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A GUGGENHEIM PARTNERS COMPANY

Mobile Applications for Service Delivery Professionals

TECHNOLOGY PLATFORMS ARE EVOLVING

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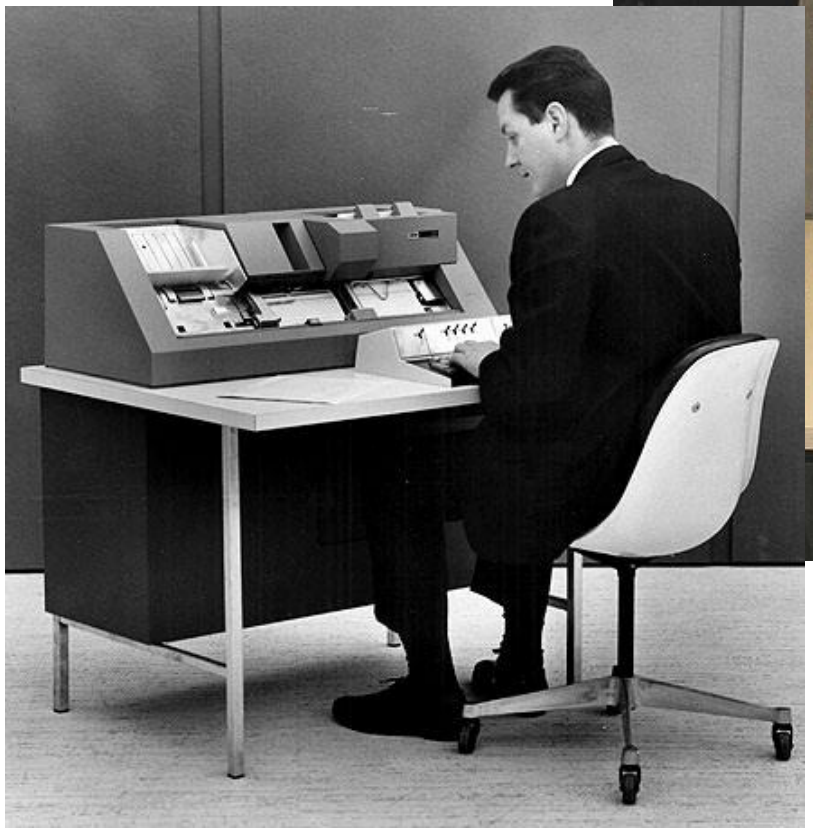
Remember this…?



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That became this…

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That then became one of these…

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Now is becoming many of these…

Very quickly!

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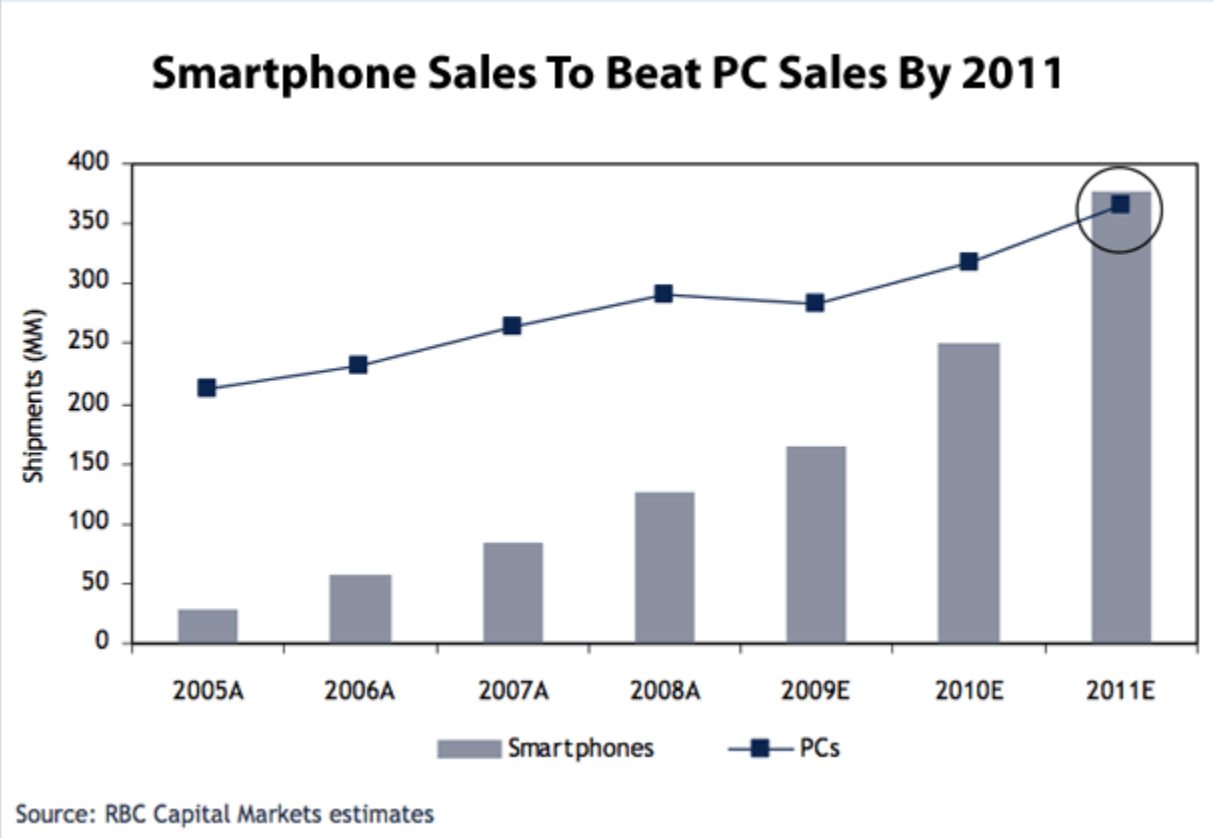
Smart Phone Sales are ahead of PC's



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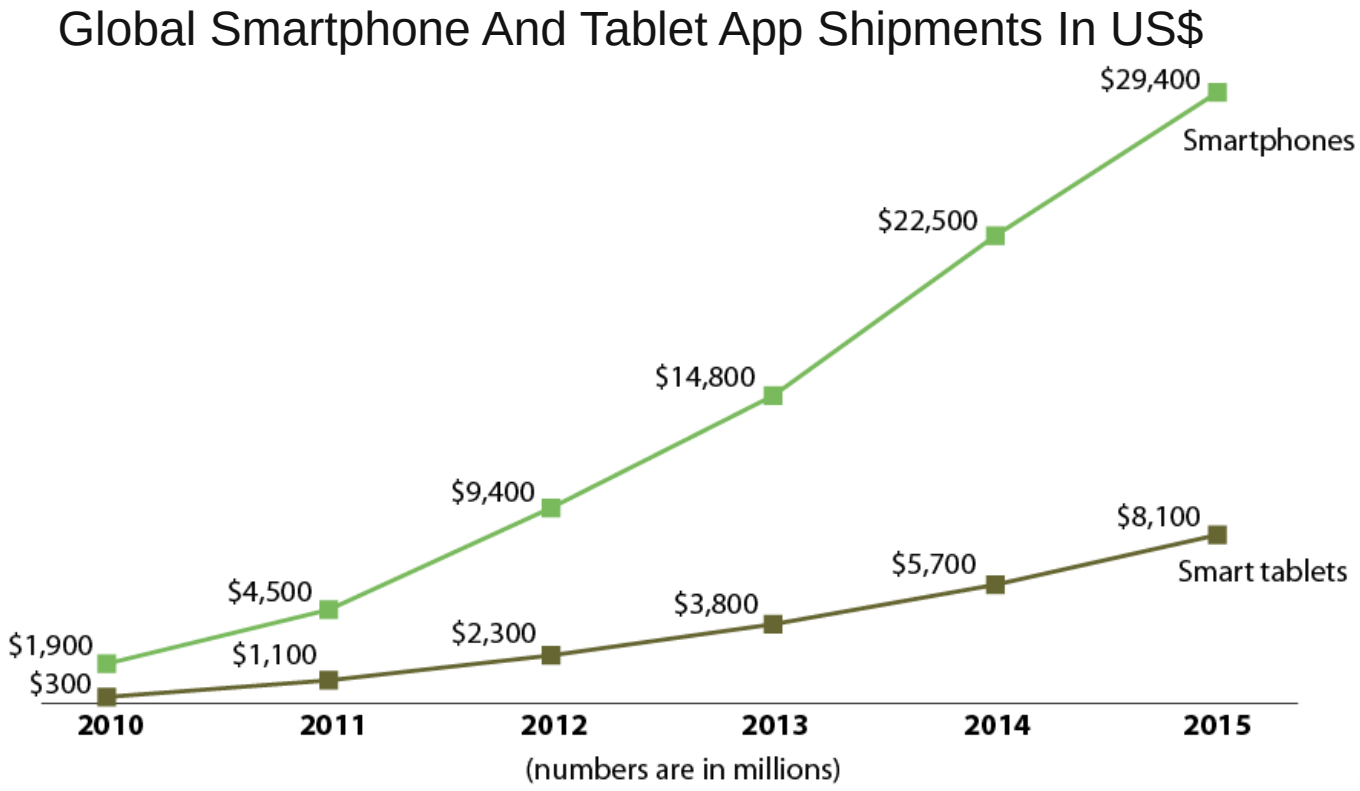
The Trend is Accelerating



▪Source: Forrester Research, February 2011 “Mobile App Internet Recasts The Software And Services Landscape”

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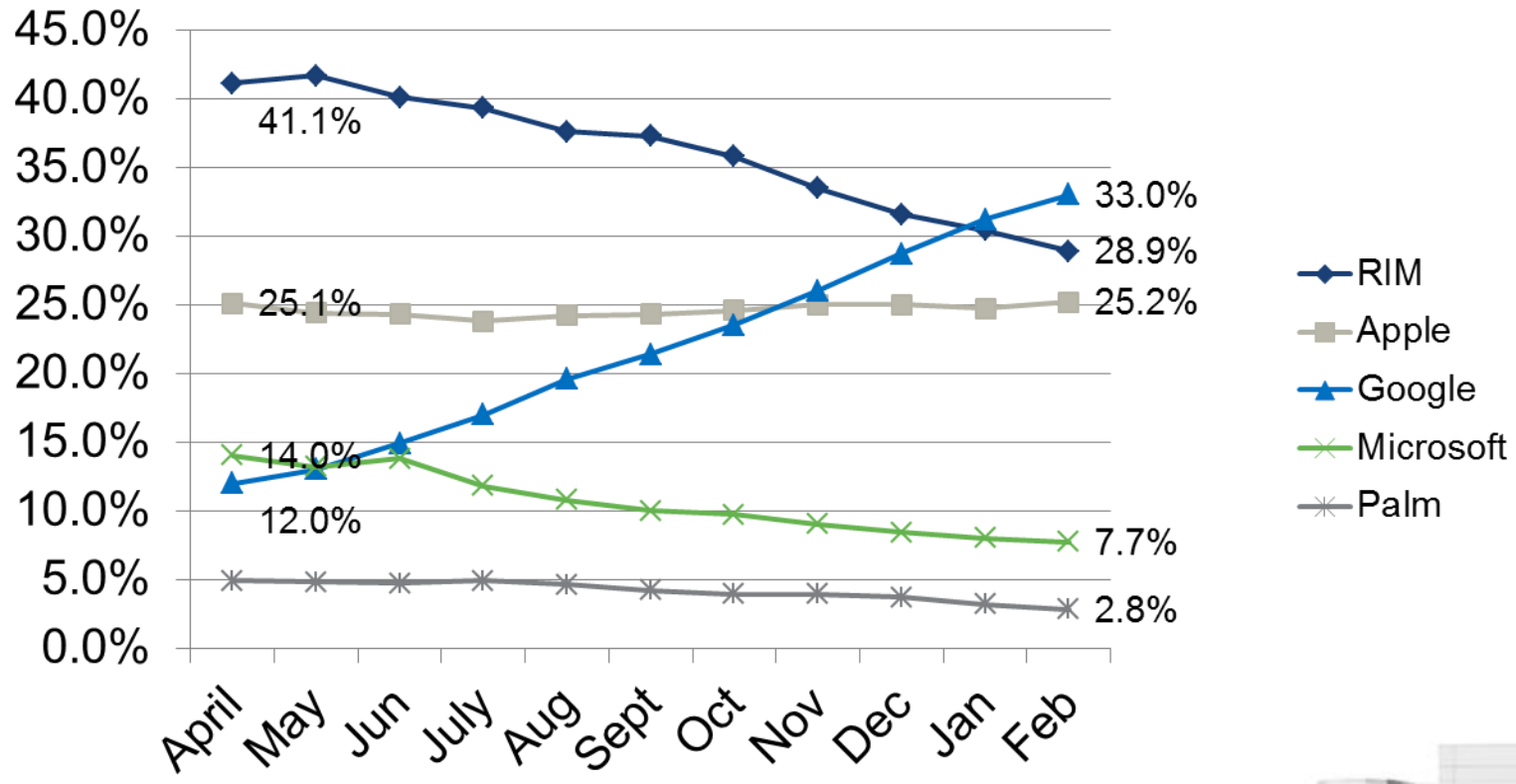
Apple and Android are the Platforms

- Top Smartphone Platforms: 3 Mo. Avg. Total U.S. Smartphone Subscribes Ages 13+



- Source: Comscore MobiLens

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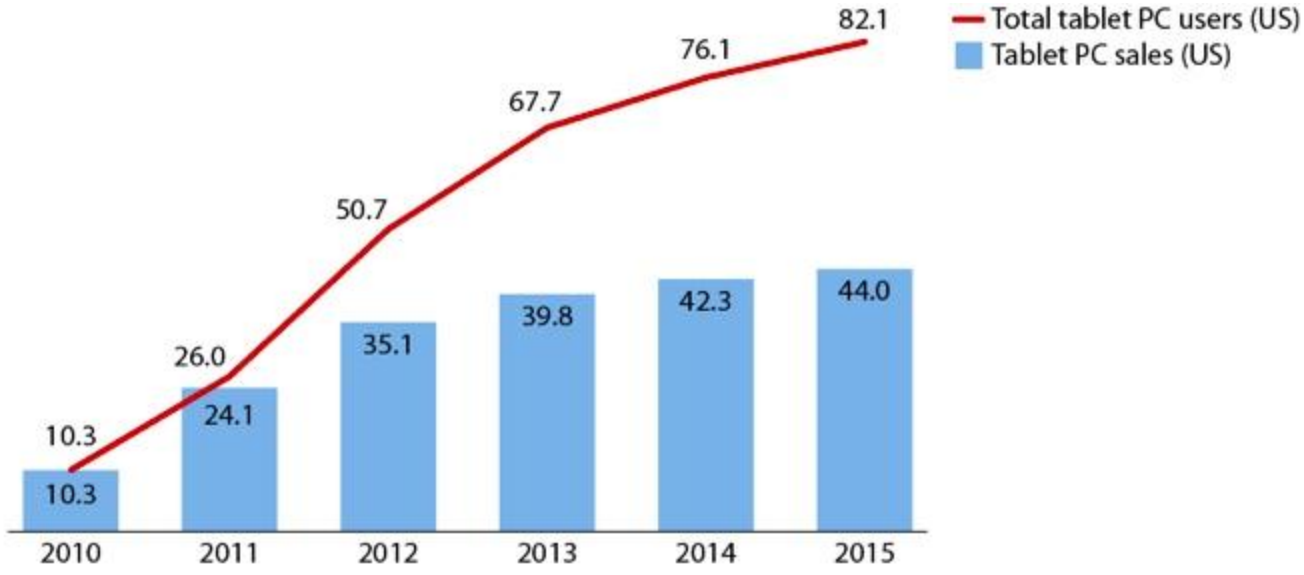
Tablets Are Here to Stay



Source: Forrester Research eReader Adoption Forecast, 2010 To 2015 (US)
Note: All numbers in millions of US adults

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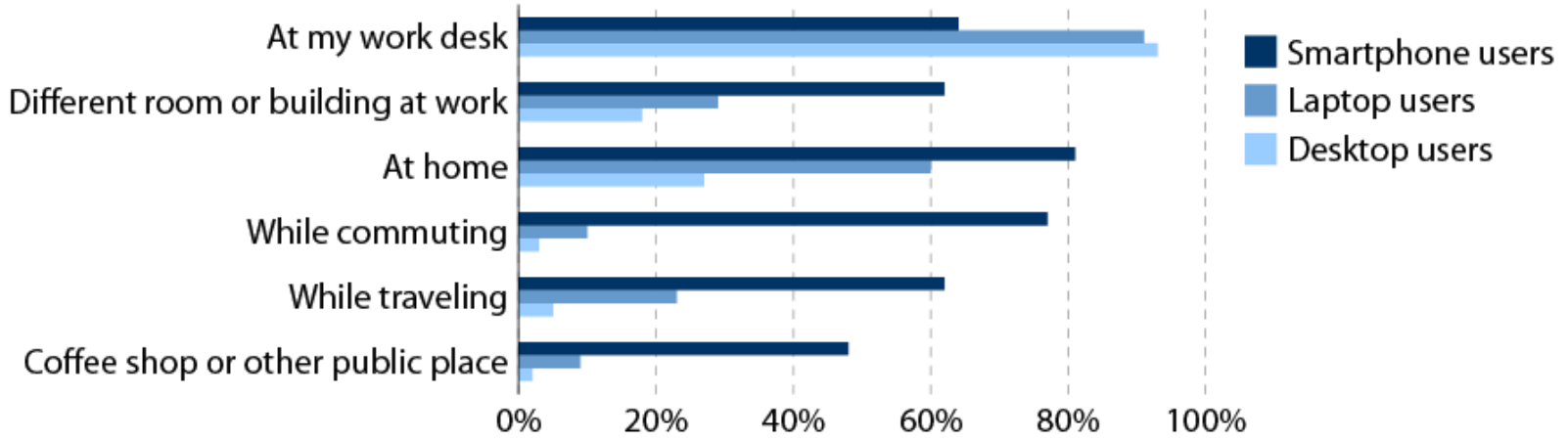
Knowledge Workers Rely on Their Devices

The proof is in the data: smartphones = work from anywhere

"Where do you use a computer (or smartphone) for work in a typical week?"



Base: 2,001 US information workers that use each device at least weekly for work (multiple responses accepted)

Source: Forrester's Workforce Technographics® US Benchmark Survey, Q2 2009

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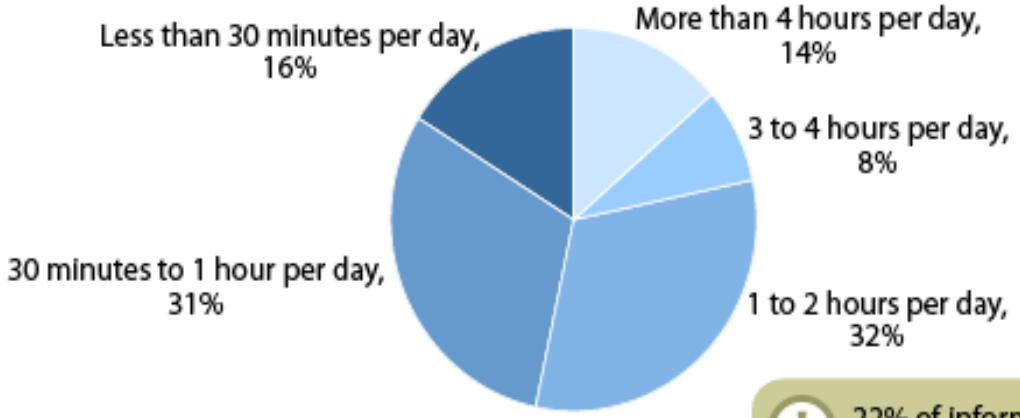
More than ½ use Their Device an Hour a Day

"How many hours do you use your Smartphone for work in a typical day?"



22% of information workers use smartphones for work activities at least 3 hours per day

Base: 503 US, Canada and UK information workers at companies with more than 100 employees

Source: Workforce Technographics®, US, Canada, and UK Survey, Q3 2009

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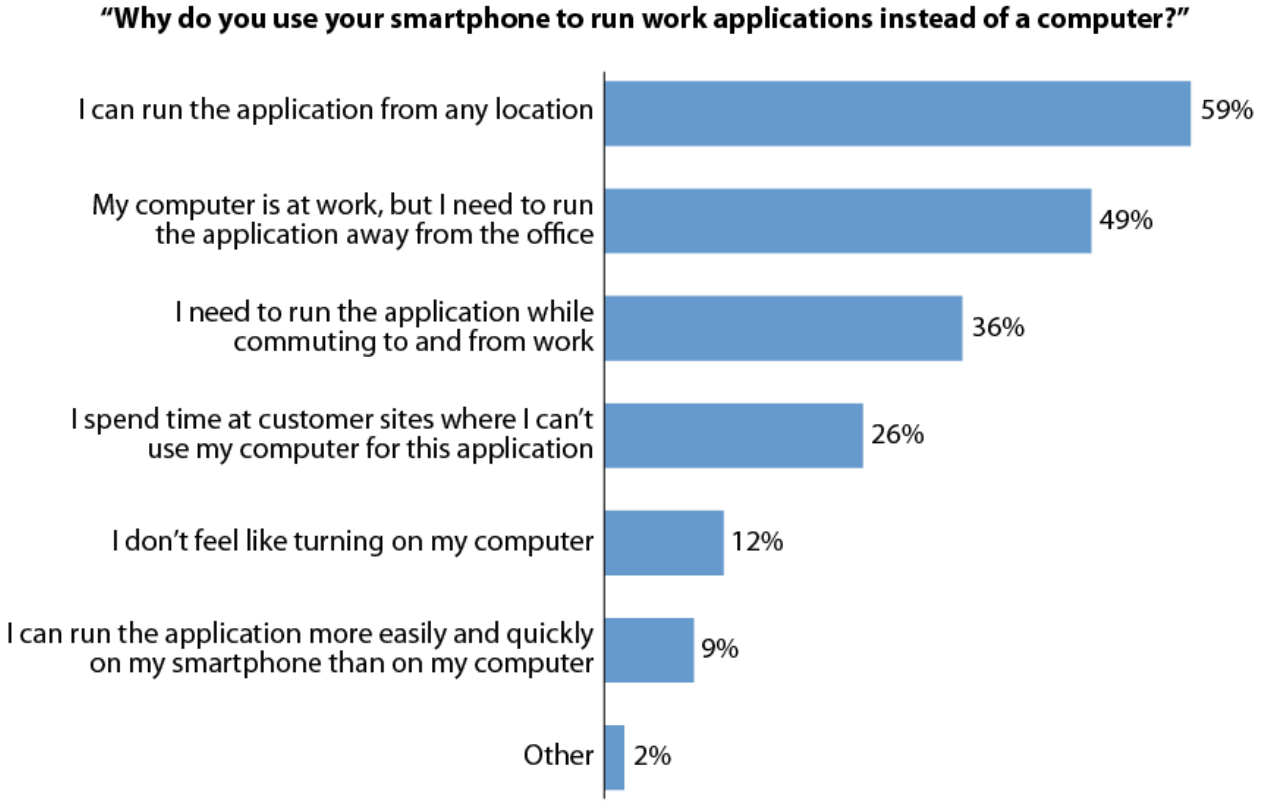
Location Flexibility is Driving Usage



Base: 486 US, Canadian, and UK information workers at companies with 100 or more employees (multiple responses accepted)

Source: Workforce Technographics®, US, Canada, and UK Survey, Q3 2009

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WHAT CAN MOBILE PLATFORMS DO?

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Remote Desktop

- Citrix
  - XenDesktop or XenApp hosted apps on mobile devices
  - Platform: iPhone, iPad, Android, WinMo, Blackberry

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Virtual Meeting

- Mobile WebEx
  - Extends audio/video conf to iPhone/iPad/Blackberry
  - Call back, URL/PIM integration
  - Integrated slide show support
  - Flow control of meeting for hosts

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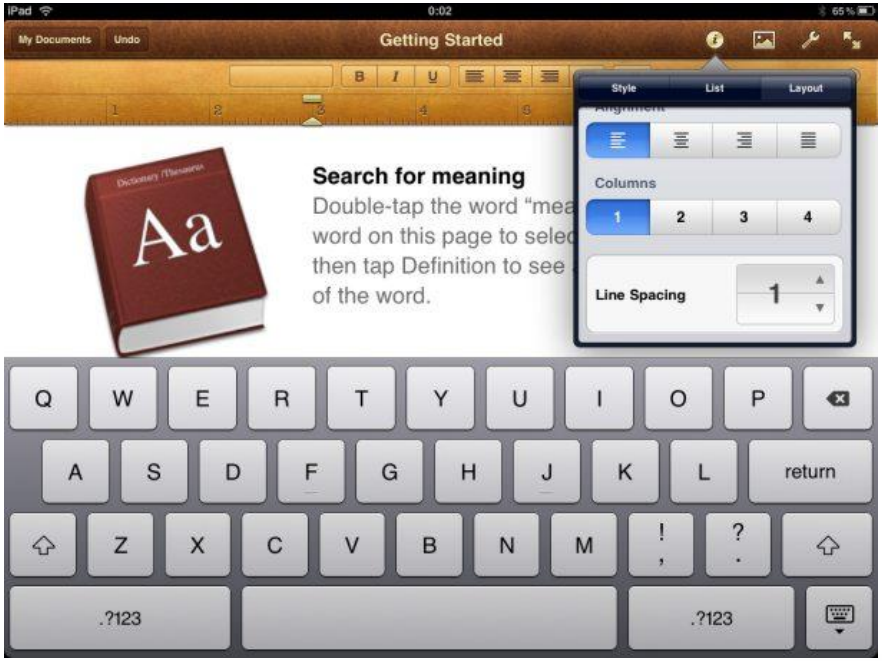
Desktop Type Applications

- Office Suites
  - Word, Excel, PowerPoint
  - Read, Edit, Export/Sync
  - Slide Show/Projection Support
  - iPhone, iPad, Blackberry Android



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Your Office, Soon…

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TECHNICAL PLATFORM AND DEVELOPMENT CAPABILITY

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The Big Questions

- Which platforms and devices?
- HTML5 or native applications?
- What skills to build mobile apps?
- What security and management policies?
- What about global device and network diversity?

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Where Not to Start

- Our COO came to work with an iPad, now what?
- I've built a native app, now what?
- We have to do something with mobile.
- I’m too busy with my day job.

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What We Considered

- Native Client
  - iOS – iPhone, iPad
  - Android
- Mobile Middleware - Pyxis Mobile
- HTML 5

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What We Didn’t Consider

- J2ME
  - Being displaced by Android
- Rich Internet Application (RIA)
  - Being displaced by HTML 5
- Windows Mobile
  - Market share currently too small but, may change
- Mobile Web - WAP, XHTML-MP
  - Being displaced by HTML 5

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Our Approach

- Create Working Prototype with Each Technology (Bake Off)
  - Develop and Deploy the Same Application with Each Technology
  - Requirements from COO and Sr. Managers in Service Delivery
  - Provide Developers with Training and Access to Vendors Technical Support
  - Validate Results and Conclusions with Industry Analysts

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WHAT WE FOUND

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Native Development

- Application and web developers were quickly able to master native development environments.
- Q/A and Beta deployment was difficult and required specialized tools and methods.
- Accessing database and web services is reasonably straight forward, Android's Java heritage likely eases some pain in the enterprise.
- UX and Design support is needed to get first quality results
  - Remember you're being compared to Angry Birds
- App Stores are a nightmare for enterprise developers
  - Uncertainty and loss of control in distribution
  - Multiple license and business arrangements
- On your own for security
- **Too many specific platform versions and issues**

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Best for customer applications where App Store distribution helps to reach new or existing markets.

CONCLUSION: NATIVE APPS

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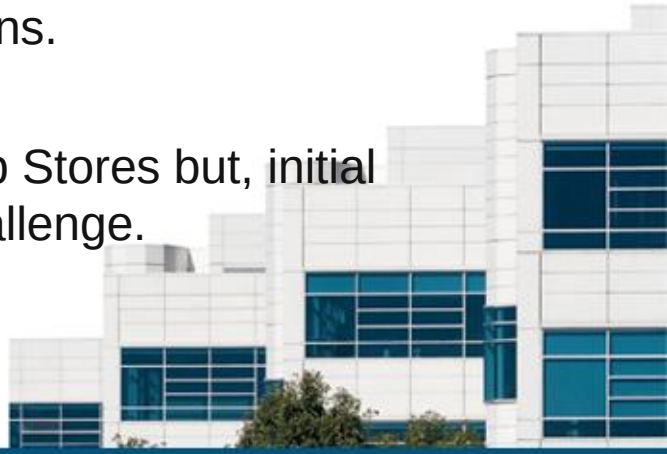
Mobile Middleware Development

- Learning curve was about the same or a little better for application developers.
  - Systems developers may have an easier time compared to Native.
- Better abstraction of underlying platform
- Vendor support is much stronger
  - Consulting
  - Alignment of Incentives
- Q/A and Beta deployment very straight forward.
- Really helps with accessing enterprise services
  - Many prebuilt plugins
  - connectors for ESB and package applications.
- Security built in by Vendor
- Eases some of the distribution difficulty with App Stores but, initial setup and business arrangements may be a challenge.



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Real winner for shops with complex legacy, ESB or package applications.

Or where little easier learning curve makes economic sense.

CONCLUSION: MOBILE MIDDLEWARE

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HTML 5 Development

- Learning curve was much better for Java/.NET skilled developers
- Functionality very close to Native
- Slight performance Loss over Native
- Abstracts, almost completely, the underlying platform
- Vendor support is better than Native
  - Consulting
  - More formal/informal training
- Q/A and Beta deployment not an issue
- Web applications support for accessing enterprise services already exists
- Leverage existing web security platform and methods
- No distribution difficulty

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Best option for Enterprise Applications in environments without a lot of legacy and web platform/skills are strong.

CONCLUSION: HTML 5

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SERVICE DELIVERY SUPPORT APPLICATION

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Service Delivery Dashboard Application

- Real Time
- Multi-Platform
- HTML 5 Based

- Business Processing Metrics
  - Operational Performance
  - Financial Performance
- Call Center Performance Metrics
  - SLA
  - Peak Demand
- Technology Platform Health
- Messaging
  - Leadership
  - Business Partners

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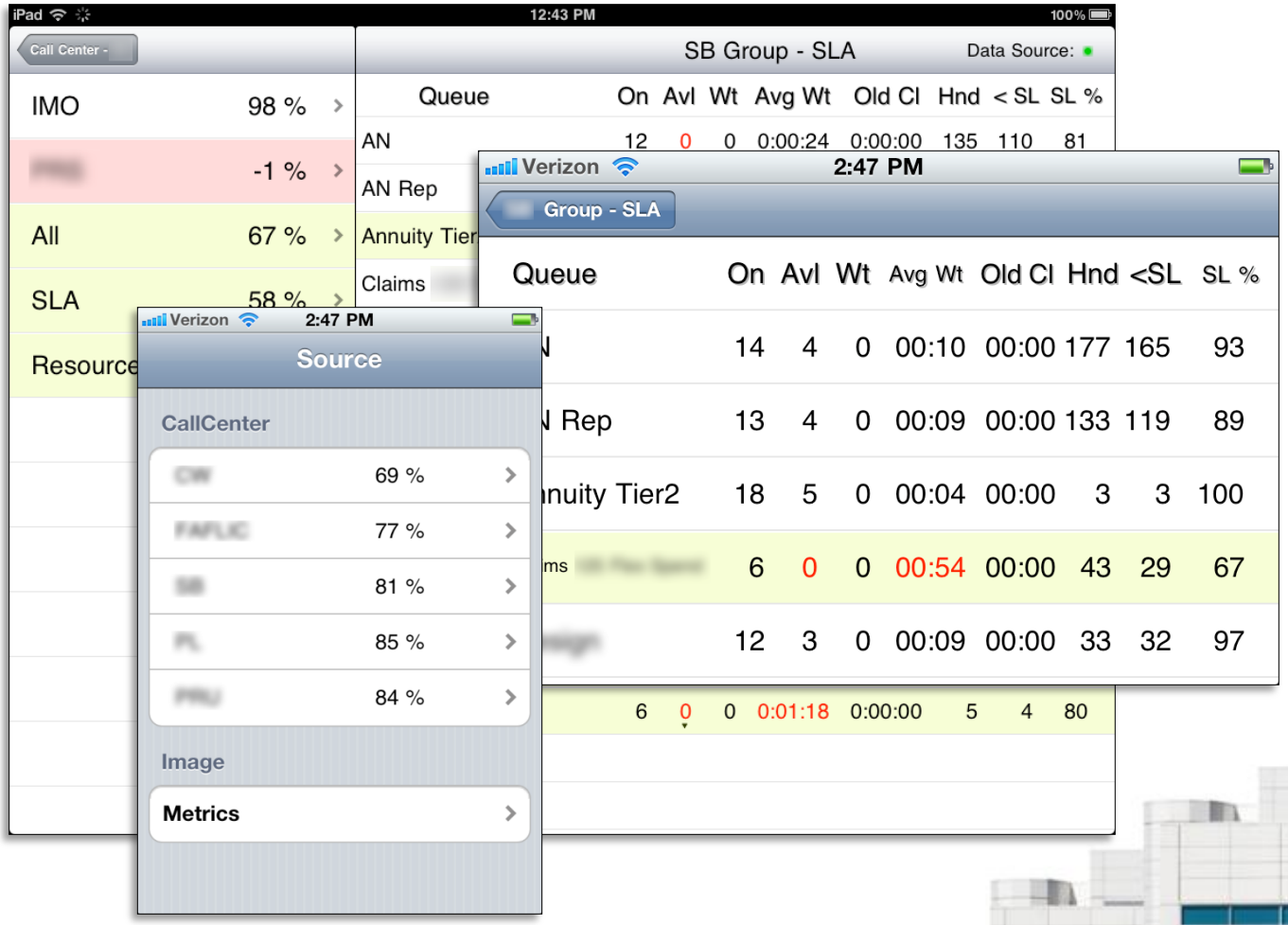
Call Center Prototype



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THANK YOU