

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

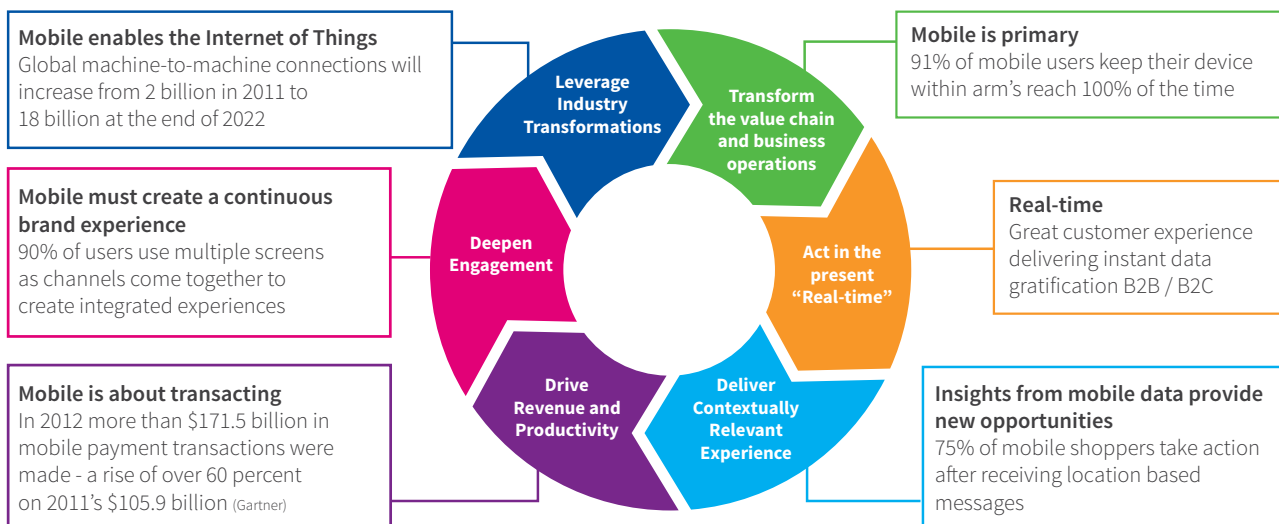
How can you overcome these challenges to ensure you are making the most of mobile trends?

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.

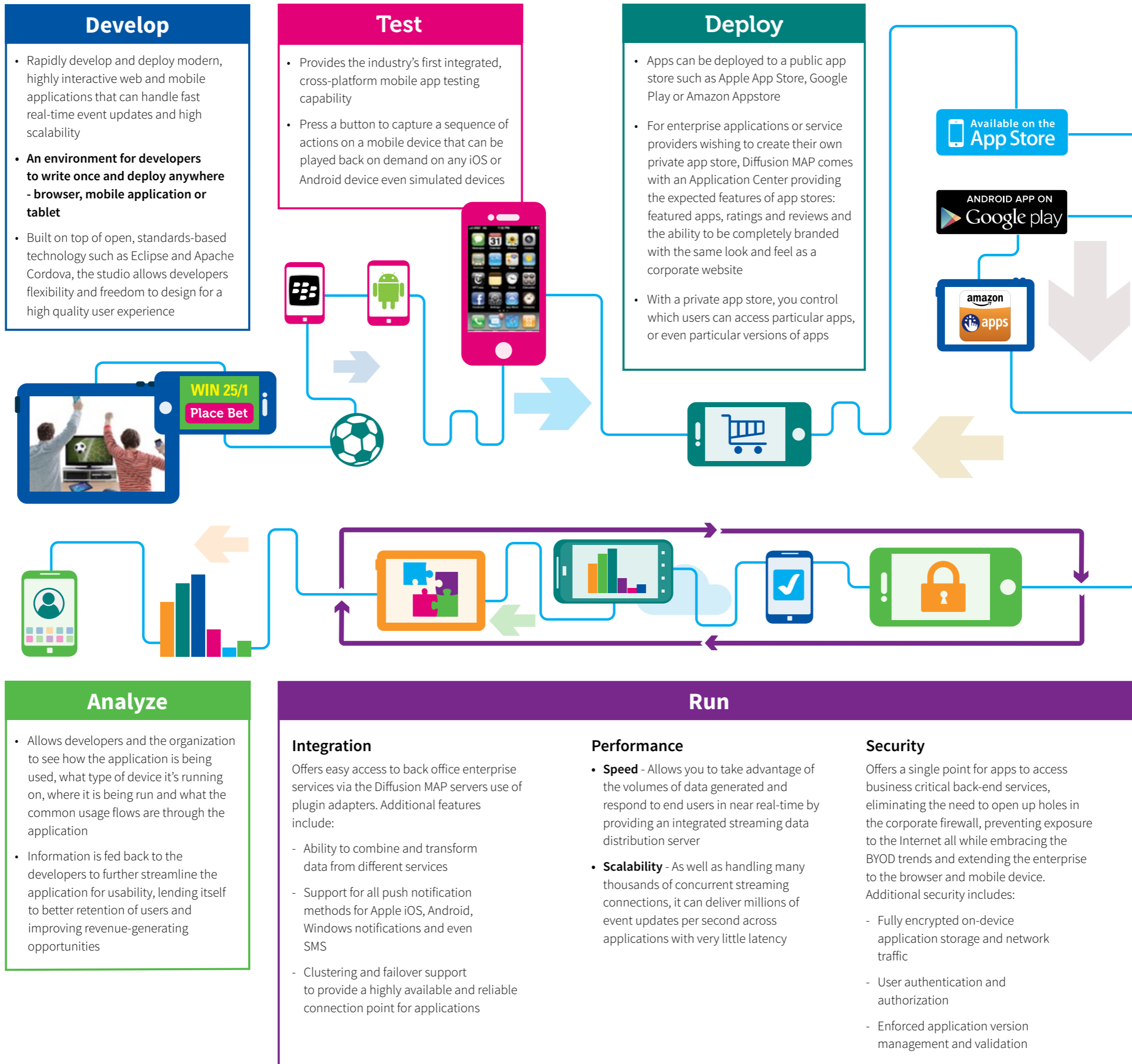
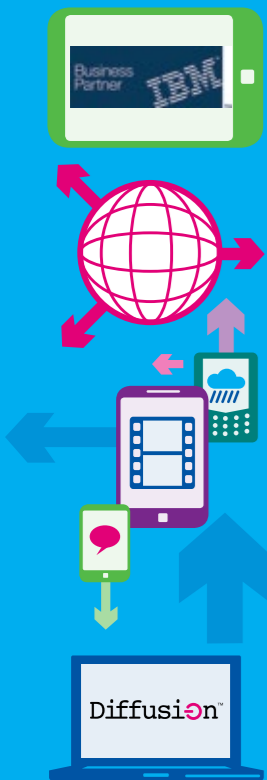
Diffusion™ Mobile Application Platform (MAP) solves these issues by providing application developers with the tools to develop apps that can reach the market very quickly across the broadest possible range of mobile devices.

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.

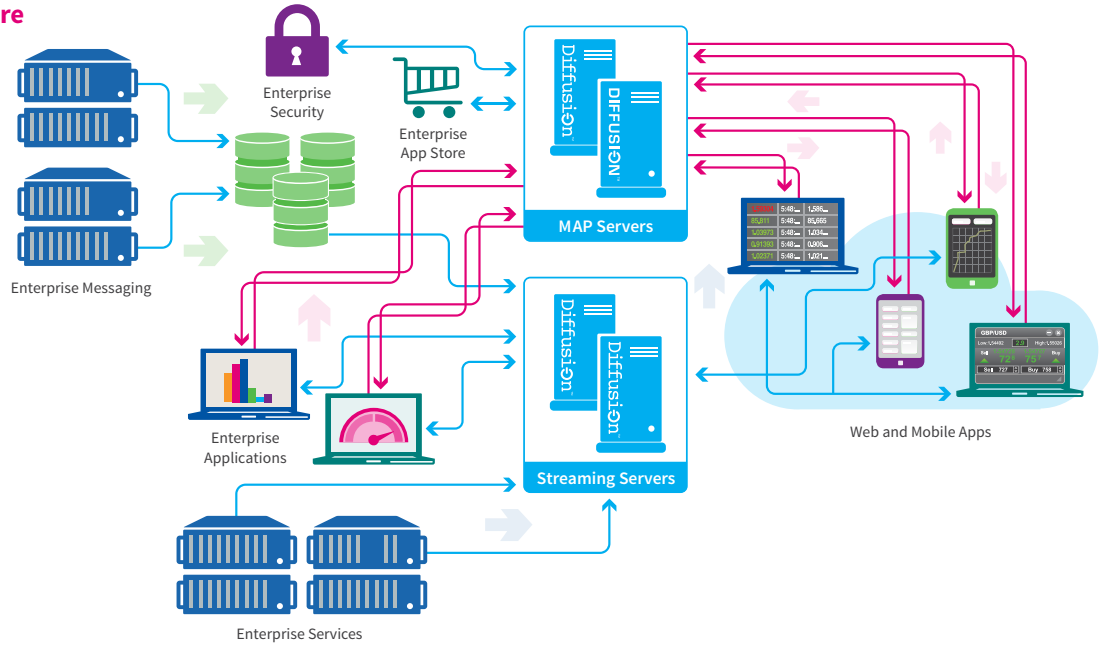


Challenges

- **App Development** - Developing high quality, interactive apps across all device platforms
- **Test** - Testing faster while reducing the cost of testing, but still ensuring higher quality apps, delivered to consumers faster and at lower cost
- **Deploy** - Ensuring secure access to internal apps, deploying to a private app store
- **Run** - Developing applications with security, integration, control and speed
- **Analyze** - Knowing what users or customers are doing with an application



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



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