

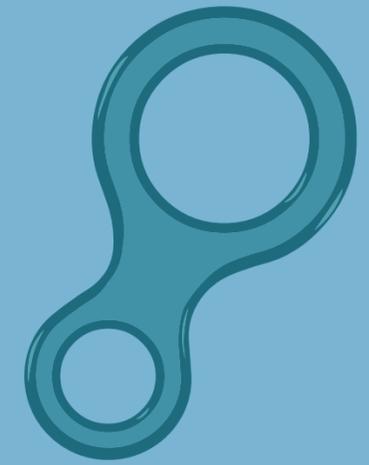
eGuide

The Top 5 **Enterprise Mobility Challenges**



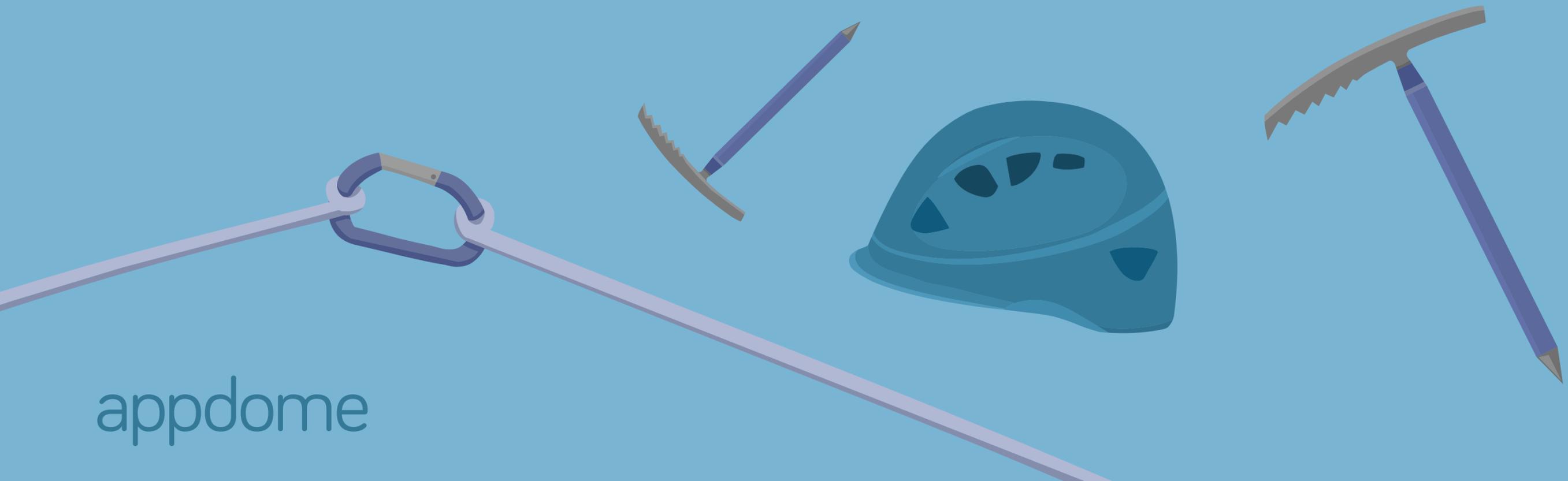
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The Top 5 Enterprise Mobility Challenges



Enterprise mobility has come a long way. The range of options and feature sets available to the modern enterprise mobility buyer is impressive. Enterprises not only bring in apps from outside, they are also deep in the throes of building mobile apps themselves. Today, enterprises are racing to integrate 3rd party services to apps on their own to gain productivity, collaboration, and operational advantages. With these rapid changes in mobility, gaps and challenges emerge quickly.

This eGuide explains the top enterprise mobility challenges that organizations face. Knowing these challenges will help enterprises make good choices, avoid missed opportunities, and look for solutions that address challenges quickly



#1 Challenge

SDK Fatigue

Agile mobile development is a powerful productivity tool. Its main objective is to identify tasks that need to be done in a simple, clear, and concise way. But when one item unexpectedly keeps taking up most of a developer's time, the value of agile development processes lessens. Such is the case with manual SDK implementation.

Developers often speak about "SDK fatigue," which describes the engineering impact of manual SDK implementation. In theory, SDKs are designed to make life easier for the developers. SDKs lay out and define desired capabilities and features for developers to add to apps. However, in the rapidly evolving mobile world, there is increasingly an SDK for everything. SDKs pile up. They change fast, just as fast as the OS and the app itself.

It takes a lot of work to manually implement a single SDK, let alone manually keeping up with updates to an entire SDK, stacks inside a constantly changing mobile ecosystem. Using manual implementation methods, a mobile app developer has to test and check an app with every line of code implemented. Even though SDKs make the apps richer, mobile app developers often decide that leaving out an SDK would make them better off, compared to including a new or updated SDK, in order to meet a deadline or launch an app. This can be a peril to the modern enterprise as key features often never get implemented.



#2 Challenge

Mobile Application Reach

Enterprise mobility doesn't just happen. Organizations that purchase an enterprise mobility platform cannot realize the full potential of these systems if the chosen platform cannot reach the critical productivity, messaging, document sharing, workflow apps and mobile devices the organization needs to manage.

The mobile industry is a highly diverse and incredibly dynamic landscape. New apps emerge daily. The device landscape changes with each release. The major OS platforms evolve constantly. The sheer number and range of apps in use at a typical enterprise is massive. The modern mobility professional must manage apps they may or may not have built, grapple with the lack of source code access and strive for feature parity across apps, app frameworks, and platforms. The ability to reach apps with an enterprise mobility platform is a critical decision criteria. Vendors that present new ways of reaching more apps with existing mobility investments should be strongly preferred so you can get them most out of your chosen enterprise mobility platform.



#3 Challenge

One-off Implementations

Enterprise mobility solutions do not work with every app right out-of-the-box. They need to be made to work, by the developer that created the app or the administrator who manages the system.

To add mobility services to an app, organizations often start off innocently, believing that they can manually code the solution of choice to an app. But, manually integrating enterprise mobility features to apps doesn't stop at the first implementation. OS changes, app updates, and SDK releases occur often, and often break things. Finding a way to stay current with new releases is often the Achilles heel of manual integrations. Very quickly, organizations realize that they are behind in delivering even the single app their users need. What's worse, is that these organizations end up devoting too many development resources just to implement enterprise mobility. Deadlines mount and LOB clients wait, often for long periods of time. These enterprises should ask themselves, "How many resources and budget dollars am I spending just to keep up?" Spending dollars to deliver more mobile apps integrated with the security and mobility features your organization needs is definitely better than treading water just to maintain a single implementation.

#4 Challenge

Going without Apps or Security for Apps

There are pre-packaged mobility implementations that some third-party app makers make available to enterprise customers. There are industry standards, like AppConfig, that have emerged that make creating manageable, enterprise-ready, mobile apps easier on developers. However, the number of pre-packaged secure or manageable mobile apps are few and far between. The vast majority of apps used in the workplace don't include these capabilities. Or app makers that start EMM/MDM implementations often surrender these efforts in favor of other features demanded by their customers.

In light of this, some organizations elect to ban or limit use of certain apps from the workplace. Others, elect to utilize only a subset of the functionality available on apps. Still others, to maintain the native app experience for their users, elect to abandon security policies for "one app" or "one use case." In all cases, apps and users go unprotected and enterprise mobility suffers. Users don't get the complete experience of the full functionality of the native app created by the developer. Users may also fail to trust the mobile apps or take full advantage of mobile apps for fear of being "the one" at the root of a breach, or loss of sensitive corporate data. Allowing one app, or one use-case to fall outside of corporate policies quickly becomes the rule. Organizations should avoid the slippery slope that place broader enterprise mobility strategies at risk. Instead, they should find a better way to secure and manage every app the organization and users need.



#5 Challenge

Maintaining a Broad(er) Mobility Vision

Device and/or app management is typically where enterprises start their mobility journey. But enterprise mobility is so much more than the security, policy and the mobile management features. Enabling the mobile workforce, expanding sanctioned mobile app access and delivering on the promise of mobile productivity for all workers is critical.

Experienced mobility professionals already know that multi-service integrations that enable new use cases will play a vital role in achieving mobility success. These same professionals look for ways to implement more than one service to an app at one time. The smartest organizations know that you can't find great mobile app developers around every corner.

Enterprises need to prioritize development efforts to focus on mobile projects that deliver business and customer value first. Each hour spent on manual implementations can't be used on **new** mobile projects and new apps that address new audiences, new use cases and new mobile objectives.



Summary

With the rapid changing pace in enterprise mobility, enterprises face numerous challenges just to keep up. Simply managing device and apps is not sufficient. Today, organizations need to optimize their mobility journey and leverage technology to avoid the pitfalls of manual integration.

Smart organizations will look for automation platforms that include multi-service implementations to add productivity gains across projects. Used correctly, these new technologies enable mobile services to be added to apps quickly, with minimal effort. They create new use cases, which will generate more opportunities for the enterprise. How an organization chooses to deal with these challenges could either translate into an outstanding success or be seen “re-inventing the wheel” every time developers touch a keyboard.



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.

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