

Build or Buy?

Strategic Advice for your Mobile App Decisions

Gautham Pandiyan

gpandiyan@mi-corporation.com

919-485-4819 ext. 1973



Mi-Co



www.fieldinspectiondata.com

www.mi-corporation.com

www.beyondedc.com

The Dilemma



- Tablets will outsell laptops by 2016
- Organizations know that their employees could use Tablets for data capture to:
 - Go Paperless!
 - Improve efficiency (by reducing costs & boosting productivity)
 - Improve accuracy (eliminate costly errors)
 - Provide near real-time reporting on data collected
- Most are struggling with whether to build their own “apps” or mobile-forms solutions, or buy a COTS (commercial off-the-shelf) product/platform

Build vs. Buy: A Comparison

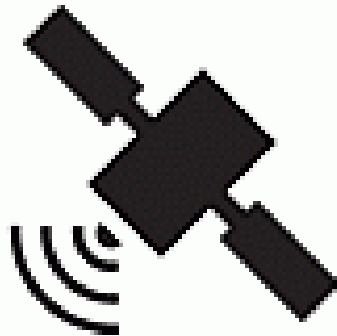
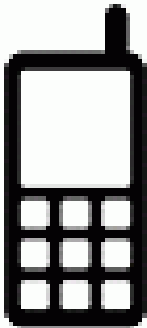
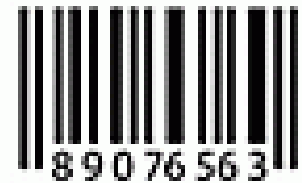
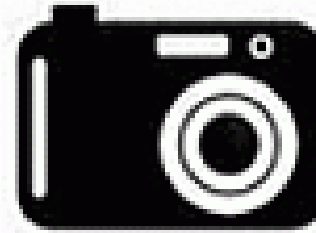
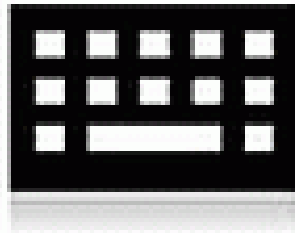
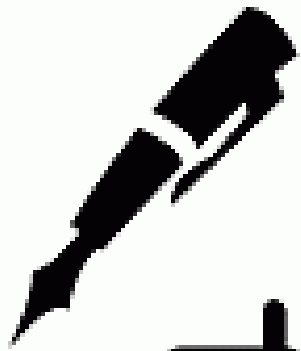
Build	Buy	Notes
Customer fully “owns” product it builds	Customer pays annual maintenance fees to vendor even for perpetual licenses	Customer has responsibility to <u>keep software updated</u> , make changes, fix bugs etc.
Need to <u>find IT resources</u> or dev. shop to build app(s)	Can contract vendor personnel for turnkey soln.	Internal <u>IT project priorities</u> rise & fall with time
Need to find good tech. platform to build on, <u>start from scratch</u> on 2 nd department project...	Vendor’s COTS product already on tech platform (Mi-Co: a .NET SDK also available for building)	<u>Risk reduced</u> in using COTS product, and not starting from scratch each time
No matter how good internal build is, <u>it will be Version 1 & take much longer!</u>	Vendor has been refining their technology over multiple versions & years (<u>Mi-Co: 13 yrs, 9 versions</u>) & is quicker	<u>Big risk</u> since have to make sure the Version 1 deliverable is a slam dunk kit and project will take much longer
Customer will need to <u>stray out of core competency</u> and be in the software business	Vendor keeps up with latest trends in fast-changing mobile landscape	Drain on customer resources <u>away from core business</u>

More Complexity: It's a BYOD, Diverse World Now!



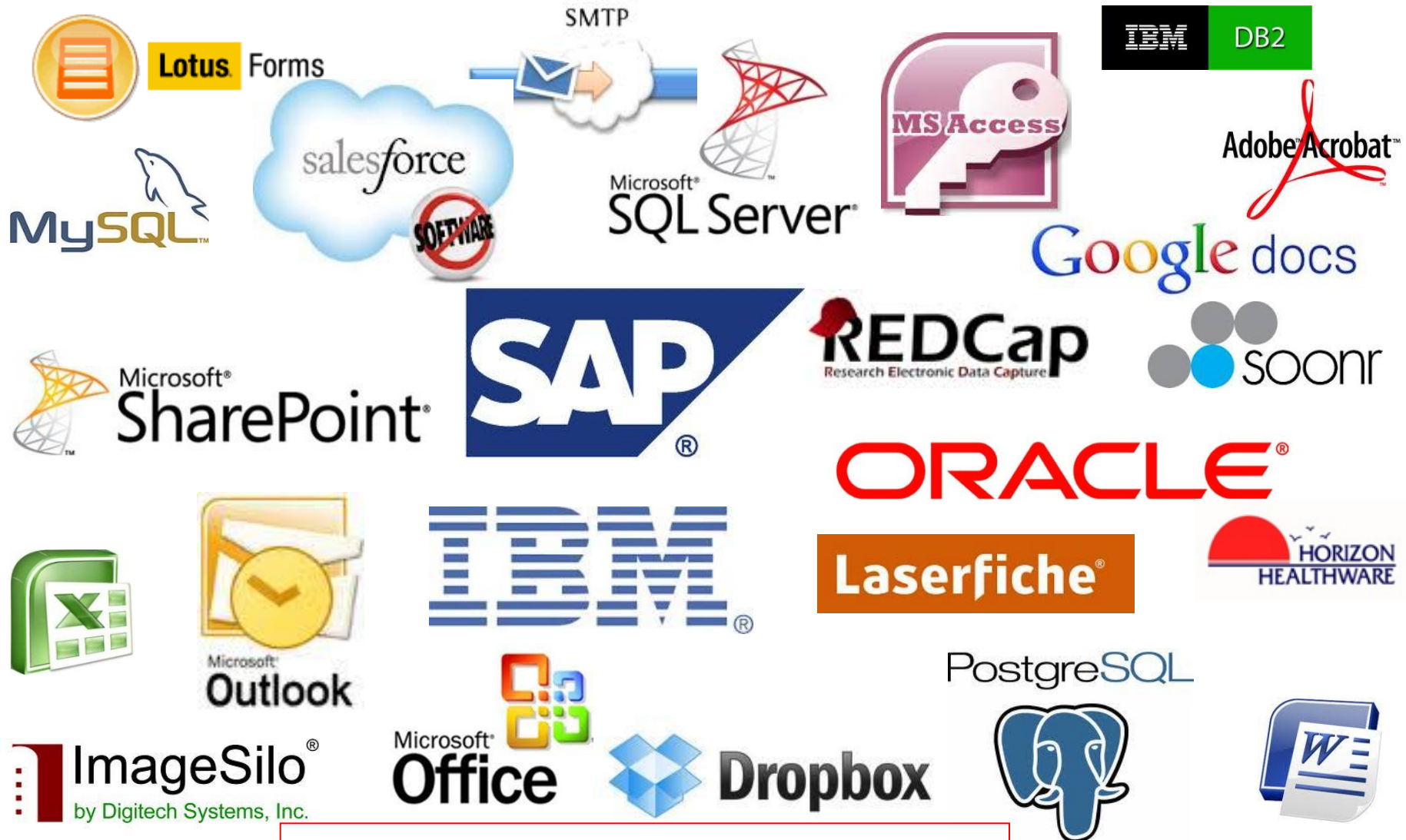
**Is your custom
build team
ready for this
complexity?**

Any Data: Maximal Input Options



Or this???

Anywhere: Data Integration Capable

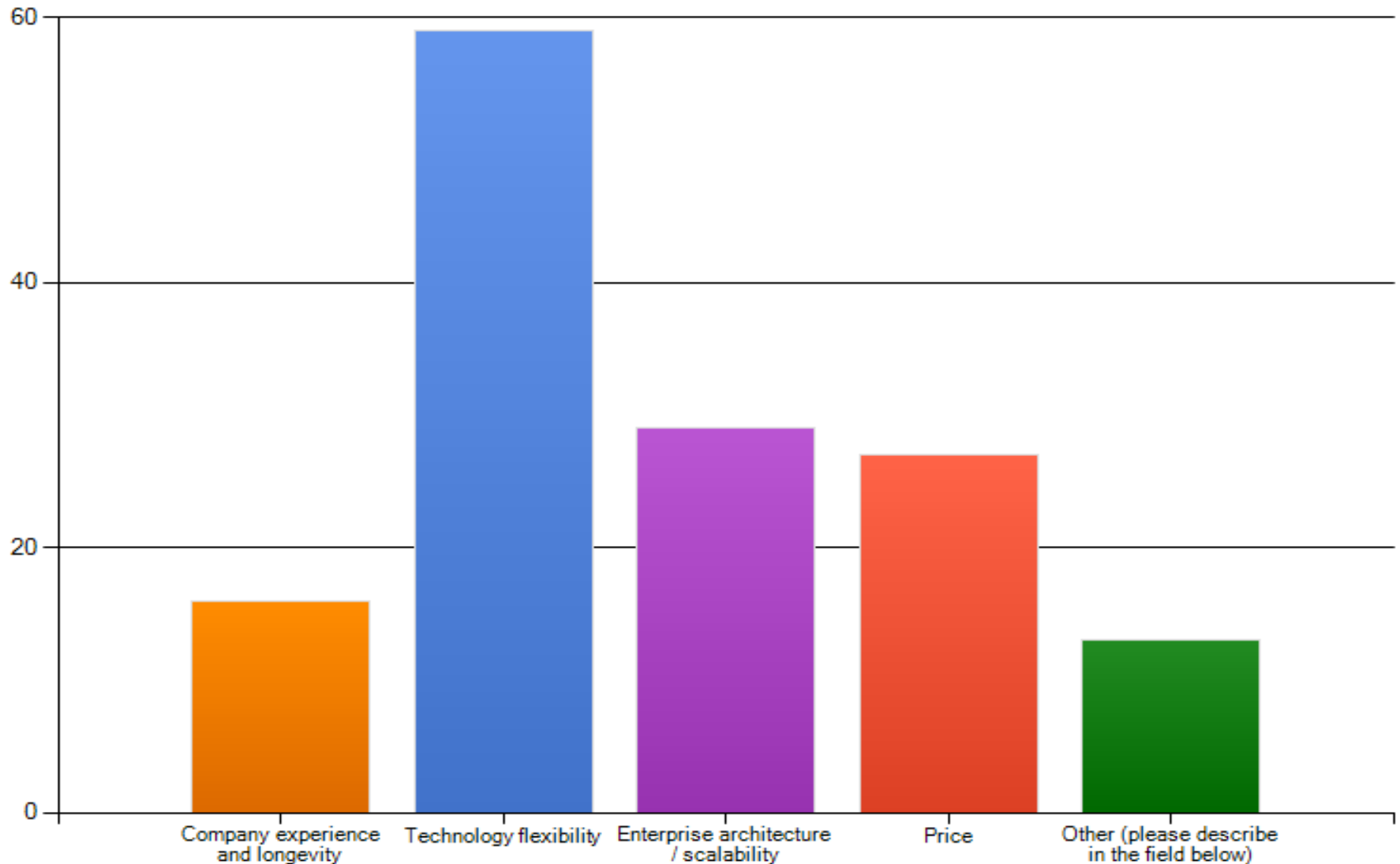


And don't forget...

Mobile Data Capture Survey

(10,000 + people surveyed)

What is the single-most important factor for you in selecting a mobile-forms technology?



A Mi-Forms Platform Solution



- Developed over *13 years experience & refinement!*
- Flexible, Enterprise secure & scalable technology:
 - Centralized deployments from Mi-Forms Server
 - Workflow, audit trails, version control
 - Active Directory compatibility, out-of-the-box
 - Elegant offline data capture & syncing
 - HIPAA compliant & FDA 21 CFR Part 11 compliant
 - .NET architecture & hooks to enterprise system
- Still want to build all this? How about considering using the Mi-Forms .NET SDK to get a big running start & leverage all our technology?

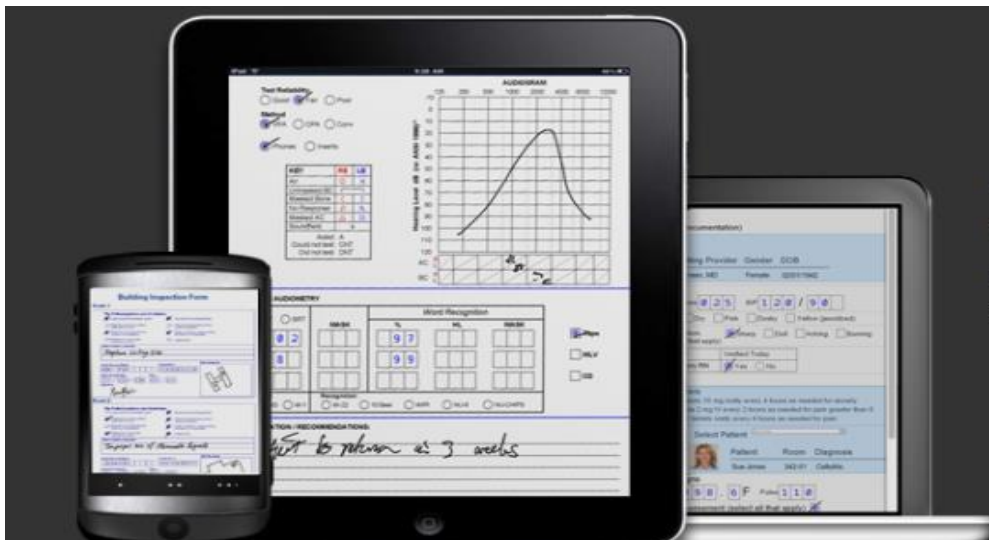
Mi-Co's Key Differentiation

Proven: 13 years experience building *mobile*-data solutions from the ground-up for Tablets & mobile devices (9 versions of market testing)

Enterprise: Robust, scalable technology that has passed audits by Eli Lilly, Sutter Health and AT&T

Flexible: Any data, any device anywhere. Support for maximal input options, hardware devices, integrations

Intellectual Property: 10 issued US patents covering digital writing technology, including [7,869,655](#), [7,486,824](#) & [6,798,907](#), others pending

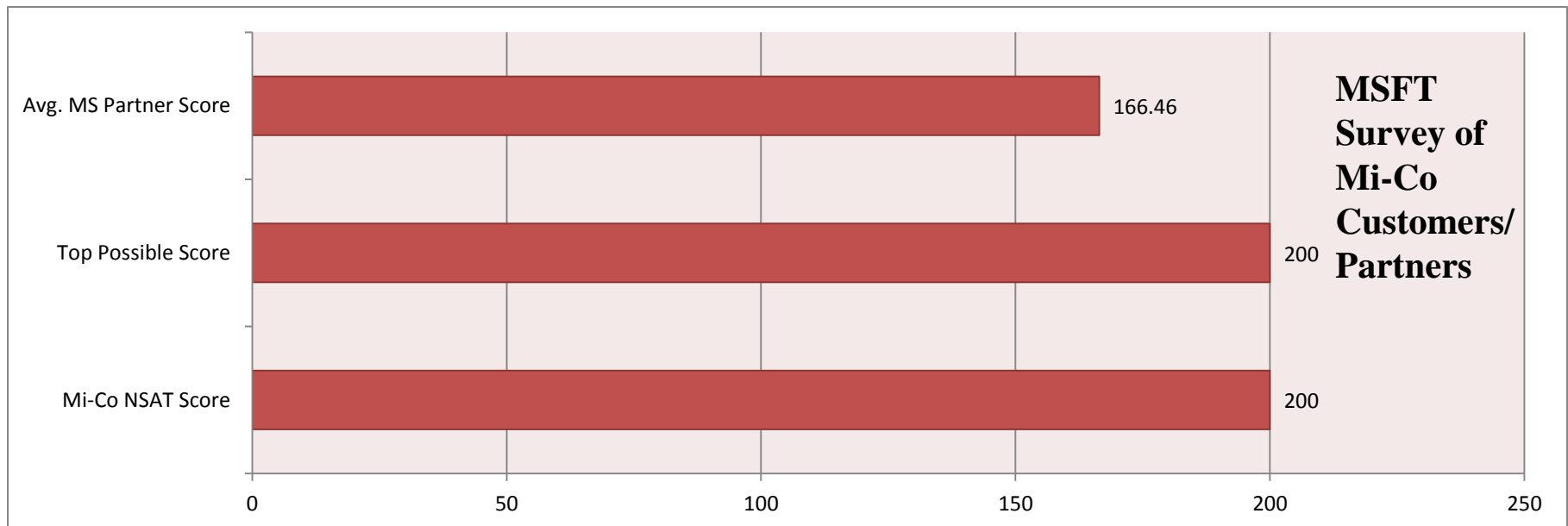


Any data, Any device,
anywhere. Any questions?

Mi-Co's mobile data capture solutions work on any device and seamlessly integrates with your enterprise business systems.

Outstanding, Top-Notch Support!

- **Customers & Partners come first!**
 - From the top-down, emphasis on serving our customers/partners
- **Deep Bench of Data Capture Experts that want to solve YOUR problems**
 - Most of core technical team been with company an average of 7-13 years
- **Easy to work with, access to great support!**
 - Mi-Co Services & Support team gets rave reviews from customer (see below)
- **Best practices from 13 years experience, to maximize project success!**



Selected Mi-Co Customers



Clinical Research




United States Department of Agriculture



New York University
College of Dentistry



And, if all that wasn't enough...

<p><u>Vertical Software</u> \$\$\$ Users hate it* Long deployment cycles</p>	<p><u>Custom App Development</u> \$\$\$ IT hates it** Long development cycles</p>
<p> <u>Mobile Forms Capture</u> \$\$ User friendly IT friendly Shorter deployment cycles</p> <p>!!!!!!</p>	

*June 2009, “Nuance Survey shows that 90% of doctors are “concerned” about usability of EHR”

**2011 AIIM/OpenText Survey, “Greater than 30% cannot justify mobile app development costs”

Next Steps:

- ***Visit www.mi-corporation.com for more information about Mi-Forms: Data Sheets, Case Studies, Resources***

- ***Downloadable Demo software is available at:
<http://www.mi-corporation.com>***

Look for “Mi-Forms”, ON THE APP STORES!

Like us on Facebook: www.facebook.com/Mico102

Watch us on YouTube: www.youtube.com/micortp

- ***Contact your Mi-Co Representative or reseller to discuss the low-risk, proven, flexible Mi-Forms investment you can make!***
info@mi-corporation.com 919-485-4819