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## Business demand for mobile solutions

Demand for mobile devices is unprecedented. Gartner estimate worldwide Q3 2011 sales of smartphones to be 115 million, which represents 26% of mobile communication sales. Within Australia, the smartphone penetration is claimed to be the highest globally with 49% of individuals owning a smartphone<sup>1</sup>. In addition, Gartner predicts that “by 2013, mobile phones will overtake PCs as the most common Web access device worldwide”<sup>2</sup>.

This demand has been driven by the consumer market and is now growing within businesses that want to leverage the convenience and targeted decision support provided by business mobile solutions. Typical drivers behind the uptake of mobile applications within business include:

- **Improve efficiency & effectiveness** of knowledge workers through “anytime, anywhere” access to business information; for example, secure tablet access to board documents for travelling Executives.
- **Optimise business processes** and differentiate services through easy access to key sales information when in the field; for example, mortgage brokers who can access current client information directly from the CRM and cross sell new products.
- **Improve community services** by delivering key government service information to a device that is almost always with the target citizen for example traffic updates, bush fire safety alerts.

Workers are increasingly ‘tech savvy’ and often have a richer suite of technology at home than in the office. This results in an increased awareness of what is possible and frustration when their needs are not met.

## Barriers to uptake

Unlike the consumer market, the business environment has a number of significant barriers that impact the successful implementation of mobile business solutions, including:

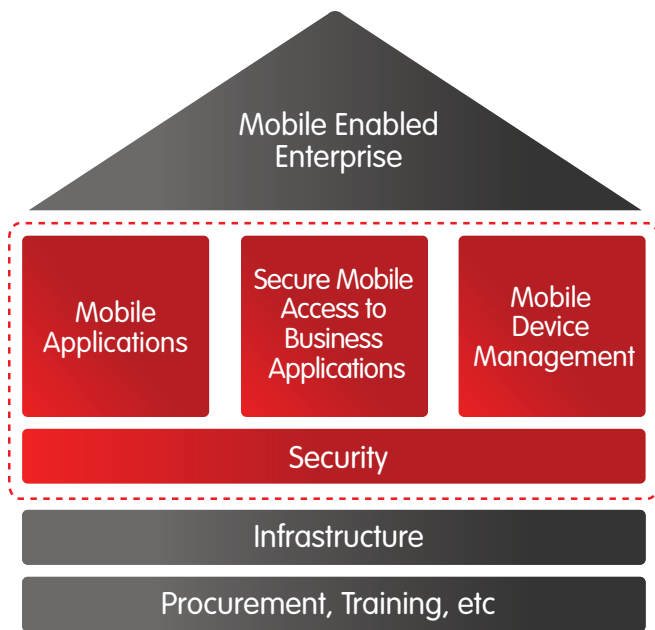
- **Business benefits are difficult to quantify**
  - there is huge demand for tablets and smartphones within organisations but often limited understanding of how to quantify the associated cost savings/productivity improvements.
- **Need to integrate with business applications**
  - often the focus is on the technology that will be used to develop the mobile app with less thought on how to ensure secure access to systems that hold the required business information. The demand for secure access to business information will increase as mobile solutions mature. Users will need to answer increasingly complex decisions that require information to be sourced from multiple business systems often held on different vendor platforms. However, most mainstream integration solutions are focused on single vendor platforms, which constrain the ability of CIOs to support the business demand for information access.
- **Need to protect data on remote devices**
  - how to reduce the risk of corporate data loss when an employee loses their business mobile device.
- **No proven Mobility security framework**
  - how to ensure that the data delivered to mobile devices is only accessible to the authorised user and cannot be misused by others.

<sup>1</sup>Source: Kantar World panel Comtech data

<sup>2</sup>Source: Gartner highlights key predictions for IT organisations and Users in 2010 and beyond

## Ajilon Enterprise Mobility Solutions

In response to client demand, Ajilon developed a mobile service offering that takes an integrated enterprise approach to address the barriers described above. The below diagram outlines the key services that organisations need to consider:



### Mobile Application development

Ajilon's services support the ability to develop mobile applications on all major platforms including, Apple iOS, Android, Windows mobile and BlackBerry. Ajilon uses Microsoft C# .NET to build iOS, Android and Windows Phone apps. Cross compilers are used to compile the C# into native code for Android and iOS.

### Secure Mobile Access to Business Applications

Integration represents the key challenge in enabling mobile access to business information. The Ajilon *Mobile Integration Gateway* is an integration platform that has been designed and architected by Ajilon in order to address the limitations of mainstream vendor integration solutions.

The purpose of the *Mobile Integration Gateway* is to:

- Reduce entry costs through no license fee and > 50% less implementation cost compared with vendor middleware products.
- Simplify implementation of mobile applications by leveraging client's existing business and technology applications (such as middleware and security) and infrastructure.
- Provide an extensible development framework that supports cross platform integration.
- Provide simultaneous support for all contemporary mobile devices (Apple iOS, Android, Windows 7 and BlackBerry).
- Simplify the environment, infrastructure and solution maintenance on the client's side by abstracting all the functionality required for mobile solutions from Business As Usual applications and infrastructure.

See the supporting "Ajilon Mobile Integration Gateway" document for more information.

### Mobile Device Management (MDM)

Used to secure users' devices (i.e. to enable IT Department to remote wipe the device in the event of loss/theft). MDM technology also provides a platform to support the internal dissemination of apps within your organisation. Ajilon partners with the leading vendors to implement MDM and also extends the security provided by integrating with the organisation's network administration and security solutions e.g. Active Directory.

### Security

Security underpins all of the above and is critical in ensuring that mobile access to corporate information does not contravene agreed security policies. Expertise in identity management is available to support the secure integrated delivery of mobile solutions.

## Benefits to customers

Ajilon's Mobility services provide the following benefits:

- Business focused approach that enables organisations to quantify the benefits and justify the investment associated with mobile solutions.
- Significantly reduced costs by removing the need for expensive middleware software required to deliver integrated business mobile solutions (including no licence fees).
- Enterprise solutions that focus on simplifying mobile integration by leveraging your existing architecture.
- Flexible solutions that can extend to meet the increasing business demands for timely access to key information.
- Solutions that integrate with Mobile Device Management to provide tighter control of mobile applications and enhanced security.

## Why Ajilon

Ajilon is one of the larger consulting companies within Australia, employing a core group of more than 600 experienced consultants in six states and territories. We provide a comprehensive range of ICT consulting and professional services to our clients throughout Australia.

Ajilon has made a significant investment in expanding our Mobility capability to support client demand, for example:

- *Mobile Gateway platform* to optimise integration between mobile apps and back end business systems (with no associated licence fees).
- Extensive delivery methodologies to support delivery, including mobile strategy, Business case, Benefits management, Security (Identity and Access Management), Mobile app development, Systems Integration methodology.

## Ajilon's Service Offerings

### Business Strategy and Transformation Consulting:

Assess organisational capabilities, road maps and alignment of technology, programmes and business strategies.

### Information Management and Business Intelligence:

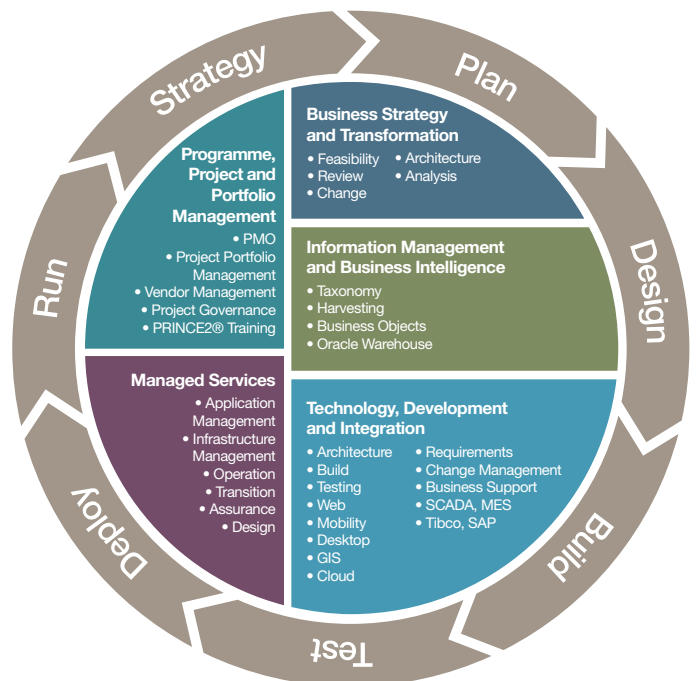
Ensure the right information is delivered to the right audience to allow business decisions to be made.

### Technology, Development and Integration:

We help you leverage your investment in existing systems whilst taking advantage of new technologies. Our rigorous approach to testing gives you confidence in system quality.

**Managed Services:** We provide responsive managed services that deliver certainty of quality and cost that adapt quickly to business and technology changes.

**Programme, Project and Portfolio Management:** We have a proven track record for delivering programmes and projects successfully. Our focus on delivery of required outcomes, through experienced teams and a pragmatic approach, delivers the benefits your organisation needs.



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