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MOBILITY
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APP ROAD MAP

THE ENTERPRISE'S CODE-FREE FUTURE

FOREWORD

Enterprise mobility is no longer *an* idea. It's *the* idea. Once a business decides to go headlong into mobile transformation, it can't rest and assume the process is complete. In fact, mobile is growing by the day, as companies expand BYOD and COPE policies to enhance productivity, efficiency, and cost savings.

Mobility, however, can't stand alone. Picture this: an automobile is designed to transport people and goods more quickly than walking, running, or a horse-drawn carriage. But without the vehicle's tires, steering wheel, or engine, the automobile is stuck in neutral. The same goes for mobility. A device is simply that; without the proper software – more specifically, applications – the hardware serves no purpose to its user.

It's no secret that enterprise applications have been long known to be complex, cumbersome, and promote terrible user experiences. That all needs to change if companies are going to successfully realize the pillars of enterprise mobility – increased productivity and overall cost savings.

Enterprise Mobility Exchange recently fielded a survey on the topic of enterprise applications and how they're built, what challenges companies are facing, and the importance of rapid mobile app development (RMAD). IT executives from multiple verticals and industries responded, sharing their businesses' obstacles in finding application success. Read on to understand the current market.

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APPLICATION CHALLENGES IN THE ENTERPRISE

Every Global 2000 company has its own applications for internal usage, whether it's for sales, human resources, or simple email communications. Having the software doesn't automatically mean it works well, however, leading to poor user experience and ultimately abandonment. From there, employees are left to their own devices – quite literally – and begin using third-party offerings and create an entirely new issue: shadow IT.

None of this, as expected, is beneficial to the enterprise. Not only does it create a gap in employee-enterprise relations, but also becomes a massive financial loss to the company,

increasing the likelihood of security threats.

Aside from the obvious, front-facing issues such as complexity and security of enterprise apps comes technical disruptions. How does a decades-old organization with dozens of legacy applications mobilize the systems that have provided a foundation for the business's success? And how is that transformation done without disrupting workflow?

Enterprises looking to design and develop apps in-house face numerous speed bumps and dead ends, time and cost being chief among them. All too often developers are faced with

mobilizing legacy systems – or even starting from scratch – and are unable to provide a healthy mobile app with speed. Mobilizing applications for various operating systems while building functional APIs for backend systems is daunting, time consuming, and costly when done in-house. And, in some cases, there's no access to the backend system's logic or code, thus unable to build or extend APIs.

So what's the turning point? How are these obstacles mitigated? By building faster, simpler, and more economical software solutions through rapid mobile app development.

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MOBILIZING THE PAST

Enterprises large and small have an incredible amount of workflows and data. Analyzing how those systems are converted into useable applications for consumption on multiple device types is daunting, and following through with such a transformation can be time-intensive and financially heavy.

Surveyed IT executives ranked their most important initiatives for 2017 (Figure 1). The number of workflows enterprises nee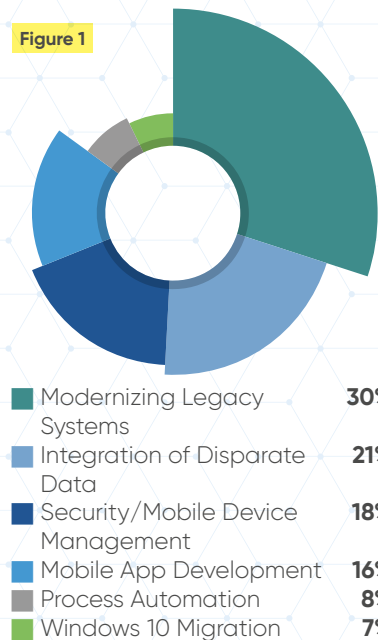d to mobilize shows just how far behind many companies are lagging, with 87% of respondents saying at least three processes need to be transformed (Figure 2).

"Rapid Mobile App Development has a sweet spot for the business-to-employee space," said VDC Research analyst Eric Klein. "RMAD is set to go at the enterprise level because it's integrating with EMM vendors quite well; it's supplementing what's already there and can also be implemented from the ground up for a company yet to go mobile."

The old adage "time is money" is truer now than ever, yet companies are battling internally, disregarding solutions that could slow the clock and tighten the purse strings. More than eight in 10 companies admitted it took four months or more for its most recent enterprise app to go from design to market (Figure 3). Meanwhile, the average time for an app developed in an RMAD format is four weeks, but less than one in 10 enterprises have decided to take advantage of its capabilities (Figure 4).
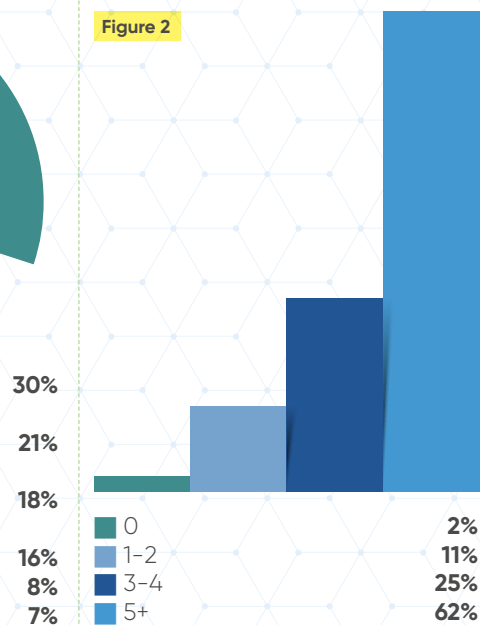
What are the most important initiatives for your enterprise this year?

Figure 1

Modernizing Legacy Systems	30%
Integration of Disparate Data	21%
Security/Mobile Device Management	18%
Mobile App Development	16%
Process Automation	8%
Windows 10 Migration	7%

How many workflows does your company need to mobilize?

Figure 2

0	2%
1-2	11%
3-4	25%
5+	62%

How long was the process for your most recent enterprise app to go from proposal to market?

Figure 3

0-3 months **18%**   4-8 months **43%**   9+ months **39%**

Has RMAD been considered for your enterprise app production?

Figure 4

Yes	33%
No	59%
Currently using	8%

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THE MOBILIZATION MATRIX

Application developers are tasked with mobilizing the enterprise, often focusing on one department or business workflow at a time. RMAD's low-code approach enables developers to streamline multiple workflows into single applications while leveraging existing backend data without sacrificing security. Additionally, these apps can have a consumer feel to them, helping to reduce complexity while offering users an easy-to-navigate software with the tap of a finger.

The number of departments considered most important to mobilize in the enterprise was deep and wide, according to survey respondents (Figure 5).

"(RMAD) is really about the opportunity for cost savings and shortening development cycles," Klein said. "It opens the ability to create applications for a whole new class of folks; it's about speed and agility where a certain workflow can be easily mobilized. By opening up this capability to a much broader subset of IT personnel will quickly bring an app to life."

Within those departments could be any number of existing applications that have to either be mobilized individually or streamlined for simplicity to the user. While approvals and reporting often lead the way, respondents also saw a need in mobilizing data entry; CRM; sales cycles; quoting and pricing; project management; asset management; and order optimization.
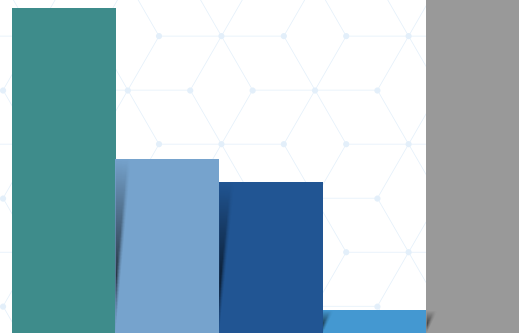
Many of these likely sound familiar to any company looking to go mobile but haven't figured out how.

What are the most important departments to mobilize this year?

Figure 5

Sales	28%
Administration	15%
IT	13%
HR	2%
Other	43%

Other departments IT executives believed were most important to mobilize included:

- ➔ Public works
- ➔ Ops
- ➔ Field services
- ➔ Academics
- ➔ Production
- ➔ Business
- ➔ Engineering
- ➔ Fleet
- ➔ Manufacturing
- ➔ Customer-facing features
- ➔ Workforce management
- ➔ Medical staff
- ➔ Asset management

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FACING THE CHALLENGES

The number of challenges facing enterprises creating mobile apps for employees is more than meets the eye, yet they're all tied to one another and have a common theme: too much has to be done too soon, and no one knows how to begin or where to start. When those types of obstacles surface, it becomes difficult for anyone in the IT department or boardroom to set other projects aside and go forward with mobile transformation.
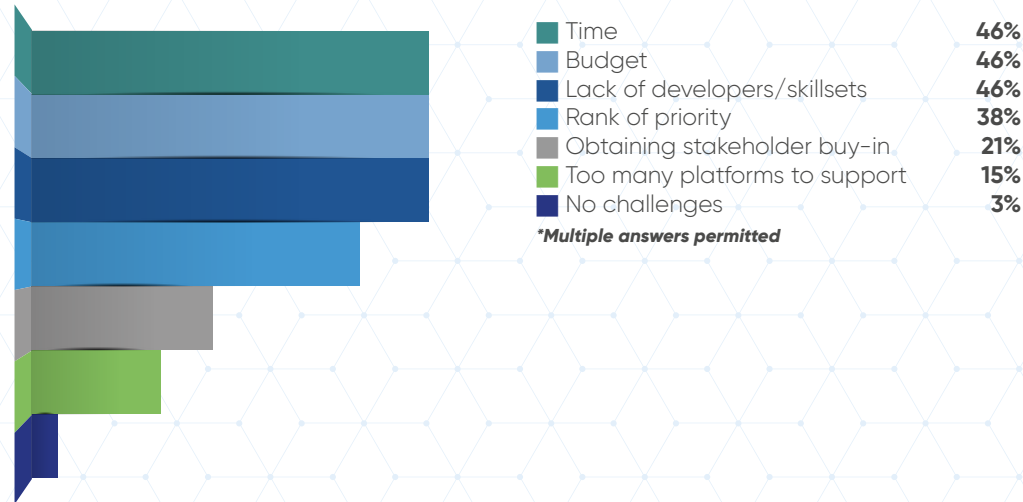
Executives are naming several showstoppers as a reason to not go forward with app mobilization (Figure 6).

Time, budget, and skillset are common leaders in objections to mobile transformation, but companies are now realizing they're unsure of where or how to begin when rank of priority and too many platforms accounts for 53% of respondents' challenges.

What's more, the number of avenues being used by enterprises to approach or execute mobile apps is all over the map (Figure 7).
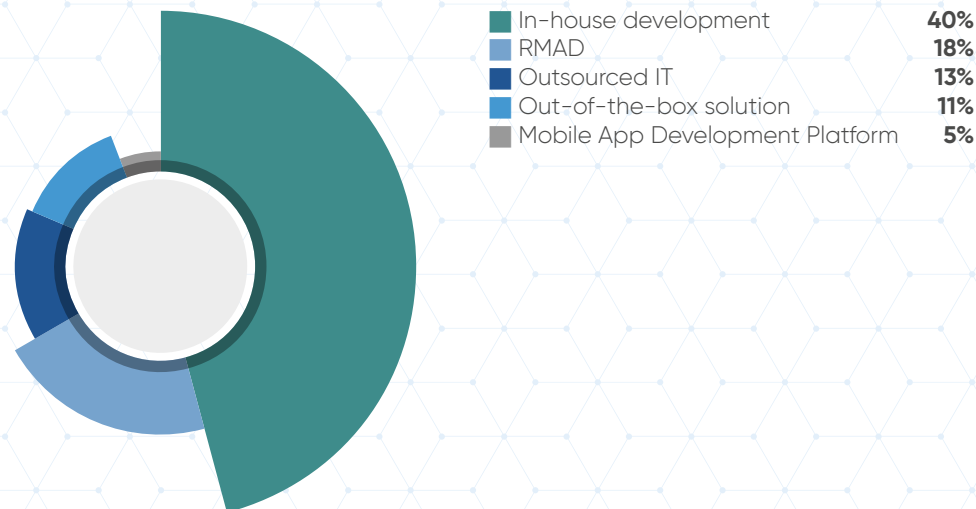
What are your current challenges in delivering mobile apps to the workforce?

Figure 6

Time	**46%**
Budget	**46%**
Lack of developers/skillsets	**46%**
Rank of priority	**38%**
Obtaining stakeholder buy-in	**21%**
Too many platforms to support	**15%**
No challenges	**3%**

Multiple answers permitted

Which approaches are you currently using or evaluating?

Figure 7

In-house development	**40%**
RMAD	**18%**
Outsourced IT	**13%**
Out-of-the-box solution	**11%**
Mobile App Development Platform	**5%**

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REALIZING RESULTS

Without results, deployments and company-wide initiatives are worthless. But no fruit can be found without planting the seed, and such is the case with app development. All companies go into business to provide a service or product while earning profit. When looking inward, however, organizations are hesitant to invest in productive outcomes because of one metric: ROI.

Before moving forward, enterprises need to know if they'll be seeing a return on investment for the product, service, workflow, or application being delivered to their workforce. IT executives, while torn on where or how to begin the mobile transformation process, can't deny the return being found when mobile-enabling employees, with 72% believing an upwards of 30-percent in costs is being saved (Figure 8).

The same goes for time, as mobile device use is the foremost solution for enhanced productivity. Three out of four IT leaders believe their employees are saving a minimum of one business day out of every two work weeks because of mobile app (Figure 9).

If time and money are being saved while projecting the enterprise forward through mobile transformation, why wouldn't companies be on board? The results are in, and they speak volumes.
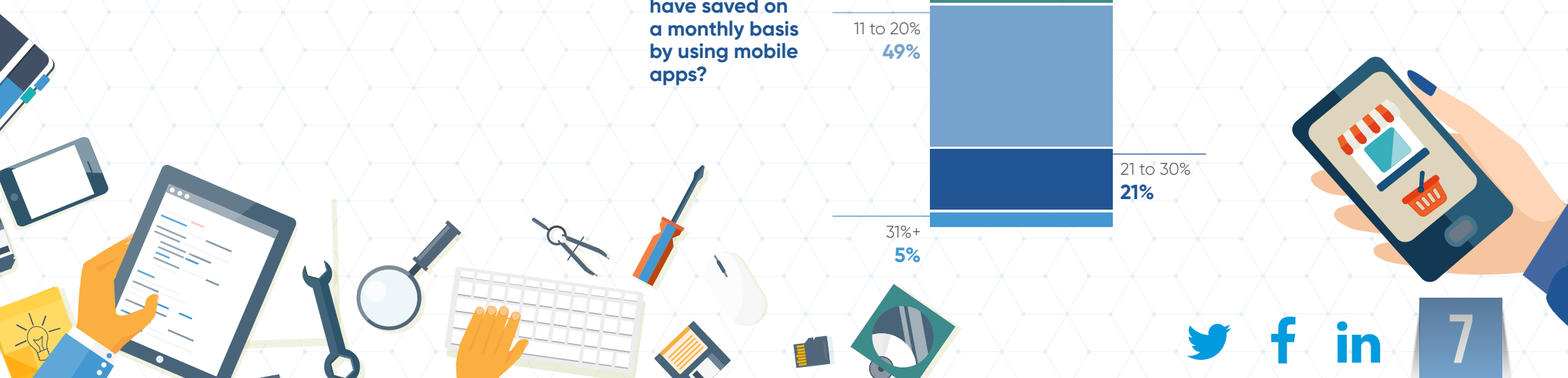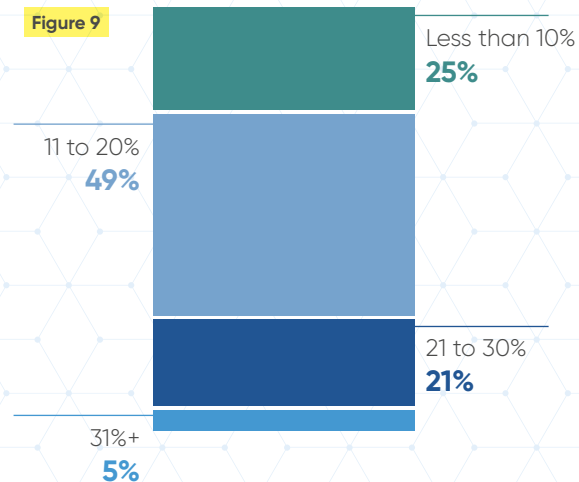
How much ROI does your enterprise expect to realize from mobile enabling its systems?

Figure 8

1 to 10%	**23%**
11 to 20%	**36%**
21 to 30%	**21%**
30%+	**15%**
None	**5%**
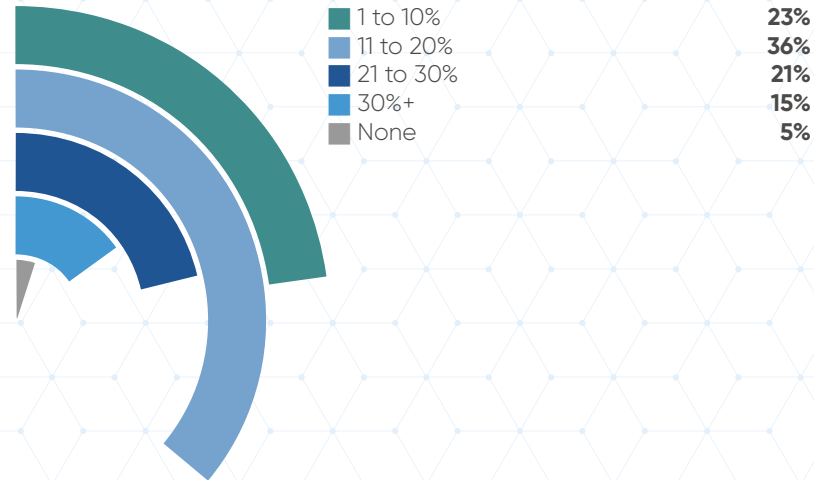
How much time do you believe employees have saved on a monthly basis by using mobile apps?

Figure 9

Less than 10% **25%**

11 to 20% **49%**

21 to 30% **21%**

31%+ **5%**

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CONSTRUCTING THE ROADMAP TO SUCCESS

It's simple: mobility should be a top priority for any company, yet less than five percent of enterprise legacy applications have been mobilized. There's a lot of work to be done, but how? And by whom? And for how much?

What if the tools were provided to your enterprise with enough functionality for non-IT staffers to be able to create their own apps and add-ons to existing applications that are mobilized? The system would connect data sources, cloud services, and simplify and modernize user experiences. That's where cost savings and increased productivity can flourish.

"In the late 1990s there was a class of companies that created web pages that were simply templates for users to build on," Klein said. "Now, the opportunities with mobile apps are endless. That's what makes RMAD so compelling; it's more than just making apps. It's taking advantage of pre-existing systems to mobilize them for future use."

As noted by the survey respondents, there's just too much fragmentation in the market. Too many apps to mobilize, too many operating systems to navigate, not enough time, money or patience. Simplifying those challenges and building a roadmap to success can be accomplished in one easy-to-use, scalable solution. Now developers can work with non-technical business analysts together to create these apps and focus on more technical projects, helping to reduce the ever-growing backlog. The code-free future is here in the form of rapid mobile application development, and enterprises will be able to catch up to the masses in no time.

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Despite our mobile-first, cloud-first world, most organizations are facing a sizeable challenge in modernizing and mobilizing their application portfolio. IT departments are facing increased pressure to design, develop and deploy Line of Business apps for a vast array of mobile platforms. However, due to the time, complexity and cost associated with this, most organizations have yet to deploy any meaningful apps.

With PowWow Mobile, eliminate business-IT friction and drive mobile productivity, enabling an anytime, anywhere workforce. Our solution enables enterprises to rapidly modernize and mobilize their business critical applications, disrupting the speed, complexity and economics commonly associated with

delivering mobile business apps.

The PowWow SmartUX™ Platform is a low-code solution that transforms existing Windows, web, Java or custom-built applications and workflows into modern native mobile apps or; create net new apps that connect to any third-party data source, API or SQL. For a fraction of the cost and time of traditional development, users can easily leverage our drag-and-drop visual editor, SmartUX Studio, to 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).

Unlike complex and costly developer tools, virtualization solutions that provide poor user

experiences, and light weight tools that only work with simple web-based applications, PowWow's SmartUX™ Platform gives users the ability to leverage and extend their existing investments in the systems used to run their business everyday, with no changes to the back-end application. SmartUX™ preserves the data, logic, and existing integrations of your enterprise applications with no need to re-write existing business logic, and no new web services or APIs required.

PowWow Mobile works with customers across industries, including financial services, healthcare, telecom, transportation, software, consulting and public sector. To learn more about PowWow Mobile visit www.powwowmobile.com

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ABOUT ENTERPRISE MOBILITY EXCHANGE

ENTERPRISE MOBILITY EXCHANGE

Enterprise Mobility Exchange is an online community for global mobility professionals and business leaders who are leveraging mobile technology and services to improve operational efficiency, increase customer acquisition and loyalty, and drive increased profits across the entire enterprise.

At Enterprise Mobility Exchange we're dedicated to providing members with an exclusive learning environment where you can share ideas, best practices and solutions for your greatest mobility challenges.

You will receive expert commentary, tools and

resources developed by experienced mobility professionals and industry insiders. With a growing membership and global portfolio of invitation-only meetings, Enterprise Mobility Exchange ensures you keep your finger on the pulse by delivering practical and strategic advice to help you achieve your business goals.

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