Mobile Mindset
with

Smartface & ORACLE

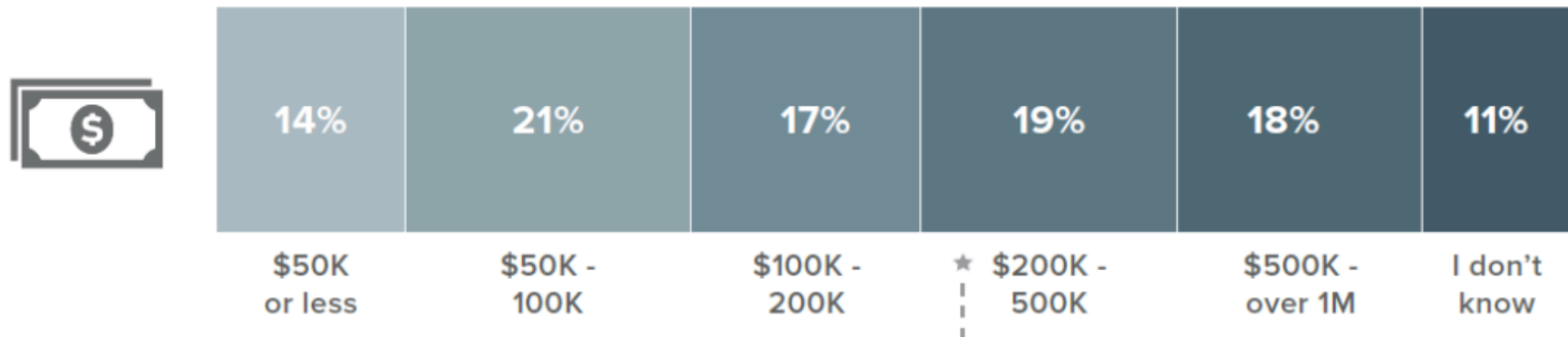Mobility and its role in enterprise

AGENDA

- *Why Mobile can be **Hard***
- *Digital transformation*
- *Mobile as primary enabler*
- *Enterprise Mobility Journey*
- *Obstacles*
- *Mobile Application Development Platforms*
- *Short Demo*
- *Conclusions*
- *Q&A*

What is the cost of developing Mobile Applications

Cost of Mobile Application Development

	14%	21%	17%	19%	18%	11%
	$50K or less	$50K - 100K	$100K - 200K	★ $200K - 500K	$500K - over 1M	I don't know

270K Average Cost per Application

Explanation Behind The High Costs Of App Development

Developer Cost

- Facebook, Google, Twitter, FitBit have teams of over **100** people working on a single mobile app
- Common to have between **3** and **10** people working on a single platform (iOS/Android) app
- Typical timeline for an initial project is between **4** to **6** months

Build vs Buy

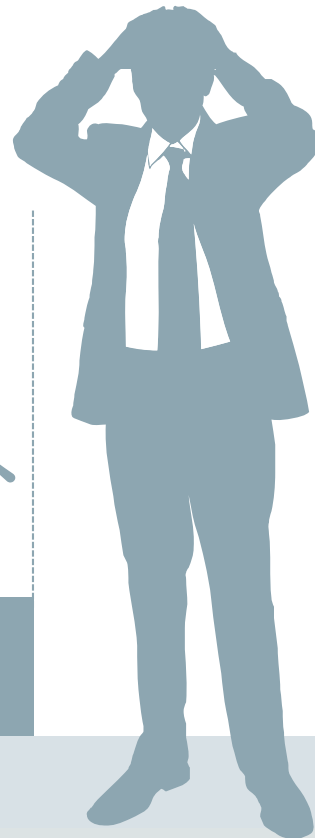- Do I use my own team or contract labor?
- Retaining talent is hard!

By 2020, more than ¾ of enterprises will have at least one mobile app development platform (madp) to accelerate their digital business transformation strategy.

Source: Gartner 2016

Cost of Mobile Developers

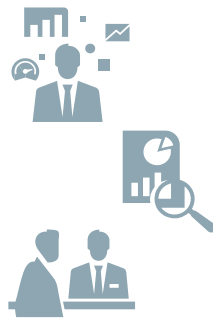| Type of Developer	Description	Average Hourly Cost
Basic / Intermediate IOS Developer	Capable of Obj. C & Swift	$250-300+
Basic / Intermediate Android Developer	Capable with Java & Android SDK	$200- 250+
Xamarin Developer	Capable with C#, .NET framework, Xamarin and Visual Studio	$175-200+
PhoneGap / Cordova Developer	HTML5, CSS & JavaScript. Frameworks like BackBone.js, Ionic, AngularJS. Knowledge of Android SDK and Swift	$125+

ORACLE

The complexity of Mobile and Infrastructure

Multiple Environments

Mobile Services
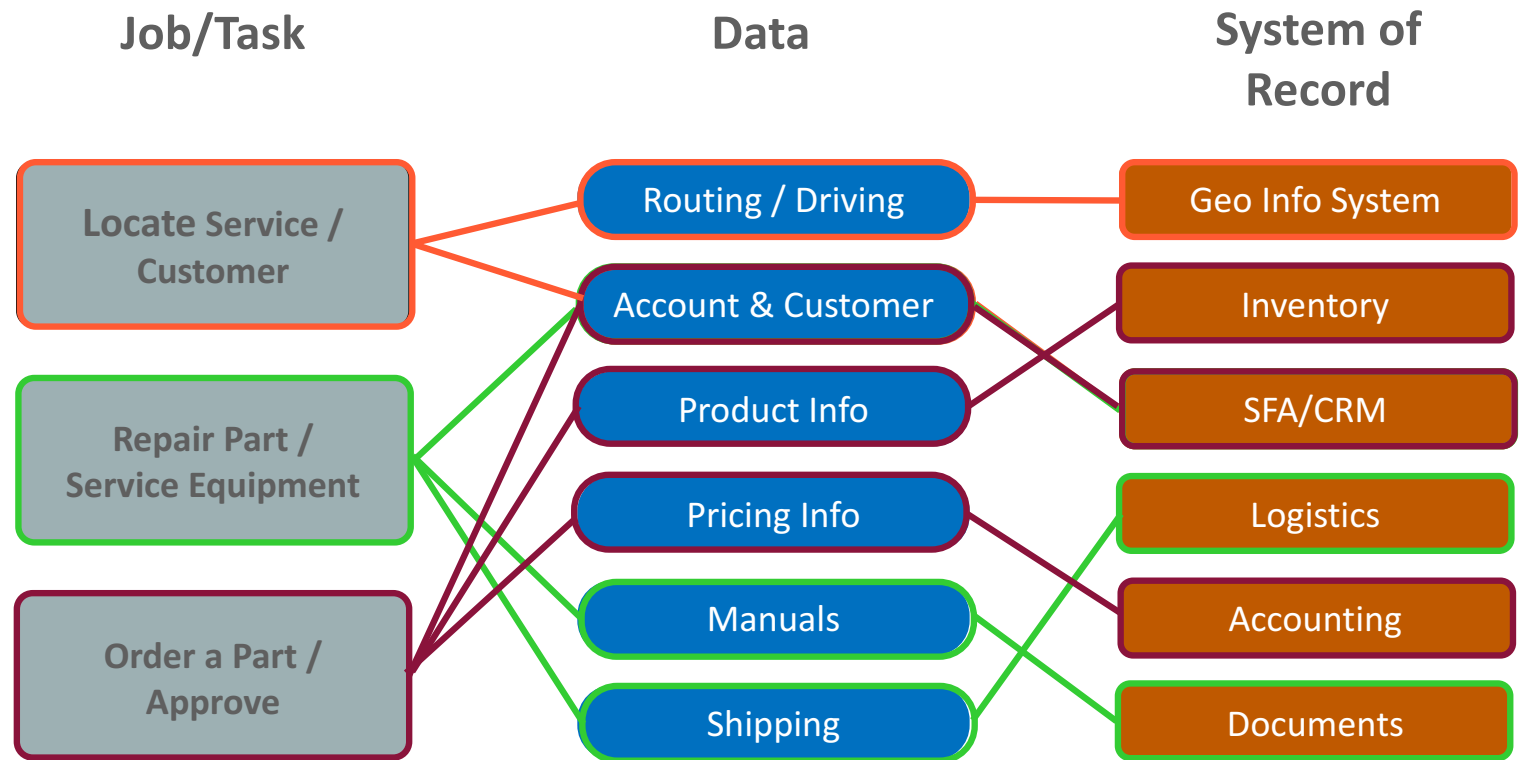
Monitor & Analyze

Client Dev Tools

Security

Integration

Taleo

SAP

ORACLE

OpenID

OAUTH 2

LDAP
Lightweight Directory Access Protocol

HTML 5

ORACLE®

System of Engagement

Mobile Business Process

Job/Task

Data

System of Record

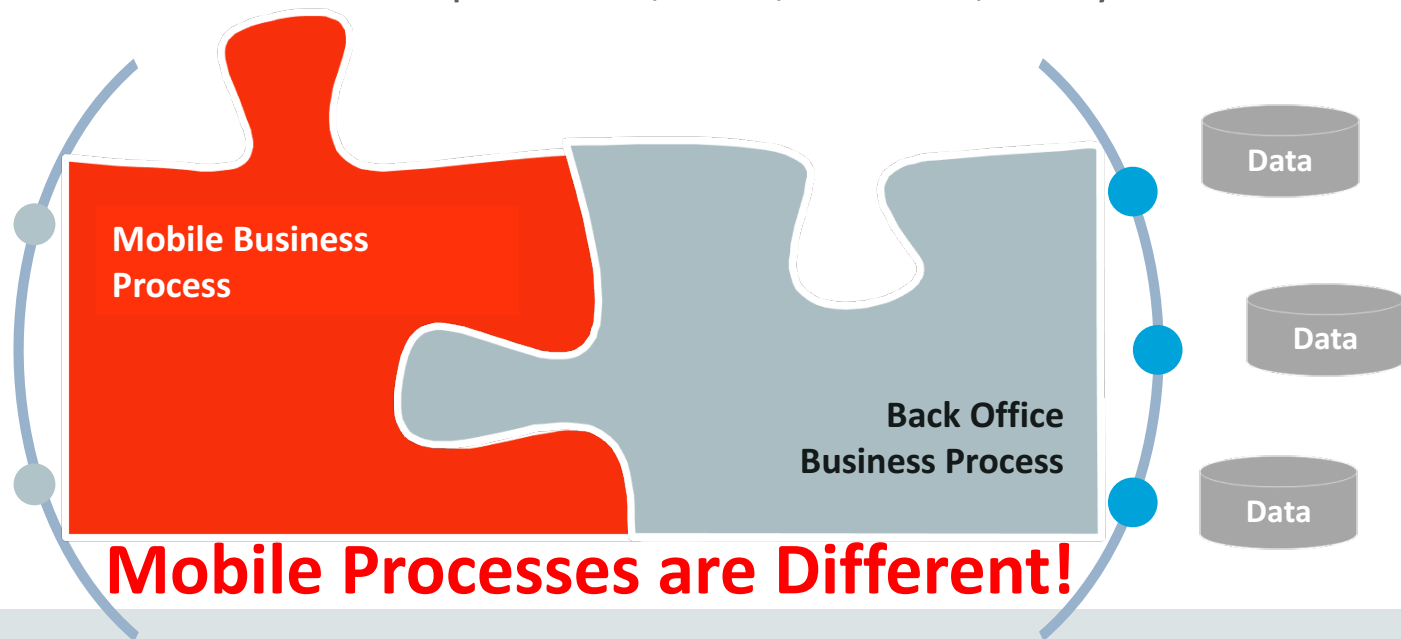| Job/Task	Data	System of Record
Locate Service / Customer	Routing / Driving	Geo Info System
Repair Part / Service Equipment	Account & Customer	Inventory
Order a Part / Approve	Product Info	SFA/CRM
	Pricing Info	Logistics
	Manuals	Accounting
	Shipping	Documents

Differentiate at the Edge of the Interaction

- Unique Rules & Requirements for each Industry & Vertical

- Unique Processes for each of our customers

- Spans multiple systems & services; Public and Private

- Require Real-Time Enhanced User Experiences; Push, Location, Analytics

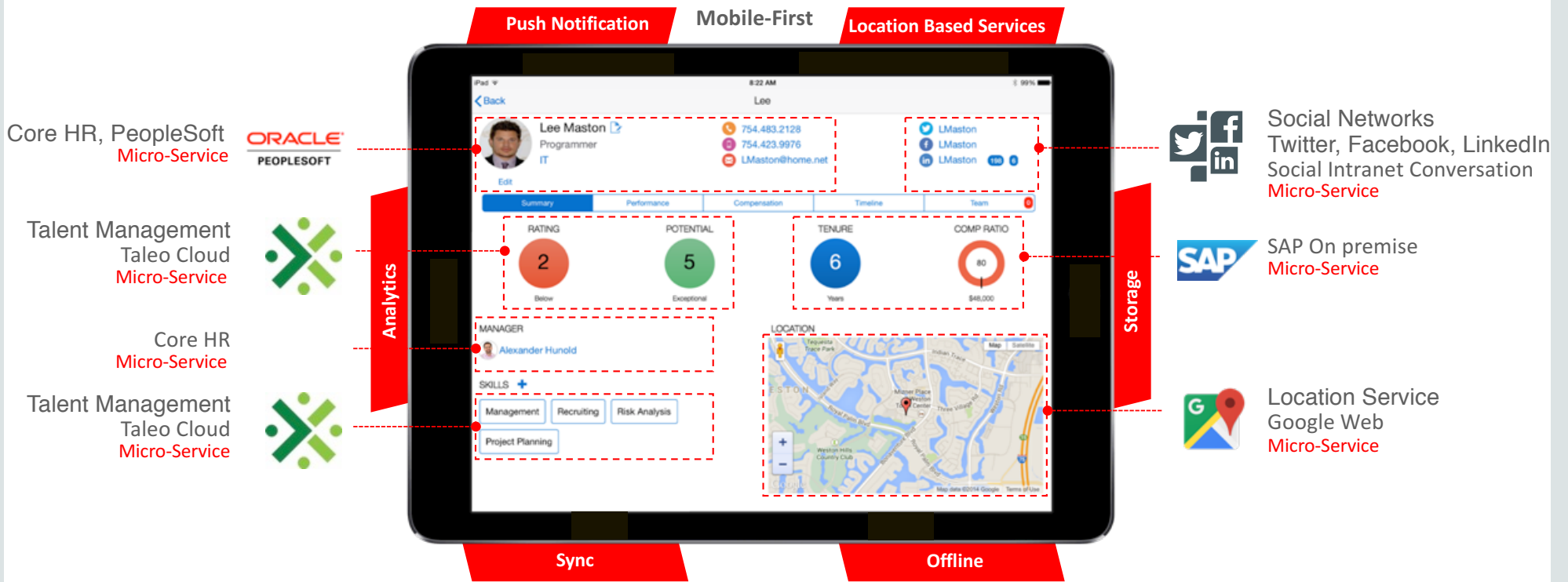**Mobile Worker**
(Field Sales/Service)

Manager
(Approvals & KPI's)

Mobile Business Process

Back Office Business Process

Data

Data

Data

Mobile Processes are Different!

ORACLE®

Mobile Requires multiple data sources

Push Notification **Mobile-First** **Location Based Services**

Core HR, PeopleSoft
Micro-Service

Talent Management
Taleo Cloud
Micro-Service

Core HR
Micro-Service

Talent Management
Taleo Cloud
Micro-Service

Analytics

Storage

Social Networks
Twitter, Facebook, LinkedIn
Social Intranet Conversation
Micro-Service

SAP On premise
Micro-Service

Location Service
Google Web
Micro-Service

Sync **Offline**

By 2017, 50% of today's deployed mobile enterprise apps will be completely rewritten or replaced!

DEAD END

60%

Apps are never downloaded

WRONG WAY

1 in 4

Discarded after one use.

2/3

Less than 1000 downloads first year

ORACLE®

Smartface

DIGITAL TRANSFORMATION

- A fundamental change
- To drive revenue and efficiency
- Eliminate barriers
- New value chains and business opportunities
- Rather more complex - blurring digital and physical worlds
- Mobile Transformation is primary enabler

ENTERPRISE MOBILITY JOURNEY

Low Maturity
I need to have a mobile app

Medium Maturity
I need to have a portfolio of apps

High Maturity
I need to have a mobility strategy

- Uncertainty on where to start
- Misidentification of requirements and the scope
- Short-sighted mobility focus based on a single app
- Complexities in vendor selection and management

Mobile application projects are not completed on time and within the scope

- Difficulty finding the right sourcing strategy (in-house vs. outsourced)
- Business know-how transfer to third parties
- Standardization and management issues across different sources for different apps

Exploration of the enterprise mobility world may have a high learning cost

- Working with a high number of developers for multiple apps for multiple platforms
- High app maintenance and management costs
- The need for supporting multiple versions of the apps in the stores

As the number of apps increase, productivity decreases due to management complexities

SUCCESSFUL MOBILE TRANSFORMATION

- These processes cannot be considered alone
- Fusing theses processes is the way to go to ensure high quality apps that work well both in frontend and backend as well as being delivered on time, within budget
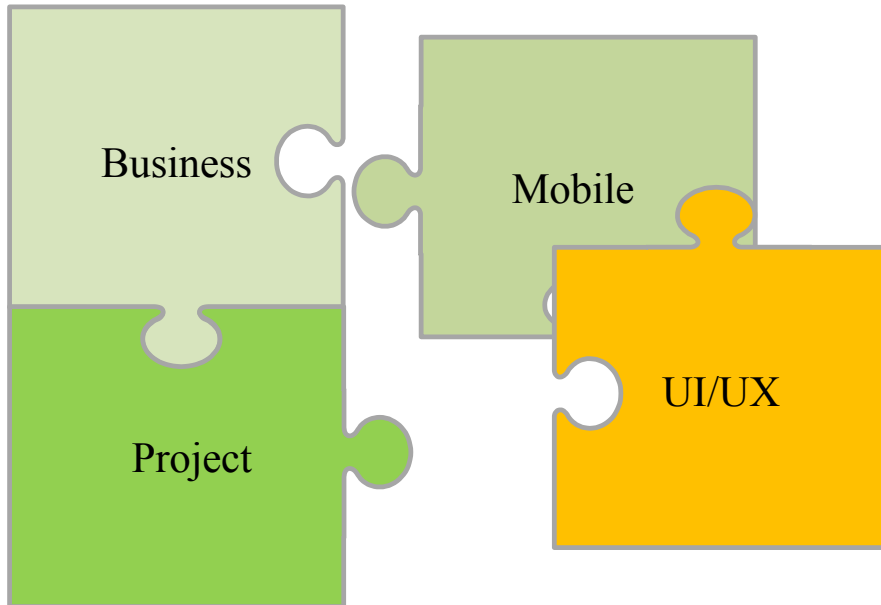
A mobile app cannot be successful even if just a piece is missing or misplaced. It is eventually rejected by users
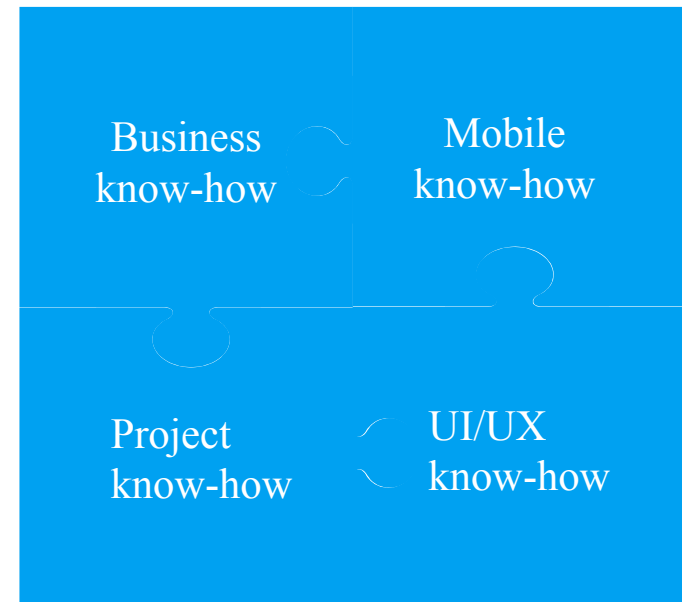
A successful mobile app (some seams might be slightly visible and that is fine for agility)

OBSTACLES ON YOUR JOURNEY - 1

- High Level:
  - Collaboration and sharing
  - Organizational knowledge
  - Standardization
  - Dependencies
  - Integration efforts

OBSTACLES ON YOUR JOURNEY - 2

- Technical/More Specific:
  - Development
  - Certification Management
  - Testing Distribution/Automation
  - Store Submission Processes
  - iOS specific Update Processes

OBSTACLES ON YOUR JOURNEY - 3

- Technical/More Specific – Cont.'ed:
  - B2B and B2E App Distribution
  - Version Management
  - Tracking and Monitoring

MOBILE APPLICATION DEVELOPMENT APPROACHES

Performance
User Experience
OS Feature Set
Security
UI & Animation Complexity

Support & Maintenance Cost
Time To MarketCost of Test

Platform Based Native	Cross-Platform Native	Cross-Platform Hybrid	App Makers / Rapid Tools	Mobile Web HTML 5	Mobile Friendly Website
- iOS Xcode (Desktop IDE) - Android SDK (Desktop IDE) - MS Visual Studio (Desktop IDE)	- Smartface (Cloud IDE) - Appcelerator (Desktop IDE) - React Native (No IDE) - Xamarin (Desktop IDE)	- Oracle MAF - Adobe Phonegap - IBM MobileFirst - SAP SMP - Intel XDK - Ionic Framework	- Oracle MAX - Como - AppMakr - Appy Pie - AppMachine - Capriza - Outsystems	- Oracle JET - Jquery Mobile - Sencha Touch - Kendo UI - SAP UI5	Responsive Design Mobile Web Design

Native Tech.   Hybrid Tech.   Native/Hybrid Tech.   Web Tech.
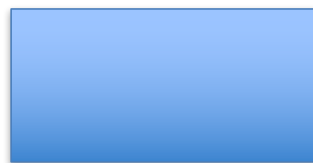
DEVELOPMENT VS. MAINTENANCE
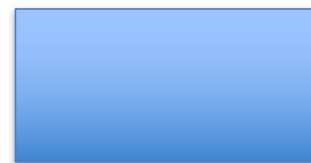
- Development vs Maintenance Efforts
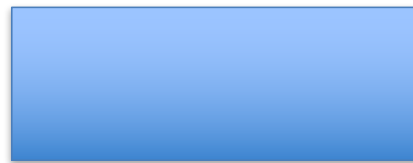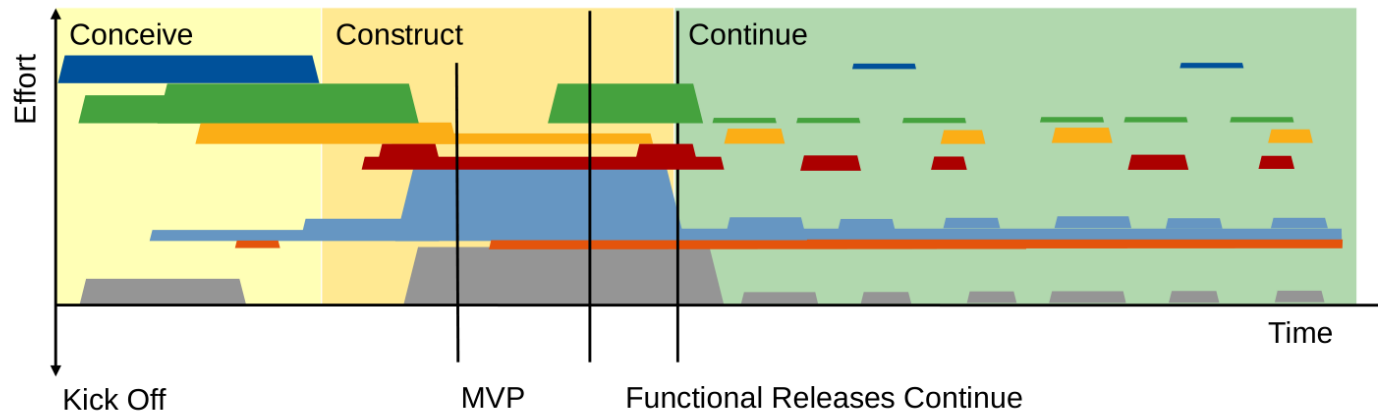
Mobile App Developed – 100 Units

Total 180 % to 240 % of
the initial effort
throughout
the life of a mobile app!
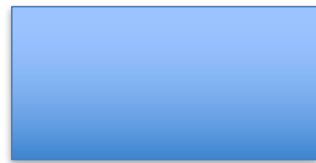
Year 1 –
Maintenanc
e
60– 80 Units

Year 2 –
Maintenanc
e
60– 80 Units

Year 3 –
Maintenanc
e
60– 80 Units

MOBILE APPLICATION DEVELOPMENT

- **Think in product terms**

- **Start small with an MVP**

- **Functional quality & Application quantity**

- **Focus on experiences**

- **Cross-platform is the key**

THE SOLUTION: ENTERPRISE MOBILITY PLATFORMS

By 2020, more than 75% of enterprises will have adopted at least one

mobile app development platform

to accelerate their digital business transformation strategy, up

from approximately 33% in 2015.

Source: Gartner

MOBILE APPLICATION DEVELOPMENT PLATFORMS

	Smartface	Xamarin	kony	React Native	ionic
Platform Focus	**Enterprise**	Community	**Enterprise**	Community	Community
Lifecycle Management	**Yes**	Partially	**Yes**	No	No
Lifecycle Environment	**Cloud**	Desktop	Desktop	No	No
Development Environment	**Cloud**	Desktop	Desktop	None	Desktop/Web
Development Technology	**Native**	**Native**	**Native**	Native (not single codebase)	Hybrid
Development Language	**JavaScript**	C#	**JavaScript**	**JavaScript**	**JavaScript**
100% Native API Access	**Yes**	**Yes**	**Yes**	No	No
Update Apps with Hot Deployment	**Yes**	No	No	No	**Yes**
iOS Development without a Mac	**Yes**	No	No	No	No
MBaaS Services	**Oracle MCE**	**Azure**	**Kony MobileFabric**	No	No
Enterprise Ecosystem	Oracle	Microsoft	Proprietary	No	No

SHORT DEMO

Smartface	Development	Testing	Deployment	Distribution	Management

Dashboard

Development

Cloud IDE with Visual Design Editor

Design and develop native iOS and Android apps just with JavaScript knowledge with a full WYSIWYG editor and a cloud IDE right in your browser. No downloads or configuration needed.

Testing

Testing Distribution

Streamline testing and version management processes.

Testing Automation

Automated testing of your apps in the cloud.

Deployment

Cloud Build

Direct APK and IPA output from the cloud, no need for a Mac for app publishing.

Submit to Store

Submit your apps directly to the stores from the cloud.

Distribution

Single Link Distribution

Single, shortened link and QR Code for multiplatform store URLs with URL scheme and intent support.

Enterprise App Store

In-house, enterprise-specific app store to provide access to in-house apps with authentication and custom domain support.

Management

Remote App Update

Update native apps remotely without resubmitting to the stores.

Mobile Application Management

Enterprise-grade security and protection for your apps with app-level VPN and security policies.

Marketplace

Get plugins to extend Smartface apps with native Java or Objective-C code and SDKs.

Account

Profile

Password

Team

Subscription

University

CONCLUSIONS

- *Efficiency gain*

- *Development time*

- *Cost reduction*

- *Maintenance*

- *Standardization*

- *Mobility know-how*

- *Internal IT/Development Resources*

Thank You

This was just an introduction

The great world of mobility awaits you to explore it!

Girk Cakmak
VP of Sales, Smartface.io
+1917.696.8662
girk.cakmak@smartface.io

Scott Moore
Oracle NAS - Business Development
+1850.316.0444
scott.m.moore@oracle.com