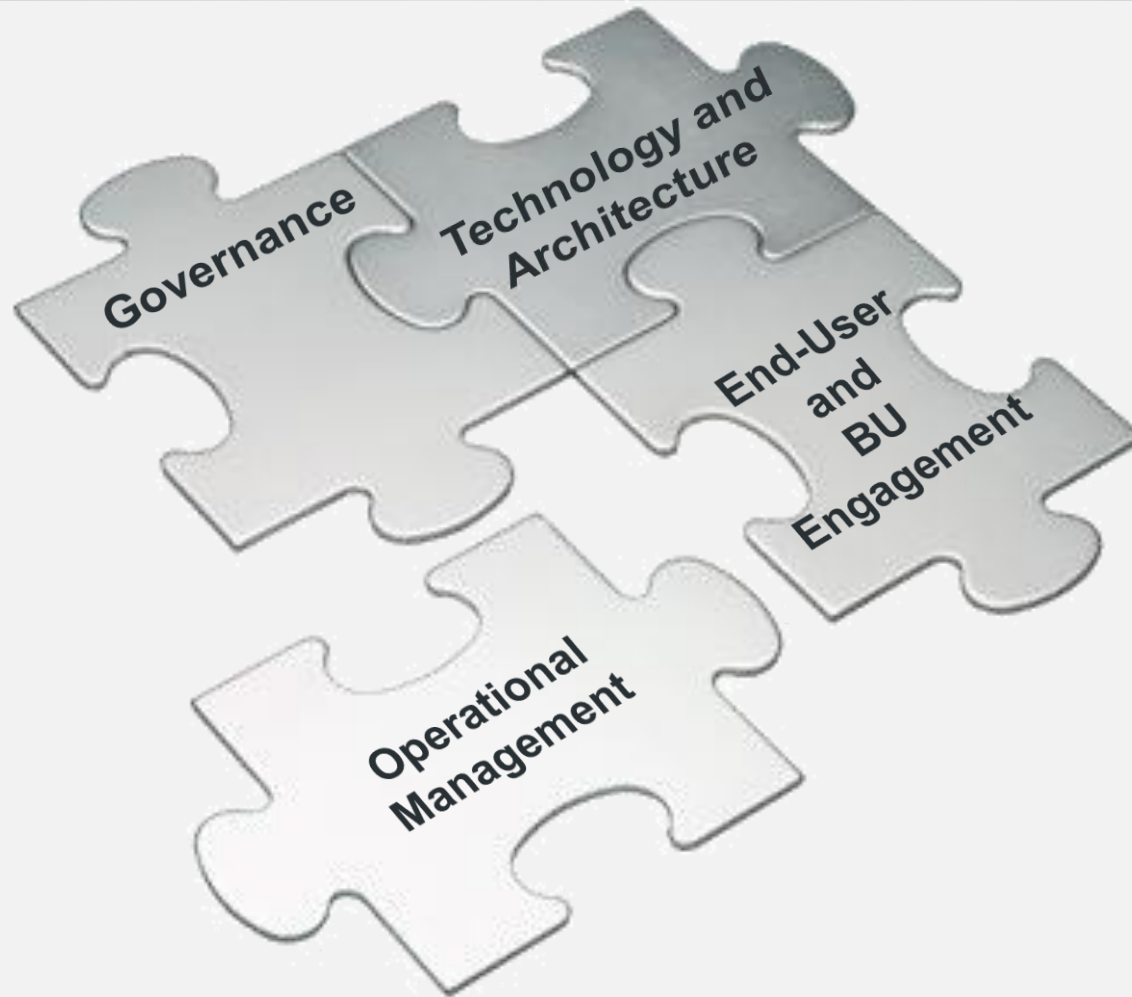


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# Mobile Apps Program Framework



# Traps

## **Governance**

- **Roles and responsibilities**
- **Scalable app launch processes**

## Technology and architecture

- Platform, not just apps
- Reusable development frameworks/guidelines

## End-user and BU engagement

- User-centered design

## Operational management

- App signing
- Inheritance and support – launch is the *beginning*

# Role (and value) of IT

*Can IT provide value to the app developer?*

Developer sourcing

API accessibility and support

UX and design best practices and support

Plug 'n play security (easy for developer, invisible to user)

Consumer-grade discovery experience

Tools to drive and measure adoption



# Traps

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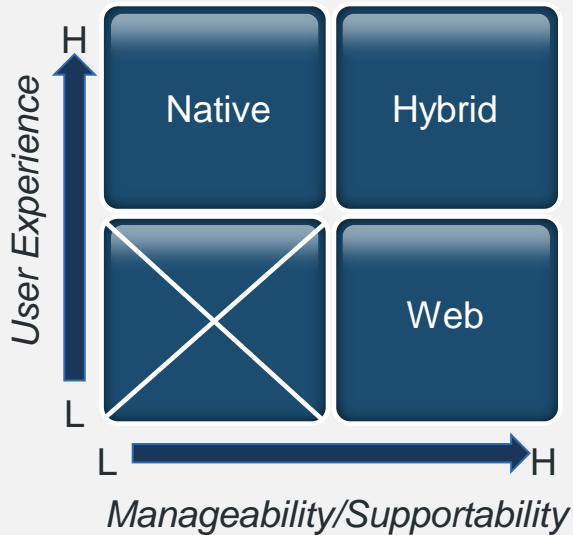
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# Technology Choice



## Native

- Self-contained app
- OS-specific (iOS, Android, WP8)
- Advanced development language

## Web

- Browser-based – any OS, any device
- Standard web dev tools (HTML5)
- Online only

## Hybrid

- Web apps embedded in native app shell
- Mix of HTML5 and OS-specific dev tools
- Best of both native and web capabilities

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## **End-user and BU engagement**

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# End-User & BU Engagement Lifecycle



# Traps

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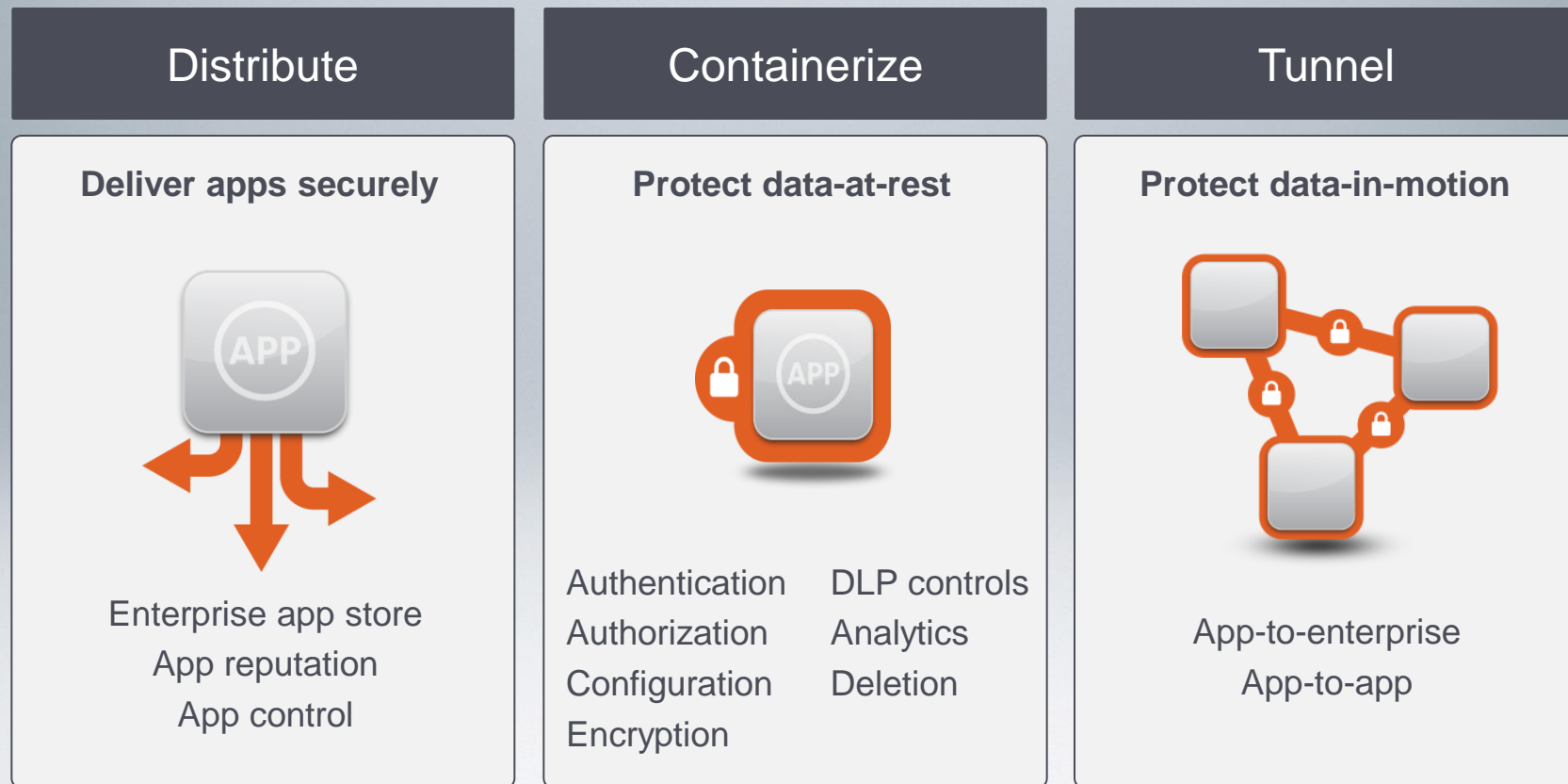
## End-user and BU engagement

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## **Operational management**

- **App signing**
- **Inheritance and support – launch is the *beginning***

# Evolution of Mobile App Security





# Layered Security Model

## NATIVE USER EXPERIENCE

Device components

Policy enforcement

Posture and trust

OS integrity

Closed-loop compliance

Data containerization and  
DLP controls

Identity

Secure tunneling

Access control

Secure app-to-app  
communication

Privacy controls

Communications and  
user-based components

## TRUSTED APP ECOSYSTEM

**“The more the CIO says ‘No,’ the less secure the organization becomes.”**

*Vivek Kundra, CIO US Federal, February 2011*

# Impact of Bring-Your-Own-App

How do app developers get “BYOA-ready”? Should they?

Will the APPS Act accelerate or freeze BYOA?

What is IT’s role in a BYOA world?

Does BYOA overtake traditional enterprise app vendors?

Is BYOA a fad or an inevitability?



# Getting the apps program right

## Prepare

- Voice of the user
- App business case template
- Charter and sponsorship
- Stakeholder guide
- Budget and resources template
- Privacy considerations
- Developer selection guide

## Build

- Trusted design principles
- Platforms/OS decision tree
- Content management best practices
- App signing and cert provisioning guide
- Cross-platform tools and standards
- Testing guidelines
- Approval and submission template

## Rollout

- Distribution best practices
- Payment model
- Metrics guide
- User communications and documents
- Self-service deployment guide

## Sustain

- Self-service support model
- App storefront maintenance guide
- App upgrade best practices
- Retirement template (lifecycle)

# Evolving Mobile IT stack





*Security and management for mobile enterprise apps, documents, and devices*



## Innovation and Customer Success

**5000+**

Enterprise customers globally

**97%**

Customer support satisfaction

**Recognized**

Gartner MDM Leaders Quadrant  
GSMA global winner

**Deployed**

8 of top 10 global automotive  
7 of top 10 global pharma  
5 of top 10 global banks  
Strongest mobile ecosystem

**First**

Enterprise app store  
BYOD privacy  
Selective wipe  
Jailbreak detection  
Email attachment DLP

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# Thank you

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San Francisco Chapter



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