

PowWow SmartUX™ & VMware Workspace ONE™

Secure Mobile App Delivery & Management Integration



Overview

In this new digital era, organizations seek to leverage mobile innovations for competitive advantage and increased productivity. And yet, today, only a fraction of the software that runs the enterprise was built for a mobile world. As companies continue to expand their digital footprint, there is a growing need to enable their employees to be productive from anywhere at any time.

The proliferation of BYOD in the workplace, coupled with the inability for mobile devices to access critical systems and workflows, has posed a painful challenge for enterprise IT departments. The PowWow SmartUX Platform and the VMware Workspace ONE Platform, powered by AirWatch, together empower organizations to create, secure, deploy and manage next-generation mobile apps quickly and efficiently.

Integrated Benefits

Enable Enterprise-Grade Security & Governance

With VMware Workspace ONE Platform, powered by AirWatch, integrated into SmartUX at the highest level, enterprises can be assured that any new apps created with SmartUX will be secure from the start. This eliminates security hurdles that often require complex coding for app integration while still maintaining corporate compliance policies, all without compromising the user experience.

Through the drag-and-drop Secure Container component, developers can restrict app usage not only on an application-level but also on a per-app component or feature level, enforcing access compliance for all users. These components provide context-aware app security from the screen to the field level when designing apps. Also, with SmartUX, developers can easily create policy templates for quick re-use across an app portfolio; and enact data content protection by placing restrictions on unauthorized app behavior.

Streamline App Publishing to AirWatch Unified Endpoint Management

Remove the burden for AirWatch administrators requiring lengthy development cycles and deliver a seamless and secure experience for end-users. Easily publish apps created within SmartUX with one click to the AirWatch Console and Mobile Application Management (MAM) catalog. With SmartUX, ongoing updates are pushed automatically which ensures real-time security and compliance.

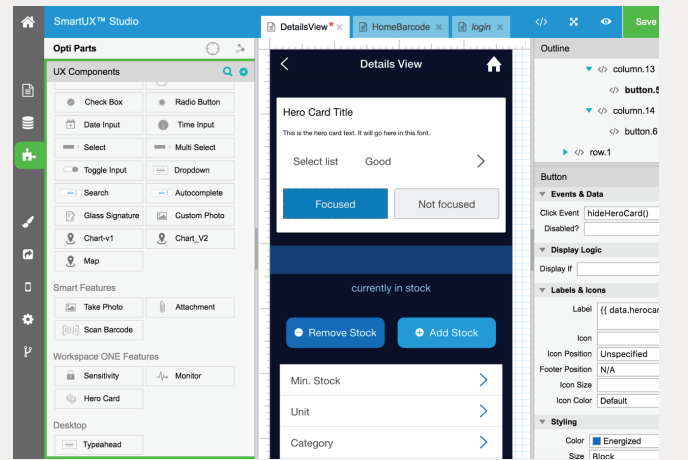
Advanced Analytics & Insights

Identify issues and increase agility with comprehensive app analytics. SmartUX can leverage the analytics and performance insights of Aptelligent by VMware for apps created within SmartUX. This integration complements PowWow's analytics suite, SmartUX Dashboard, by enabling a richer view into behavioral data points, which gives organizations complete operational visibility into their entire app portfolio.

Build Mobile Flows

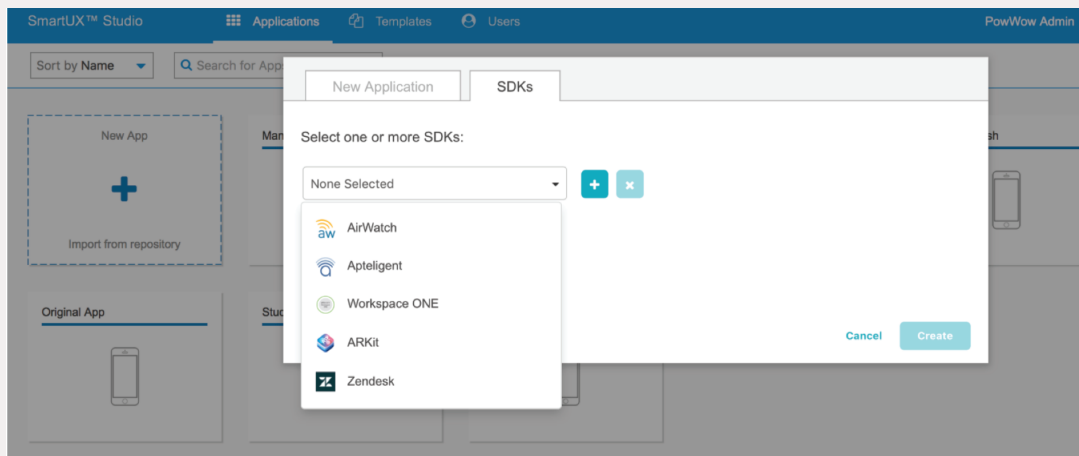
Increase employee productivity through micro-moments. SmartUX enables users to build and incorporate VMware Mobile Flows right into their apps. Effortlessly provide deep, context-aware notifications and alerts on designated screens through a drag-and-drop interface for VMware Mobile Flow components. Users can integrate these components into any application workflow created with SmartUX.

SmartUX also extends VMware Mobile Flows to integrate with any backend data source, with or without APIs, such as Oracle, SAP, Windows applications, or any customized business system.



'One-Click' Simple SDK Installation

SmartUX provides the ability to easily click-and-add the Workspace ONE and Aptelligent SDKs into your mobile application projects.



About PowWow Mobile

PowWow Mobile is redefining the mobile enterprise. Our rapid mobile app solution, SmartUX™, enables organizations to simplify and extend business apps to mobile by modernizing and streamlining existing processes to deliver new and intelligent “enterprise to edge” experiences. Built on best-of-breed open technology, SmartUX provides a low-code, drag and drop environment for rapidly creating and deploying secure cross-platform mobile apps. With unmatched accessibility and ease-of-use, our solution facilitates collaboration between IT and the business, significantly reducing backlogs and accelerating time to value. Enterprises in the financial services, manufacturing, telecom, software, transportation, consulting and the public-sector industries trust PowWow Mobile to empower their anytime, anywhere workforce; increase agility and competitive advantage, and drive innovation and productivity through smart business mobile apps. Based in San Francisco, PowWow Mobile has garnered prestigious awards and recognition from AOTMP, Compass Intelligence, Gartner and more.