



## MAJOR FINANCIAL INSTITUTION SUPPORTS BYOD AND EMPOWERS EMPLOYEES WITH VENDOR APPS USING APPDOME

### Customer Overview

A global investments company dedicated to helping its clients manage and service their financial assets throughout the investment lifecycle, provides financial services for institutions, corporations or individual investors. The firm delivers informed investment management and investment services in 35 countries and more than 100 markets.

"Without Appdome, it would be impossible to introduce functionalities to end-users with 3rd party vendor supplied apps in our BYOD environment."

Lead Mobility Developer  
Global Investments Firm

### Business Challenges

In 2016, the firm underwent a major migration from corporate BlackBerry devices to supporting bring your own device (BYOD). Its mobility strategy for the BYOD program includes 17,000 global users. One of the challenges they faced was the ability to offer out-of-the-box vendor apps seamlessly and increase app offerings to its BYOD users. Typically, apps used are for workforce collaboration and/or productivity. They also include apps provided with infrastructure products, designed to increase use of infrastructure services. App vendors were willing to share the ipa or .apk of their apps. But this global investment firm was not able to use .ipa and .apk files to add the required security and corporate compliance services before offering the apps to their mobile users. The previous app wrapping solution that they had employed to integrate apps with their enterprise mobility management (EMM) solution did not work well. Inconsistent app behavior with frequent app-crashing was an ongoing challenge.

### Goals and Ideals

The group had numerous vendor apps in their BYOD environment that they would like to distribute to their employees to increase efficiency and productivity. One of the goals for the mobility team was to bring employees onto a common mobile communication platform so that they can easily collaborate or work together internally. However, the web app that they were using via a secure browser gave poor user-experience, either by being non-responsive or slow. This led to complaints and employee dissatisfaction about the lack of proper support for apps in the BYOD environment. They needed a solution and wanted to increase user adoption across its iOS and Android users of this key mobile communication app.

Another challenge that the company wanted to overcome was to achieve feature-parity for its Android apps (to iOS apps) at a much quicker pace. It was common to see Android apps being rolled out much later than iOS apps as new features were added, causing Android users' dissatisfaction.

## Solution

This global investments firm needed a solution that made mobile app integration simple, easy and fast. More importantly, the solution needs to ensure that the apps work as they are intended to, without a change in their behavior or crash while in use. Given the BYOD environment, the company also needed a solution that would work across operating systems and frameworks. They chose Appdome as the solution of choice to address these challenges.

## Key Features

- **Codeless, cloud platform**  
Appdome includes a simple, step-by-step, intuitive workflow to complete mobile integration work. Users create integrated mobile apps in minutes, using a "click-to-integrate" user interface that anyone can use.
- **Internal and ISV apps**  
Appdome offers a private workspace to upload and store an unlimited number of mobile app binaries in an account. Users can also access 3rd party applications available for integration on Appdome.
- **Click to Integrate EMM/MDM**  
User can add the EMM SDK of choice, completing the full implementation of an SDK in minutes. They can also complete multiple integration projects in parallel, track and save multiple mobile integration templates and return to mobile integration work app-by-app at any time.
- **Private Signing and more**  
Appdome offers the ability to sign iOS and Android apps with the firm's private certificates. They can also combine their own EMM SDK and the vendor's secure browser so that links within the app are opened using the EMM's secure browser, instead of a native browser.

## Key Benefits

Without Appdome, it would be impossible to introduce functionalities to end-users with 3rd party vendor supplied apps in the firm's BYOD environment. With a lean mobility team, it was difficult for them to create new functionalities for apps or integrate SDKs to apps. Development projects took too much time, resources, and costs. For out-of-the-box vendor apps, they had to meet corporate compliance objectives before publishing the apps to users. Now, the firm enjoys:

- **Ability to leverage fully-compliant vendor apps** across wide array of mobile devices
- **Improved BYOD program** with immediate support for diverse apps built for iOS and Android, including subversions of the OS as well as every variant of Android
- **Faster mobile app integration**, with SDK integration done in minutes (instead of months)
- **Codeless integration work**, with no source code or coding required
- **Accelerated testing cycles** of apps on different platforms, resulting in rapid time to delivery
- **Increased productivity** of the mobile team by eliminating mobile app integration challenges so that the team can better focus on higher value mobile projects

The Appdome platform is an ideal solution for this global investments firm. The quick and easy to use Appdome user-interface make app integration simple and the entire process takes place in minutes. Because Appdome is a codeless solution, there is also no need for a developer to perform the task. Other teams from the company have now approached the mobility team to request various apps to be included for corporate use. The team leverages Appdome's benefits to make onboarding new apps more transparent for all users, improving the quality of service and mobile service delivery for all users.

## About Appdome

Appdome is the industry's first cloud hub for mobile integration. Appdome enables the rapid integration of multiple third-party functions to apps, shortening the deployment cycle and connecting mobile apps to other services on demand. The codeless service operates as a mobile integration workflow in the cloud and allows users to perform integration projects on the final application package. No source code or development expertise is required. Likewise, no modifications to an app or an SDK are required to complete integration projects on the Appdome platform. The solution is currently used by the world's leading financial, healthcare and e-commerce companies to support productivity, compliance, and security for consumers and employees. Appdome was rated a Cool Vendor in Mobile Security by Gartner in 2015. For more information, visit [www.appdome.com](http://www.appdome.com).