

Mobilizing Enterprises' Legacy Applications:

PowWow Mobile's SmartUX Platform Lets IT
Tackle a Complex Challenge with a Simple Solution

Introduction

As mobility adoption continues to outpace the desktop, enterprise users' expectations about access to company applications also have evolved. Everyone from the CEO to the sales team want the same programs on their devices that they have on their work PCs (see Figure 1).

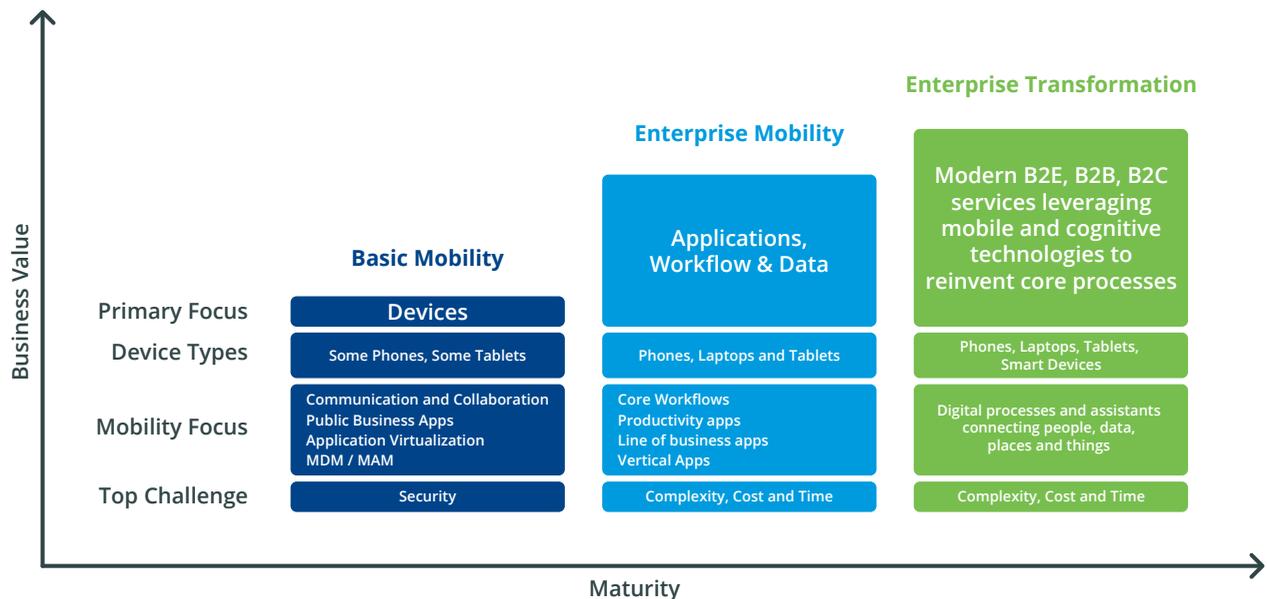


Figure 1: Enterprises Prefer Interaction via Mobility

In other words, employees want legacy systems of records such as those for HR, sales, customer support and finance on their smartphones, tablets or even smartwatches – regardless of the foundations of those applications (think Win32 and .NET, for example).

Historically, IT departments have relied on application or desktop virtualization solutions, which were simple to deploy, cost-effective and secure. However, the user experience on mobile is less than optimal, lacking important functionality such as touch interaction and the ability to leverage native device features such as camera, GPS, notifications, etc.

IT experts have also waited for software providers to come up with their own apps. However, these could not handle customized workflows, use cases and intricate back-end integration with front-end app development that required costly upgrades. Enterprises have spent a lot of money for little to no return.

Thus, many IT departments have resorted to building apps in-house, which is proving difficult for many reasons:

- Most enterprise organizations use more than 500 - 1,000 applications to support their businesses.
- Many of these applications include heavy customization to leverage specific business processes.
- The connections to the systems of record are poorly documented, which means there is no real way to access the data and logic; there are no existing APIs.
- The original developers of the applications are not able to advise on mobile development.

- Mobile device form factors are always changing due to the constant deployment of new operating systems and versions, making it hard to keep track and build for all systems.
- The available development kits and tools are highly fragmented, requiring specific skill sets and an army of developers.

All in all, mobile applications development is a hard problem to solve, creating lengthy delays and high costs.

At the same time, the business units are increasing pressure on IT to deliver the workplace apps they need to be more efficient and to compete in the marketplace. A solution to meet both sets of needs is required.

PowWow Mobile, an enterprise mobile app development company, estimates that building one custom mobile app – of small to medium complexity, for one mobile operating system – costs enterprise IT \$270,000 and up to six months to complete (see Figure 2). Extend that calculation to the dozens or hundreds of workflows that most entities want to make mobile-friendly and the threshold quickly grows apparent.

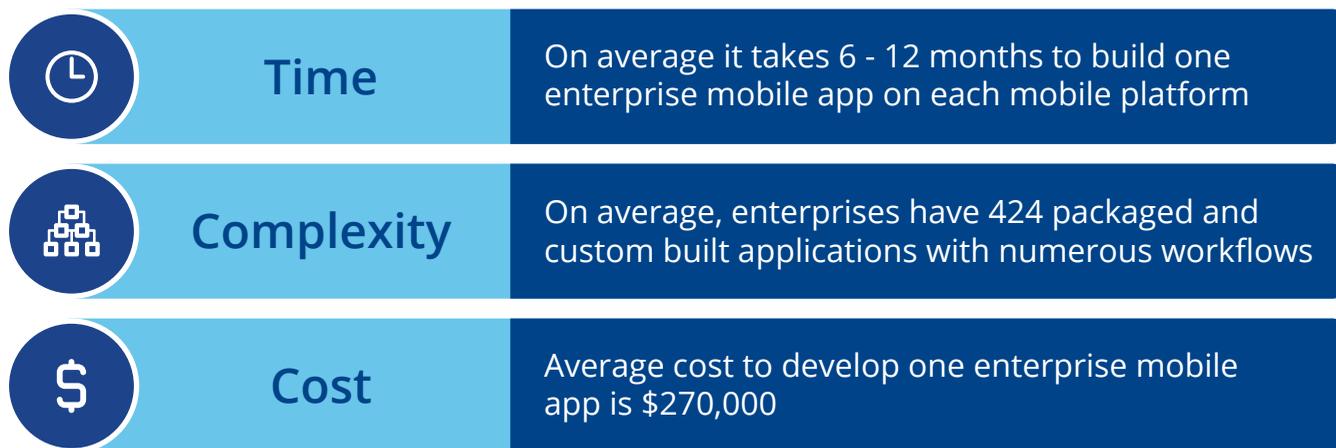


Figure 2: The Problem with Building Custom Mobile Apps

To that point, nailing down the size of the legacy-to-mobile application development problem is difficult. AOTMP’s calculations show the market’s minimum size comes to at least \$20 billion and looks much larger when accounting for factors including company size and personnel, third-party and overhead costs. The IT infrastructure cost is huge – likely far more than what AOTMP has estimated. Thus, despite living in a mobile-first, cloud-first world, most organizations face a sizeable challenge to modernize and mobilize their applications portfolio. The pressure to update IT infrastructure is hefty when considering that mobility has become the preferred method of interaction.

Indeed, the discussions and challenges around legacy-to-mobile go back several years, underscoring the demand for a workable solution. Few enterprises can afford the time and money required to bring their full suite of legacy applications into the 21st century on their own, and those that do can expect a multitude of complications. So, what might be the fix? Rapid Mobile Application Development, or RMAD.

RMAD Comes to IT's Rescue

RMAD is just what it sounds like – a fast, relatively simple way to bring legacy applications and workflows into the mobile environment. And of course, choosing the right RMAD platform is key to enabling the following benefits that extend past IT and into the enterprise operating units. To do that, look for a solution that offers:

CODING-OPTIONAL DEVELOPMENT

Even non-IT employees or web developers with basic JavaScript knowledge can develop an app with low-code options. This relieves pressure on the IT department to carry the sole responsibility for mobilizing the company's application portfolio. It also helps the enterprise save money on hiring costly and in-demand specialized developers.

OPEN PLATFORM BUILT ON COMMON FRAMEWORK

A low-code platform built on a common framework removes the obligation for specific and sometimes rare skill sets, especially those needed to manipulate proprietary platforms. An open platform ensures there is no vendor lock-in, which leaves IT departments stuck adhering to the provider's standards.

FLEXIBILITY

The "write once, run anywhere" approach, in the cloud or on-premises, on any device type and operating system is ideal.

BACK-END INTEGRATION

Seamless integration with any packaged, cloud-based, custom-built applications as well as the ability to connect to any API, data source or SQL is something to consider and will help mitigate having to build custom API's.

APP DESIGN

Use of codeless UI development can extend the developer team to include citizen developers who may help with workflow and user interface design; this all can be done in collaboration with the business units.

RMAD is not a recent concept, but it is hitting its stride thanks to a select group of providers, and enterprises that intend to bring legacy apps up to date while rolling out new mobile first apps should look for the aforementioned qualities in a RMAD vendor. PowWow Mobile hits each of these qualities.

Meet the PowWow Mobile SmartUX Platform:

SmartUX Solves Legacy-to-Mobile Conundrum

PowWow Mobile's SmartUX Platform provides automated tools and a RMAD environment for mobilizing legacy IT apps and enabling overall business process transformation (see Figure 3).

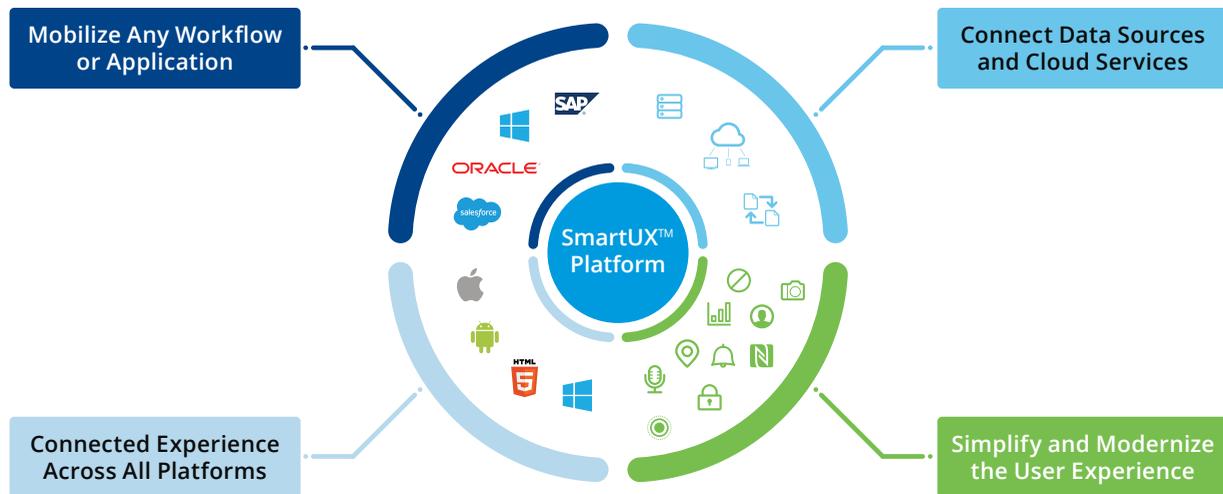


Figure 3: How SmartUX Works

Overall, the method proves faster and more efficient than the alternatives, and results in the ability to:

- Transform any enterprise application or workflow into a mobile app;
- Create mobile-first apps that connect to any third-party data source, API or SQL;
- Design, build and deploy customized, intelligent and secure apps that run anywhere, on any device (PC, laptop, tablet, phone or watch) and on any OS (iOS, Android, Windows 10, HTML5);
- Integrate with a number of EMM, MDM, and MAM providers; and
- Enhance productivity with seamless moves from desktop/laptop to mobile by providing work-product access across multiple platforms.

SmartUX also sets itself apart in terms of the amount of time and money spent compared to traditional mobile development, as Figure 4 illustrates.

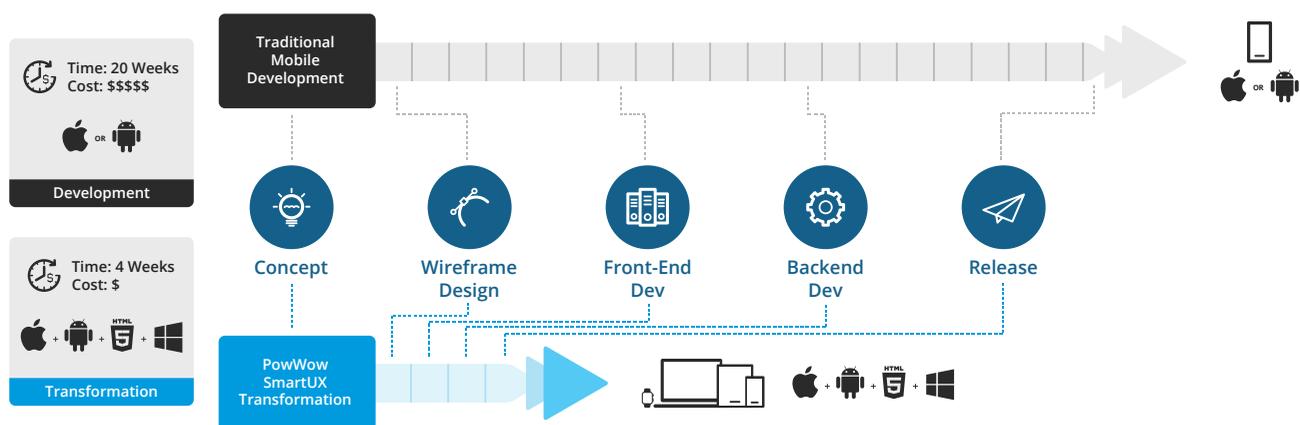


Figure 4: How PowWow Stacks Up Against Traditional Development

Conclusion

SmartUX's unique capabilities have helped Fortune 50 and Global 2000 companies move their legacy IT into modern, mobile environments at reasonable expense. Indeed, enterprises can achieve true business transformation while shedding worry or delay tied to financial investment and the IT team's time and resources. This makes sense considering 80 percent of an organization's mobile requirements go toward getting the legacy IT infrastructure onto smartphones and tablets (see Figure 5).

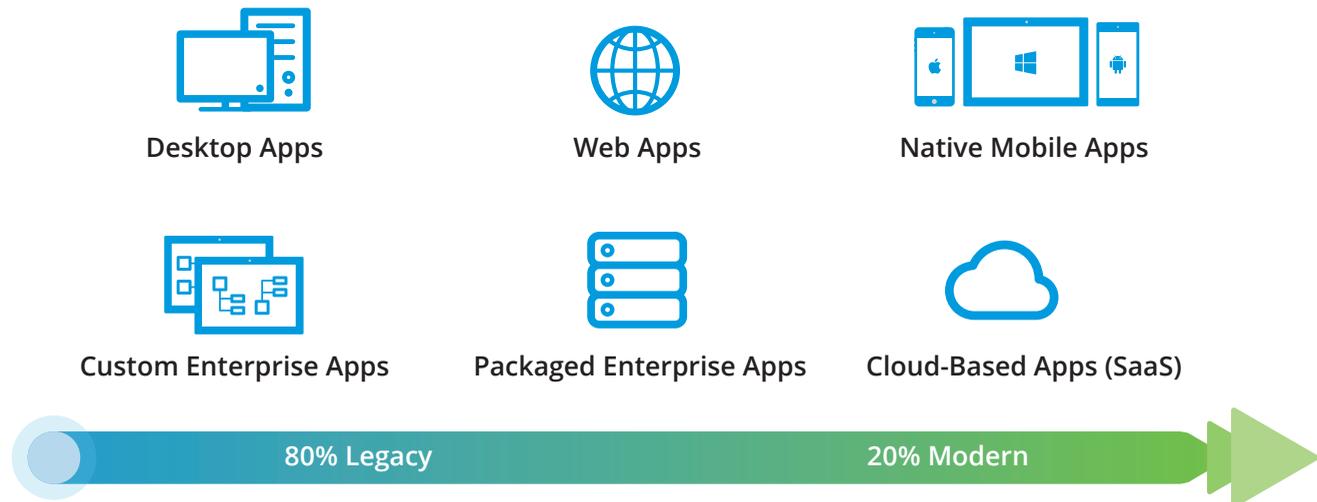


Figure 5: Where Enterprises Focus Mobile Requirements

“Development tools for new apps abound. But that’s just it – those platforms remain focused on what’s next, not on bringing “what was” apps into the era of “what needs to be. “PowWow Mobile’s SmartUX takes both must-haves into account, and that is fortuitous timing as enterprises embrace the post-PC world.”



POWWOW[®] mobile

PowWow Mobile disrupts the speed, complexity and economics commonly associated with delivering productivity enhancing apps to an increasingly mobile-first workforce. The PowWow SmartUX™ Platform accelerates mobile app development by transforming existing Windows, web and Java applications and workflows into modern mobile experiences or; by creating net new apps that connect to any third-party data source, API or SQL. With PowWow Mobile, users can easily design and deploy personalized, intelligent and secure apps that run anywhere, on any device (PC, laptop, tablet, phone or watch) and any OS (iOS, Android, Windows 10, or HTML5).

To learn more about how our SmartUX Platform, contact us at:

+1 877 800 4381

info@powwowmobile.com

www.powwowmobile.com



AOTMP is a global leader providing telecom management best practices and industry standards for organizations and the vendors who support them. Using information, data and analytics from thousands of telecom environments worldwide, AOTMP solutions help enterprises drive performance, efficiency and productivity while significantly reducing costs; and help telecom vendors provide a new level of value to their customers. AOTMP's business solutions are based on its patented Efficiency First® Framework methodology. For more information, visit aotmp.com.