

# Diffusion MAP™

# Do You Have Mobile Application Challenges?



Are you trying to prioritize which mobile platforms to deliver apps on first? Are you building new mobile applications or bringing external development in-house? Are you worried about having separate development teams for different devices? Is your mobile application frustrating for end users because it is slow or difficult to use?

Are you challenged with:

- · Handling fragmentation of devices and platforms
- · Time to market
- Integration to corporate / back-end systems and cloud
- Security
- Scale
- Network pressure and constraints
- Consistency

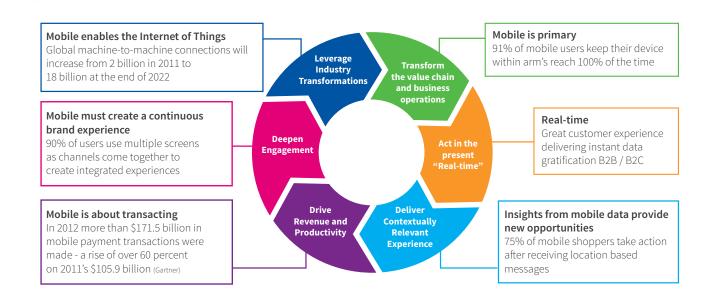
How can you overcome these challenges to ensure you are making the most of mobile trends?

# Push Technology's Diffusion MAP solves these problems so you can make the most out of your mobile applications.

Organizations are attempting to build high performance mobile applications across multiple platforms and devices. But not all mobile development and runtime platforms are created equal. Organizations are challenged with trying to prioritize which mobile platforms to deliver apps on first and how to deliver consistent, easy to use and fast services.

Diffusion™ Mobile Application Platform (MAP) solves these issues by providing application developers with the tools to develop apps that can reach the market very quickly across the broadest possible range of mobile devices.

Diffusion MAP, a joint proposition from IBM and Push Technology, combines the power of Worklight™ and Diffusion™ to solve mobile application development challenges, quality of service issues and scalability problems.



### **Challenges**

- App Development
- **Test** Testing faster ensuring higher quality
- **Deploy** Ensuring
- Run Developing
- Analyze Knowing



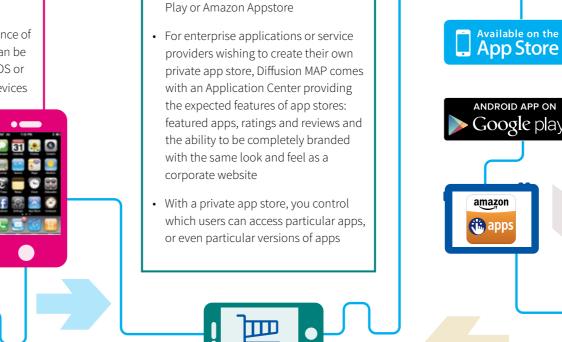
# **Develop**

- · Rapidly develop and deploy modern, highly interactive web and mobile applications that can handle fast real-time event updates and high scalability
- An environment for developers to write once and deploy anywhere - browser, mobile application or tablet
- Built on top of open, standards-based technology such as Eclipse and Apache Cordova, the studio allows developers flexibility and freedom to design for a high quality user experience

**Place Bet** 

## Test

- · Provides the industry's first integrated, cross-platform mobile app testing capability
- Press a button to capture a sequence of actions on a mobile device that can be played back on demand on any iOS or Android device even simulated devices



**Deploy** 

• Apps can be deployed to a public app

store such as Apple App Store, Google



Google play

amazon



 Ease of development drop development

- Rich application experience - Create
- Performance Ensure
- **Speed** Distribute high
- Scale Support
- **Efficiency** Prioritize data and distribute

# **Analyze**

- Allows developers and the organization to see how the application is being used, what type of device it's running on, where it is being run and what the common usage flows are through the application
- Information is fed back to the developers to further streamline the application for usability, lending itself to better retention of users and improving revenue-generating opportunities

#### Integration

Offers easy access to back office enterprise services via the Diffusion MAP servers use of plugin adapters. Additional features include:

- Ability to combine and transform data from different services
- Support for all push notification methods for Apple iOS, Android, Windows notifications and even SMS
- Clustering and failover support to provide a highly available and reliable connection point for applications

#### Performance

• Speed - Allows you to take advantage of the volumes of data generated and respond to end users in near real-time by providing an integrated streaming data distribution server

Run

• Scalability - As well as handling many thousands of concurrent streaming connections, it can deliver millions of event updates per second across applications with very little latency

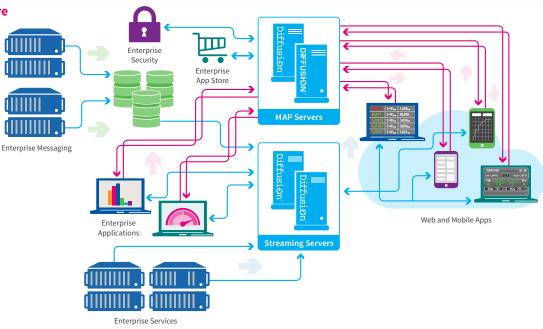
### Security

Offers a single point for apps to access business critical back-end services, eliminating the need to open up holes in the corporate firewall, preventing exposure to the Internet all while embracing the BYOD trends and extending the enterprise to the browser and mobile device. Additional security includes:

- Fully encrypted on-device application storage and network traffic
- User authentication and authorization
- Enforced application version management and validation



#### **Diffusion MAP architecture**



#### **Diffusion MAP offers:**

- Native, web or hybrid app development
- Tools to build, test, manage and deliver high quality apps for many devices
- Management, security, continuous delivery and distribution of apps and data
- Easy connectivity to existing data and services for mobile usage
- On-premises or cloud managed service delivery
- Optimize app performance

#### **Diffusion MAP Unique Features**

- Create real-time event-driven mobile solutions and apps
- Quickly develop and deploy quality mobile apps across multiple platforms
- Seamlessly connect rich mobile apps to enterprise data and services
- Deliver superior quality of service at scale handling network back pressure

#### **Diffusion MAP Benefits**

- Build and deploy multi-platform mobile applications
- Scalable, cross device, cross platform
- Interact in real-time
- Optimize mobile experience to build loyalty
- Leverage analytics to turn information into insights
- Extend enterprise services to mobile through application integration
- Deliver excellent consistency of service
- Manage and optimize mobile devices, data and expenses
- Support BYOD and a smarter workforce
- Oversee security, risk and compliance

#### **About Push Technology**

We make the Internet work for our mobile-obsessed, everything-connected world. Leading brands like 888 Holdings, DAB Bank, IBM, and William Hill leverage our technology to power applications critical to revenue growth, customer engagement, and business operations. Learn how to deliver apps at scale and speed at **www.pushtechnology.com** 



We make the Internet **work** for the mobile-obsessed, everything-connected world