

THE TRANSFORMATIVE POWER OF **MULTI-PLATFORM** MOBILE APP DEVELOPMENT

Ushering in the Next Generation of Enterprise Mobility

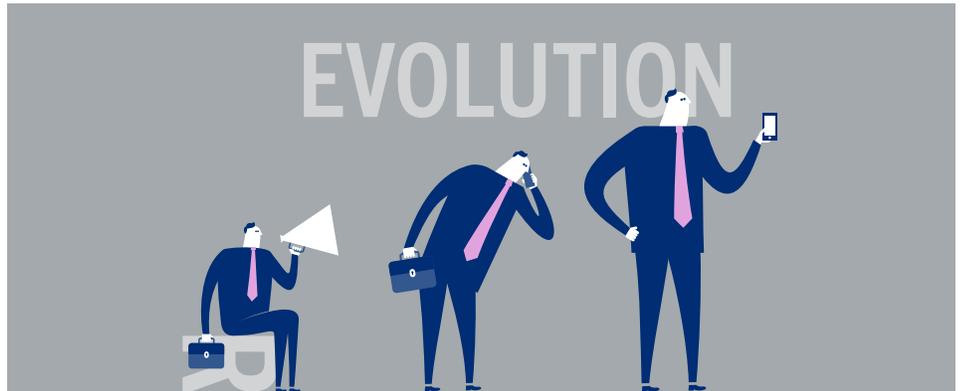
 **BlackBerry**



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The next phase in the evolution of enterprise mobility will be fueled by a rapid acceleration in the development of compelling mobile apps and the efficient mobilization of core business processes. Accordingly, enterprises and government organizations, graduating from device-centric, mostly-reactive approaches to workforce mobilization, are now focusing on app development as the foundation of their enterprise mobility strategies and as a major contributor to the competitiveness and profitability of their overall businesses.

With so much on the line, CIOs and business leaders are under tremendous pressure to implement effective mobile app development strategies. Adding to that pressure is the fact that enterprises face a dizzying array of options and open questions around mobile app development, such as which business processes to prioritize, which platforms to target and which types of apps to build. The situation is further complicated by the differences between traditional desktop application development and mobile app development. As enterprises are now discovering, mobility imposes stringent requirements and unique challenges on app development.

Organizations that hope to realize the full productivity and profitability gains of this major shift in the enterprise mobility movement must adopt app development strategies and methodologies optimized to accommodate the unique requirements of the mobile environment.

Introduction

The impact of mobility on the enterprise over the past few years has been profound. The invasion of enterprises by consumer devices, applications and user-interface design has nearly obliterated the traditional office environment, leaving in its place a re-energized, agile workforce armed with powerful communications and collaboration tools and the ability to do all or portions of their jobs from any location and at any hour. But as rapidly transformative as the first phase of the enterprise mobility evolution has been, the next phase, characterized by the introduction of compelling applications and the extension of core business processes to mobile devices, will be a whirlwind by comparison.

The first phase of enterprise mobility was a warm-up act. It was a period of acclimation for most organizations, which exerted much of their efforts on accommodating the influx of consumer-designed smartphones and tablets produced by a panoply of manufacturers and based on a handful of operating systems. From an IT perspective, the first phase of what many commentators refer to as the “Mobility Age” was marked by tactical, rather than strategic, planning and a less-than-harmonious relationship with end users and line of business (LOB) leaders, who often viewed IT oversight as an impediment to productivity increases.

Mobile app development and the acceleration of the mobilization of core business processes are catalytic components of a major evolutionary advance in enterprise mobility. This evolutionary shift is also being driven by multiple transitions within the current enterprise ecosystem, many of which are illustrated in the following chart.

Next-Generation Enterprise Mobility

| | First Generation | Second Generation |
|--------------------------------------|---|---|
| Planning approach | Tactical | Strategic |
| App development approach | Afterthought, limited resources, bolt-on mobile front end | Mobile first, ROI opportunity, standards based |
| Major influencer | BYOD, IT Consumerization | Expanded access to behind-the-firewall information, apps |
| Management Orientation | Device centric | application centric, user centric |
| Primary IT objective | Risk management | Business enablement |
| Emblematic applications | Email, PIM | Mobile front ends to core business processes, e.g., CRM, sales force enablement, etc. |
| Role of IT | Cost center | Contributor to company profitability, competitive advantage, customer service |
| Relationship of IT to end users, LOB | Confrontational | Cooperative |
| Major stakeholders | IT, CIO | IT, CIO, LOB, CEO |

The curtain is now lifting, however, on the next evolutionary phase of enterprise mobility, revealing a ready-for-prime-time environment characterized by strategic planning and a new era of cooperation and shared goals between IT, end users and management. It also marks the completion of the graduation of the IT department from a cost center to an engine of growth and a meaningful contributor to the competitive standing of the overall business.

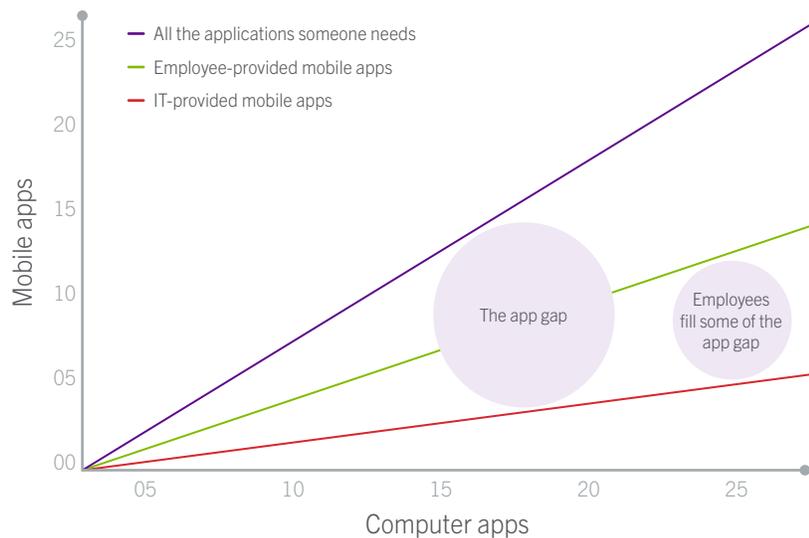
The undisputed star of the next phase of enterprise mobility, according to a consensus of industry analysts, will be advances in the mobilization of core business processes – the literal extension of organizations’ core applications and content to a mobilized workforce.

“For organizations that already have a mobility strategy in place, the next phase will be to start mobilizing as many internal processes as possible to allow workers to perform their core tasks (beyond email) from whichever device they have at hand, from wherever they are.” This declaration from Ovum, issued at the beginning of 2014, is typical of the prevailing sentiment among analyst firms and other industry authorities.

From a business-to-enterprise application standpoint, enterprise mobility has largely been restricted to the mobilization of email and personal information management, such as calendar and scheduling capabilities. The lack of a more meaningful library of mobile applications for enterprise workers has created what Forrester Research refers to as an “app gap,” a chasm between available enterprise mobile apps and the apps employees believe they require to do their jobs more productively. While efforts to extend the accessibility of core business information, such as databases and internal systems, to mobile devices has been a trickle to this point, the growing recognition by business leaders that a new wave of application development will yield significant levels of return on investment (ROI) is expected to lead to a flood of development activities in the coming years.



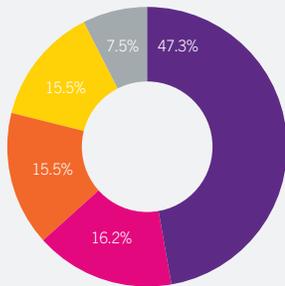
Forrester Research’s App Gap



Source: “Workforce Personas And The Mobile App Gap”, Forrester Research, Inc., November 4, 2013

Rate of Adoption: Mobile Enterprise Application Development Platforms

Question: What is your organisation's current position with regard to mobile enterprise application platforms (SAP Mobile Platform, IBM Worklight, Antenna Software, etc)?



- Have already done a pilot, plan to roll out larger deployment in the next 12-18 months
- Have already done a pilot, no plans to roll out to other employees in the next 12-18 months
- No plans to deploy any aspect of mobile enterprise in the next 12-18 months
- Have already embarked on a large-scale deployment of enterprise application platforms
- Don't know

MADP on the Upswing

More than 60% of enterprises participating in a 2013 IDC survey say they have already adopted a MADP or plan to do so within 18 months.

Source: IDC's Enterprise Mobile Software Survey, 2013

The first wave of enterprise mobility was arguably defined by empowering enterprise workers to do their jobs from remote locations and outside of standard business hours. The next phase, driven by the mobilization of business processes aligned tightly with the financial performance and competitive positioning of the company or organization, is not as much about extending the work hours of employees as it is about improving the agility of the business. Enterprises are empowering employees to do business in real time by delivering the information they need to interact with colleagues, partners or customers to the point of decision. Whether that's an employee collaboration from an airport, the resolution of a supply chain issue, or a face-to-face visit with a customer, enterprises can increase the efficacy and the velocity of their overall businesses by dragging core work processes into the business moment.

A simplified synopsis of the enterprise mobility movement to date goes like this: phase one delivered to workers the tools to stay connected to and collaborate with colleagues, partners and customers from any location and at any time. Marking a transition from availability to productivity, phase two will provide those same workers with access to the information and processes that will empower them to deliver new levels of productivity and profitability and improve the competitive positioning of the overall businesses. In addition to mobilizing tasks that are currently only executable from desktop environments, enterprises are expected to completely reinvent many of their existing business processes, adding a mobile flare to traditional electronic tasks or embedding them with mobile collaboration capabilities.

Given the expected impact of business process mobilization on productivity, profitability and competitive standing, it's no exaggeration to position an enterprise's mobile application development strategy as critical to the future fortunes of an organization. With so much at stake, then, it's imperative that this crucial undertaking be done correctly – and only once. With nearly every other business in your competitive sphere racing toward the same objectives, second chances will be in short supply and failure to execute could be disastrous.

Getting the job done correct is certainly no slam dunk – nor is it a matter of simply throwing resources at the project. The workforce mobilization process is often portrayed as little more than affixing a mobile front end to existing data stores in the core of the network. The reality, though, is that reengineering business processes or making them accessible to mobile endpoints exposes the very lifeblood of your business – core business applications and customer data – to all of the vagaries of mobility, including security risks, management complexity, connectivity issues and usability inhibitors.

The bottom line is that mobile application development imposes unique challenges related to network connectivity, application lifecycle management, standards support, user experience and security. To successfully introduce mobile apps and mobilize business processes that will meet the usability requirements of workers and drive the business to new levels of productivity, organizations must adopt mobile application development strategies and tools designed to overcome these challenges.

Mobile App Development: Components and Objectives

A mobile application development platform (MADP) is the foundation of the next phase of the enterprise mobility movement. A comprehensive and open MADP will enable enterprises to fully exploit the benefits of workforce mobilization by opening up access to behind-the-firewall information to mobile devices in a secure manner, optimizing application performance for mobile environments, enabling off-line access to data, governing the entire app lifecycle and supporting industry standards and platforms.

Complicating the adoption of a mobile app development strategy is the staggering number of MADP options. Enterprises choosing to create new mobile applications and enable mobile access to core business processes through in-house development will need to undertake a strenuous evaluation process in order to uncover solutions capable of delivering optimal results. With MADPs differing from vendor to vendor and covering a broad range of features and capabilities, CIOs can streamline the evaluation process by only considering solutions that meet the following baseline qualifications:

- Open and extensible
- Backed by an engaged developer community
- Possessing extensive analytics and reporting tools
- Tightly integrated with backend systems
- Supports a wide variety of tools and standards
- Integrates security into apps
- Integrates with app and device management tools

The Mobile App Evolution ... Delayed

The least controversial stand you can take these days is to predict that mobile application development will have a significant impact in shaping the future direction of the modern enterprise. A declaration that the further mobilization of business workflow will bring advances in profitability and productivity, for instance, is unlikely to attract even a single accusation of contrarianism.

But as much of a sure thing as the beneficial impact of mobile app development might be, it's also highly likely that the first wave of mobile app development projects will not be all that transformative.

The reality is that the transition from desktop to mobile is essentially a medium shift for app developers, which means they will be going against historic inertia. It doesn't take Marshall McLuhan to recognize that the first products introduced into a major new medium are almost always repurposed imitations from the previous one. Most of the first television series were visual reproductions of

popular radio shows. The same was true of early motion picture offerings, which tended to be new expressions of popular stage productions.

There are, of course, exceptions, but it's reasonable to expect a similar lag cycle to occur in the enterprise mobile app space. While the consumer app space is now a well-established source of innovation and profundity, enterprise app development is still in a novice stage. Accordingly, many enterprise-focused developers may be so consumed with navigating the intricacies and vagaries of the new medium that a logical starting point will be to bring forward existing apps or processes from the desktop environment.

This also makes sense from an audience standpoint. Early television producers, after all, recognized that the best way to increase the odds of commercial success for their new medium was to stick to content — *The Lone Ranger* or *Flash Gordon*, for example — with proven appeal among a sizeable user base.

Another point of consensus in the enterprise app movement is that businesses will be missing an opportunity if they simply replicate existing business processes, which may have originally run on a mainframe, in a mobile medium. Not until developers are able to exploit the unique attributes of mobility, the conventional wisdom goes, will businesses reap real and meaningful benefits from the mobilization of their businesses.

Given that history dictates that it's likely to take most organizations a pass or two of practical design and implementation before they begin to master this new medium, the more aggressive your business's mobile app development initiative, the quicker it will work its way through this inevitable transitional process.

Though the mobile application development ecosystem is defined by a dizzying array of options and strategic approaches, the chaotic nature of the emerging environment is somewhat stabilized by an incontrovertible fact: mobile application development is an entirely different beast than desktop application development. Though some enterprises and organizations may be able to leverage a small subset of the resources dedicated to application development for desktop applications, the mobile environment poses a significant number of unique challenges. By keeping the following mobile-specific characteristics in mind, enterprises will be best positioned to deliver business-critical mobile apps that enhance the user experience, maintain the security of the network, reduce downtime and create a foundation for future innovation and business enablement.

1. Connectivity

First and foremost, a mobilized workforce needs connectivity to core business data, which for most large corporations is hosted behind a firewall. Inside-the-enterprise connectivity is nearly always high-speed, reliable and persistent. That's not always the case with mobile connectivity. Mobile apps must be designed to function across a wide spectrum of mobile environments. Designing an application to run on a private WiFi network with free range access to the corporate network, for example, can introduce performance issues when business workers access the file from outside the company's facilities.

Another common pitfall of mobile app design stems from the erroneous assumption that connectivity issues can be mitigated through VPNs. The reality is that VPNs are session based and prone to drop those sessions, forcing users to frequently repeat the log-in process. This can be a usability nightmare. One solution is to design the VPN client to send "keep alive packets," but this tactic can quickly drain a device's battery. And as more and more employees access behind-the-firewall data from mobile devices, already expensive VPN facilities will require significant expansion.

The optimum approach to overcoming connectivity challenges associated with mobile apps is to leverage development environments capable of designing apps that are not session based, work while coverage is intermittent, and conserve battery life. Equally important is the adoption of an EMM solution that supports secure connectivity without the implementation of session-based VPNs.

2. Data on Demand

Leveraging push technology is an important and often overlooked attribute of mobile application development. While mostly associated with the delivery of user notifications, push and sync technologies deliver significant value by enabling mobile apps to work when users are offline. A key factor to consider when building mobile applications is that business apps need to work whenever and wherever they can provide the most value. A field service worker, for example, will need access to critical ticket data from remote areas with no coverage, or a traveling executive may need access to business intelligence from 35,000 feet.

These use cases can be accommodated by either pushing full enterprise data content to the application or leveraging a "poke and pull" method in which the user is notified that device synchronization is needed. This may not work for all of your devices, though. Some operating systems prevent background processing, meaning user-initiated triggers will be needed.

A mobile application environment that can incorporate push and synchronization capabilities into application design is the best way to ensure your users gain access to information when they need it.

3. Integrated Application Management

An unappreciated aspect of application development is the management of those applications. This includes all of the components of comprehensive lifecycle management, including application testing, rollout, updates and retirement. Mobility brings an entirely new level of complexity to application management – and that’s especially true of BYOD environments – not found with desktop environments. The biggest mobility wild card is the frequency of app and OS upgrades in the mobile sphere.

Mobile apps, especially those that have become critical to a business, carry with them the expectation that the IT department will provide immediate fixes and upgrades. To handle the variety of devices and operating systems your employees use, you’ll require a comprehensive way to manage the various apps as you migrate, approve or deploy them. An enterprise application store provides a valuable resource for application management and can be leveraged to provide optional value-add apps for employees to download on their own.

Integrated mobile application management (MAM) is now an imperative of a mobile app development platform, as well as a component of a next-generation Enterprise Mobility Management (EMM) solution. The diversity of mobile devices and platforms in the typical enterprise environment demands that mobile apps are fortified from the start with management hooks that enable IT departments to manage all aspects of the app lifecycle, including updating and retirement.

4. Open Standards & Open Source

Unlike the Wintel duopoly dominance of the desktop environment, the mobile landscape is dotted with a diversity of devices and operating systems. In the past five years, various mobile OS makers have launched at least eight major app stores. Within this same time period, a shift from closed systems to open standards has emerged. Not coincidentally, enterprises and development teams are limiting reliance on proprietary application tools or those that are optimized for a single OS platform.

Though the HTML5 standard still poses some compatibility issues, it also offers enterprise application developers opportunities to streamline the development process. HTML5 enables developers to write an application one time and make only minimal code changes for each platform. A MADP toolkit could be viewed as incomplete by some enterprises without HTML5 development capabilities, as many organizations’ mobile app needs will include a mix of native and Web-based solutions.

As a best practice, enterprises need to select an application development approach that delivers the best app for the task, as well as offering an optimized user experience. If IT can meet those objectives with open, cross-platform development tools, even better. When possible, enterprises should gravitate to mobile app development environments that feature cross-platform tools and have the flexibility to support native, Web and hybrid app development efforts.

5. Unique User Experience

The usability gulf between the desktop and mobile environment is both wide and deep. Given their limited screen space and tightly integrated input interfaces, mobile devices require design considerations that differ dramatically from desktop apps. Battery usage, of course, is also an issue in the mobile environment, as are differences in usability. Workers conducting business from a mobile device are often on the road and likely to be under time constraints or in an environment plagued with distractions. Apps that require the user to launch multiple processes, for example, could impose usability barriers that limit or curtail productivity.

The variety of operating systems and devices that are spread across your mobile workforce impact the user experience from a consistency standpoint. Productivity is highly dependent on ease of use and familiarity. In general, employees expect custom mobile apps to deliver the same experience – look and feel – as a native app built for a specific operating system.

Mobile computing and communications require a unique user experience, completely distinct from a desktop environment. Enterprises that adopt development platforms that enable the creation of apps that provide the ability to reach mission critical information through a simplified user experience that is consistent across multiple platforms will make huge strides toward realizing their enterprise mobility ambitions.

6. Integrated Security

Given that the principal outcome of the next phase of the mobilization of the workforce is the increased accessibility of behind-the-firewall data to mobile devices, security is a crucial consideration of mobile app development. It cannot be an afterthought – baked into apps after they are deployed to the workforce. Instead, enterprises need to ensure that mobile apps are constructed from scratch – or amenable to “app wrapping” procedures – to conform to security policies that protect against data leakage or third-party intrusions into the network through malware or ill-intentioned hackers.

Mobile apps are more likely than not to reside on smartphones and tablets that contain personal information and open access to social networks and other destinations outside the enterprise. To guard against leakage and exfiltration of company information, organizations need to fortify mobile apps, and content associated with those apps, with the ability to be segregated from personal data residing on the same smartphone or tablet. Device management containerization has emerged as a viable mechanism for segregating work data from personal applications and information.

As imperative as security is to the mobile app development process, it cannot be a burden on the developer. CIOs must migrate toward mobile app environments that tightly integrate security into the development process, providing simple tools, for example, for deploying apps to secure work spaces, or containers, on devices that have been reserved for work-related computing and communications activities.

MADP Best Practices



The term “mobile first” is often used to describe an enterprise application development strategy that places priority on the design and creation of apps for mobile devices. The term has been added to the mobile lexicon to reflect a break with the recent past, where mobile occupied the bottom of the application development priority list and mobile apps were often a resource-deprived afterthought. In addition to signaling a reversal of the enterprise application development status quo, a mobile-first approach to app development will force enterprises to devote additional attention toward expanding and refining policies and procedures related to mobile application development.

With the next generation of enterprise mobility far more strategic and encompassing than its BYOD-defined predecessor, organizations will require a comprehensive set of best practices that take into account the company-wide benefits of mobile app development. Below are a few guidelines and policies that IT managers and enterprise app developers should consider building-blocks towards an effective enterprise mobility strategy:

- Get on same page as LOB and other groups outside of IT. The next generation of enterprise mobility is expected to directly impact the business’s bottom line, as well as contributing to the overall competitiveness of the organization. IT can’t – and shouldn’t – be exclusively responsible for mobile app strategy. Count on marketing and other business units, as well as the CEO, having a say in your company’s future mobility direction. Resistance is counterproductive. IT departments that do not seek common ground will be marginalized by the resulting turf battle.
- Collect input from end users. Consider end users your customers and design mobile apps with their satisfaction and productivity in mind. To achieve those results, you’ll need to spend some time with end users to understand what they do and how mobilization will allow them to do their jobs more efficiently and productively.
- Build in a feedback loop. Mobile apps are artifacts of the Internet Age, which means they are never really finished but subject to perpetual updates and improvements orchestrated by a devoted user base. Make sure your mobile app ecosystem includes a broad and unrestricted conduit between the IT development team and the mobile workforce.
- Let business need guide app development. Before committing to a development approach – Web, native or hybrid – for all applications, let the requirements of the workforce drive the project. First figure out how to best optimize productivity, without sacrificing usability or security, and then pick the approach that will yield the best results. Always consider the intended user.

- Go with an integrated approach. Mobile app development shouldn't be done in a vacuum. Given the security vulnerabilities of mobile devices, many of which were designed for consumer use, mobile apps must be conceived and delivered with security and management in mind. Strongly consider a mobile app development platform that is tightly integrated into a comprehensive EMM solution that offers device and app management and secure connectivity.
- Don't dwell on the desktop. Instead of approaching workforce mobilization from a perspective of extending the desktop to the mobile realm, think of the underlying process or workflow that you're looking to mobilize. The objective is not only to extend access to corporate data to a mobile device but to also optimize the workflow for a mobile environment. An app designed to mimic a desktop app isn't going to fly in a mobile environment from a user experience perspective.
- Closely follow standards. HTML5 and WebRTC are breaking new ground in terms of capabilities and the ability to leverage device functions and features, such as cameras and voice channels. Even enterprises with strong preferences for native apps should closely monitor the maturation of cross-platform standards and frameworks.
- Take the burden off the developer. App development, whether by an internal team or a third party, should be focused on functionality and performance. By adopting mobile app development tools that automate the incorporation of security and connectivity capabilities into the development process, enterprises can streamline app development projects.

More than MADP

A flexible and open application development platform is at the heart of any enterprise mobility initiative. But a mobile enterprise app development solution will only bring productivity and profitability gains to the overall business if it's tightly integrated into a comprehensive and thoughtfully constructed strategic vision.

Arriving at a meaningful mobile app development strategy, then, requires navigating a considerable number of crossroads and questions. What follows is a high-level overview of five of the most important decisions an organization must make along the path toward a comprehensive mobile application development strategy:

1. Where to start?

Ask 10 different LOB leaders which workflow processes to mobilize first and you'll get the same answer every time: "Mine." While diplomacy will obviously be an asset to the prioritization process, so will the creation of a simple set of questions to consider when evaluating each opportunity. Start with: What is the likely return on investment? What percentage of the workforce will be impacted? How will mobilization speed the business decision process? It will take some work and some ingenuity for enterprises to fine tune procedures for figuring out which business processes can benefit the most from the intimacy and immediacy that mobile brings to interactions between employees, partners and customers.

2. Native or Web?

The most important aspect of this decision is that it be revisited with each development project. A blanket-approach just won't work, as the suitability of native vs. Web experience is dependent on a variety of factors, including the way the app will be utilized by workers. It's an exercise in trade-offs. A cross-platform approach using HTML5, for example, is often less expensive and faster than native development. Eating some additional development costs to build a native app, however, may be warranted if intended users work in environments with limited or sporadic mobile connectivity or if the app takes advantage of device capabilities that non-native development tools are unable to access.

3. What's the role of the cloud?

The cloud usually figures into the mobile app conversation when the subject turns to mobile middleware vs Mobile Backend as a Service (MBaaS). Either approach is essential to simplifying and streamlining connectivity to back-end services within the enterprise. This segment of the application development ecosystem is undergoing a major transition, which includes significant merger and acquisition activities among competing vendors. Enterprises should proceed cautiously before committing resources to a specific approach or supplier.

4. Who's calling the shots?

The days of IT holding eminent domain over application development in an organization are over. The further mobilization of the workforce through mobile app development is too strategic to the fortunes of the overall business to escape the involvement of line of business management and other members of the upper management team, including the CEO. There's no reason, though, that IT can't play a central role in the planning and execution of the organization's mobile app strategy.

5. Best of breed or integrated?

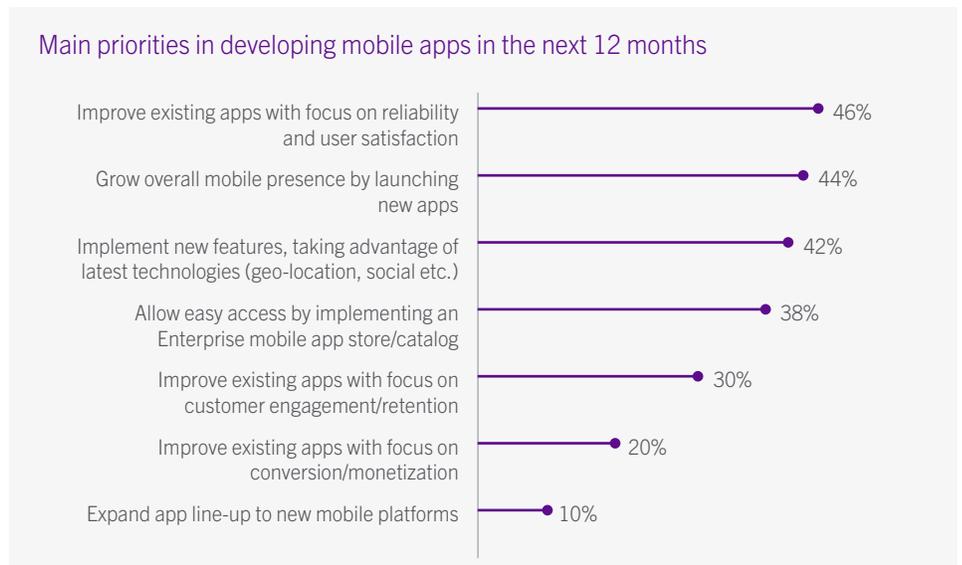
Mobile app development cannot be done in a vacuum. Mobile app development tools must be tightly integrated with other functional components of an EMM solution, including device, content and application management, as well as security and network connectivity. Enterprises have the option of partnering with a single supplier for mobile app development and EMM components or going the best-of-breed route. Whichever approach an enterprise takes, the chief objective is to assemble an end-to-end, flexible and cost-effective mobile app development solution with integrated security, network connectivity and application management.

Conclusion

Mobile apps have profoundly impacted consumer markets. Though the vast majority of the billions of apps annually downloaded experience an ephemeral popularity at best, more than a handful of mobile apps have become cultural sensations, creating great wealth for their developers and generating untold numbers of finger swipes across millions of smartphones and tablets. The impact of mobile apps on the enterprise space, on the other hand, has been almost negligible. But that's about to change – in a big way.

In poll after poll, enterprises have identified mobile app development, specifically the mobilization of core business processes, as one of the top strategic priorities of the next few years. Encouraged by pilot programs and other early efforts to literally move the lifeblood of their businesses closer to workers, partners and customers, organizations of all sizes now view an acceleration of these efforts as an investment toward gains in productivity, innovation, business velocity and the competitive standing of their businesses.

App Imperatives



Improving existing apps made the top of the mobile application development priority list in a 2014 survey of enterprise CIOs conducted by Accenture.

Source: Mobility: Fueling the Digital Surge, Accenture Mobility Insights Report, 2014

Mobile app development is also the catalyst for a new stage of evolutionary progress in enterprise mobility. Mobilizing corporate workflow is at the forefront of a transformational shift in the way mobile technology is impacting organizations. Businesses are gradually moving out of an early adoption phase that was characterized by a sudden and overwhelming influx of consumer-oriented devices and applications into the work environment that left IT departments struggling to find a happy balance between accommodating the preferences of end users and securing the network. The next generation of enterprise mobility brings sweeping changes, as enterprises move from a reactive approach to mobility to a strategic one and business units outside of IT gain broader influence in long-term and day-to-day planning. In short, enterprise mobility is no longer defined as the simple extension of email to mobile devices.

Reaching mobile nirvana, however, is not going to be easy. Enterprises are confronted by a multitude of options and open questions around mobile app development, such as which business processes to prioritize, which platforms to target and which types of apps to build. The situation is further complicated by the mobile environment imposing stringent requirements and unique challenges on app development.

Key to enterprises and organizations making the most out of their workforce and business enablement initiatives is adopting a mobile development strategy that offers the functionality, openness and flexibility businesses will need to flourish in the next generation of enterprise mobility.

The BlackBerry Difference

Building highly integrated and engaging mobile business apps has never been more vital to the prosperity of your business. BlackBerry's partnerships with leading enterprise software vendors and our support of open-standards and open-source app development frameworks mean you can efficiently and effectively mobilize and deploy your own business apps. Our extensive developer community and development platform provides the support, tools and APIs to help you easily build apps that are integrated into the core features and experience of BlackBerry 10 and maintain the native experience users want when deployed to iOS and Android devices through BES10 and Secure Work Space for iOS and Android.

For more information on BlackBerry's multi-OS mobile app development platform visit developer.blackberry.com

