anticipate
business needs
managing mobile applications

MyMarket, a private App Market platform to facilitate and control apps distribution and management within an organization

Atos

Organizations are becoming mobile

In Q3 2011, 59 out of every 100 new phones purchased were smartphones (figures for EU5, according to Comscore). While we can perfectly see the effect on the consumer side of the equation, it is within organizations, both private and public, where the smart mobility wave is being the most disruptive. Organizations are facing a rapidly changing landscape where they do not only need to serve customers through a new mobile channel but also they need to explore any possible way to become more mobile and agile themselves in order to stay competitive, everywhere, 24x7.

The Enterprise Mobility Foundation said (EMR report, January 2012): "*While 2011 was the year for enterprise mobility to come of age, the top trend in 2012 will be Mobile Application Management. 2012 will be the year when organizations will fully embrace mobile devices, applications and services. This business transformation will not be seamless but once properly managed it will provide tremendous competitive differentiation and financial benefits to organizations that embrace the mobile wave.*"

The initial and most popular driver for mobility adoption within organizations has been cost savings, although many organizations focus is moving to the achievement of productivity gains. The third key driver consists in employees and collaborators demanding the use of smart devices for professional purposes, after positive experiences in their leisure time. This consumerization of enterprise tools has evolved to the point where employees and collaborators are bringing their own devices to work and are demanding to inter-connect with the organization IT system and are even willing to install business tools on them. The trend has spread so rapidly that it is widely known as *Bring Your Own Device* (BYOD).

Mobile organizations can be more competitive, but are definitively more complex

Enterprise mobility has evolved from providing email and social networking solutions to support core services such as ERP, CRM, Supply Change Management (SCM), sales force automation, unified communication or billing. Accordingly, from early adopters like marketing, sales, IT, and corporate management, enterprise mobility is expanding to cater for the needs of departments like HR, retail, customer service, finance and field service.

Meanwhile, mobile devices - both company and employee owned - are reaching a critical mass in the workplace. For instance, 44 percent of firms surveyed by Network solutions firm Citrix say they have a Bring Your Own Device (BYOD) policy in place and 94 percent plan to implement it by 2013.

Not only organizations are facing a strong demand to connect to their systems from an increasingly heterogeneous range of devices. Almost every business line is analyzing how to better mobilize their processes and empower their collaborators with mobility solutions. This is creating a both security and organizational challenge in organizations, who need to balance control with user friendliness and technology adoption.

There is a real need emerged to help organisations become more efficient during validation and deployment processes when offering a new set of apps to their users. MyMarket guarantees a secure server platform to centralize the publication, testing, final validation and distribution of internal and external apps. It also ensures that the apps reach the right people, according to access rights, among the organizations employees and external collaborators.

Key features of the MyMarket solution

▶ The business has an overall vision of its business apps and users, and can coordinate app publishing and distribution, can capture users feedback in an easy way.

▶ Users get a tool to easily find their required and recommended apps, according to their profiles. They can access their company apps but also third party apps, even if they require a license fee. They are sure to obtain the latest versions, always updated, and can send feedback or report a problem.

▶ Apps are validated on quality, policies or security aspects before being launched.

▶ The service is available on the iOs and Android platforms, but it can also run on most market smartphones and tablet platforms.

▶ The platform enables the organization to boost performance in all its business lines as it helps them to better mobilize processes. It can provide its employees and collaborators with the mobile solutions they require, in a secure and friendly environment.

Smart Mobility Catalogue

The solution fits within Atos leading Smart Mobility catalogue of solutions, together with solutions such as MyCity - smart solutions for city ecosystems - and Mobiret - mobile retailing solutions. Atos has the assets and skills to create and deliver the applications you need for your business. We have specialized Smart Mobility delivery centers. Atos takes full responsibility across the project and service cycle. We provide consulting; design and usability; application development and testing; device management; and full service outsourcing, including billing mediation.

Contact:
For more information, contact: **dialogue@atos.net**