

CDW TOTAL MOBILITY MANAGEMENT

MOBILE APP DEVELOPMENT

Connecting You to Your Mobile Application Goals



EXPLOSION OF MOBILE APPLICATIONS

Mobile applications have experienced tremendous growth in recent years.

According to Gartner Predicts, by 2015, mobile application development projects targeting smartphones and tablets will outnumber native PC projects by a **ratio of 4:1.**¹

This growth is fueled by the rapid adoption of smartphones and tablets that provide an exceptional user experience. As these devices change how people work, IT and their user organizations must look at a "mobile first" or a "mobile optimized" strategy, developing applications with mobile devices in mind.

KEY CONSIDERATIONS FOR MOBILE APPLICATIONS:

What should IT and organizational stakeholders account for when delivering mobile applications?

- 1) **Strategy:** Mobile apps begin with a well-defined strategy. Create a strategy team of cross-departmental stakeholders and IT reps. How does your organization work today? Who uses what applications from each variety of device? Where, when and how frequently do they use each application? Who will benefit most from a mobilized functionality? Dig deep into work flows to find hidden opportunities.
- 2) **Design:** Mobile app design depends on and drives expected functionality, user experience, and device type.
 - a) **Functionality:** Given the smaller screen size of a tablet or smartphone, organizations must prioritize the functions to mobilize. Equip a mobile worker as you might pack a picnic basket – carefully choosing only those activities that fit and make sense to carry.
 - b) **User experience:** What capabilities must an application have online? Offline? How will experiences differ?
 - c) **Device type:** The chosen functionality should dictate device decisions. Factors include connectivity needs, user preferences, display size, and ease of input.
- 3) **Develop:** How will your organization develop your mobile applications? Will you rely on in-house resources, external partners or both? Carefully plan how new apps and existing systems will share information and functionality. You may design applications from scratch, or leverage template

applications – existing applications that are 80% developed – leaving the last 20% to be customized by the organization. Often the answer is a hybrid approach.

- 4) **Distribute:** How will you distribute your applications?
 - a) **Operating systems:** What OS and device types do you see in your current environment, workforce and industry? Choices might include Android™, Apple® iOS, BlackBerry®, Windows® 8 Pro or Windows Phone.
 - b) **Web apps vs. app virtualization vs. native apps:** Each approach to mobile app deployment has benefits and costs. Considerations center on coding effort, mobile OSs supported and the end user experience. Most organizations embrace a mixed approach as different methods may favor different work flows.
 - c) **Mobile application management:** What tool(s) will you need to distribute mobile apps to users?
- 5) **Secure:** How is confidential data protected on the device when connected or offline? What security concerns does data stored on the device raise?
- 6) **Support:** Who do your users call with app-related issues? What about enhancements to mobile applications?
- 7) **Measure:** Estimate your return on application (ROA). Quantify improvements to revenue, brand awareness, cost savings and customer engagement. Examples of applications with clear ROAs include mobile POS devices that permit sales associates to help customers locate, select, purchase and pay for items without approaching a cash register.

CASE STUDY:

Find out how a Chicago-based brokerage company now streams

“about 8 billion quotes a day”

through its new web browser-based mobile trading platform.

To find out more go to
CDW.com/MobileAppsArticle

WHAT CDW OFFERS:

So you've got a lot of things to consider. Where do you turn to get guidance with these questions? Thankfully, CDW, your trusted partner in IT decision-making, can get you started down the path of mobile application development.

CDW and our partners offer guidance in three ways:

- 1) Application strategy:** Considering your work flows and business goals first, CDW and our partners offer a custom strategy that includes:
 - Business case and budget
 - Mobile app policy and governance
 - Architecture design
 - Distribution
 - Protection
 - Management/support
- 2) Education about mobile application trends:** When you come to CDW's App Marketplace, you can take advantage of CDW's knowledge and insight through webinars, events, white papers, analyst reports and customer reference guides. CDW's thought leadership provides you with an awareness that you can share with your organization. We regularly monitor the trends in the marketplace, analyst reports, research, as well as conduct custom research of our own. CDW account managers and solution architects are constantly engaged with customers like you who are going through some of the same decision-making.
- 3) Connection to trusted application developers:** CDW's App Marketplace connects you with trusted mobile app partners who use the latest development techniques. Just as you have come to rely on CDW for connection to the best partners in hardware and software, you can rely on CDW to link you to the mobile app partners best suited for your needs.

WHAT IS AN ENGAGEMENT LIKE?

Your engagement begins with the definition of a custom statement of work (SOW) to incorporate your needs and expectations. CDW and our Mobile App Partners undertake a collaborative approach that starts with your business objectives, budget and timeline to develop a comprehensive mobile application strategy as the foundation for customized app design, development and deployment.

With an application development strategy in place, you can look to CDW's Mobile App Partners to provide expert development resources. Some partners offer a combination of programming and training services, allowing your organization to quickly create a mobile app and also teach staffers the latest techniques.

Along the path to meeting your mobile application goals, CDW is there with you to recommend the right mobility management solutions for your organization, including security, networking, management and support.

**Are you ready to begin your mobile application journey?
Visit CDW.com/mobility or contact your account manager at
1.800.800.4239 and ask about mobile application development.**

¹Gartner Predicts 2012: Application Development, G00227333

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