Background

In recent years mobile devices have become a truly viable platform for application delivery. The original App stores have driven user community awareness and familiarity and with the number of mobile subscribers globally approaching 5 billion it is clear that the overall market for new services will continue to enjoy strong growth and evolution.

Now Enterprises are beginning to recognise the value of smartphones and mobile tablets as tools of choice for mobile workforces who are increasingly expecting more from their mobile devices. Features such as email access, once the sole preserve of Blackberry RIM, are now seen by consumers as a basic, must-have feature of any (mobile) device.

When combined with the mainstream arrival of Cloud Computing these powerful devices are now capable of much more. Consumers are now using these devices for such varied activities as watching TV, organising family photo albums, accessing bank accounts, paying bills, managing household expenses, arranging vacations and accessing personal email.

In the enterprise, corporate IT departments have typically built solutions around a single device type. However, the recent explosion of retail device types such as iPads, iPhones and Android devices has resulted in corporate users raising their expectations of usability, mobility and access. The limitation of being tied to a single device type is no longer acceptable, neither is the requirement to carry both a personal and a corporate device.

Heterogeneity presents a management headache for IT departments. The good news is that device vendors and independent software vendors have taken significant steps to address mobility management and security for enterprises. That’s not the only headache though, what about the apps?

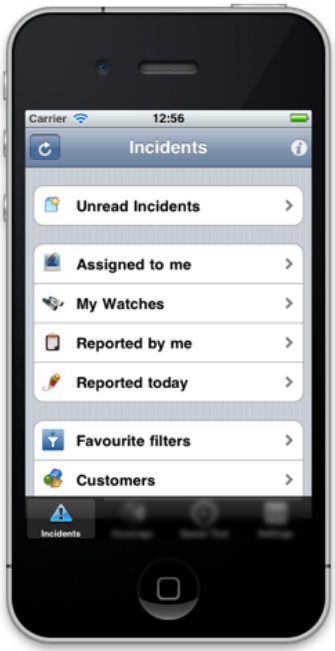
Connecting with Employees

Mobile applications enable the enterprise to stay connected to employees, for example a field sales team, when they are out of the office. Enterprise IT departments are charged with providing employees with access to internal line-of-business applications while maintaining security and privacy for the individual and the company.

The adoption of Software as a Service (SaaS) has helped provide this access. For example, mobile client applications are readily available for mainstream cloud-based services such as Salesforce.com and BMC Remedy on Demand.

In many enterprises however, SaaS represents a small proportion of the total IT services estate – the majority of IT services are hosted on-premise and may not provide a mobile interface. In these cases, custom applications must be built.

At DANU we have developed such line-of-business applications for customers in a number of industry sectors. One such example is a mobile application that provides employees with secure mobile access to a proprietary incident management system.



The purpose of this application module is to provide sales and account management staff with access to aspects of the customer incident database. Summary information regarding incidents pertinent to a given customer will be available to users while they are away from the office.

Though not an exhaustive list, the key features of the application are:

- **Automatic Incident Download**
  Automatic download of incident reports to Smartphone upon first login.

- **Incident Sync**
  Automatically syncs with server. Any new or newly updated issues are highlighted, so in a single glance users can see what's new.

- **Incident Details**
  For each incident, users are shown all of the important attributes: summary, description, reporter, assignee, status and comments.

- **Push Notifications**
  Users are notified whenever there is a new or newly updated issue that needs their attention.

DANU developed this application for the **iPhone, Android, Blackberry and Windows** platforms and has made it available via either private enterprise distribution or public App Store distribution.

Connecting with Customers

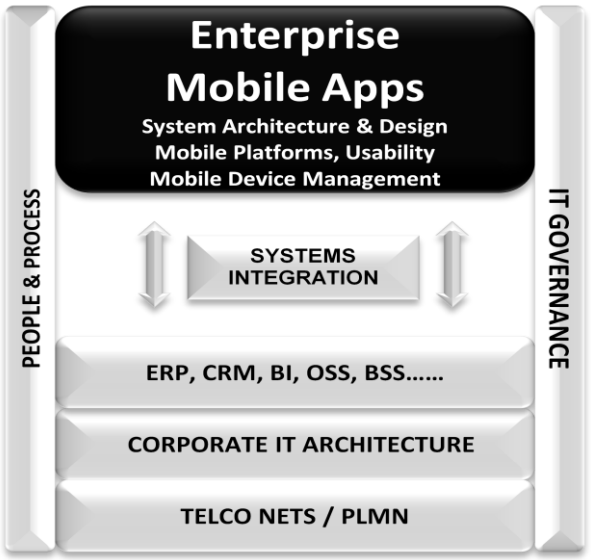
Mobile applications also provide an opportunity for enterprises to engage with customers. While much public customer engagement is enabled through social media channels such as Facebook and Twitter, there are situations that demand a more one-to-one mode of communication. The SayMetrix solution that DANU is deploying for mobile network operators is one such example.

SayMetrix allows customers to easily report service problems to the mobile operator directly from their mobile handset. For its part, the operator correlates the incidents reported by customers with network management and monitoring information to, for example, aid in network planning.

DANU - Enterprise Mobile Application Solutions

The above applications are examples of DANU's expertise in developing scalable, secure and supportable solutions for the delivery of mobile business applications across a wide range of mobile device platforms.

Our service addresses the broader requirements of the enterprise, from business analysis and deep integration with existing systems to management of mobile devices and applications within the policies of the corporate IT infrastructure. We ensure that an appropriate and consistent architectural strategy is applied to system software design and that the user experience is of the highest quality.



- *Business analysis and requirements capture*
- *Architecture & development framework for design consistency, manageability & support*
- *User interaction - advanced visualisation techniques*
- *Systems Integration with enterprise business systems and processes*
- *Mobile Device Management, ensuring effective governance within the IT architecture of the enterprise (provisioning, security, monitoring etc)*

For further information please visit www.danutech.com