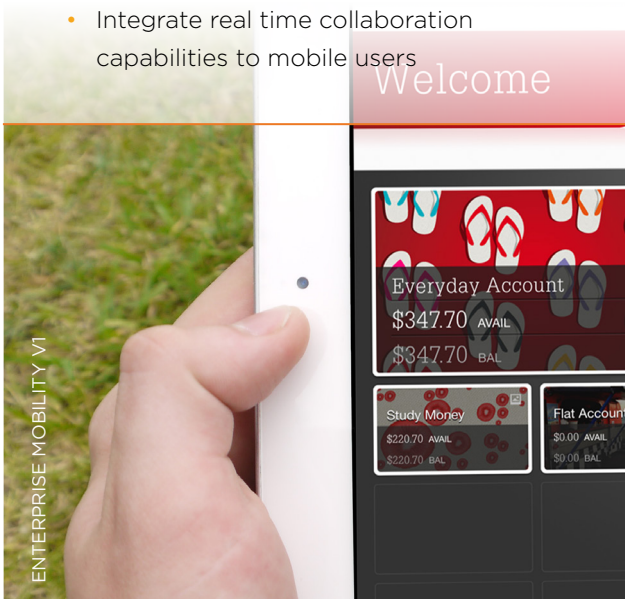


# CERTUS ENTERPRISE MOBILITY SOLUTION SHEET

## In Summary

### Certus provides end-to-end services

- Concept and design
- Native, hybrid and web app development
- Backend integration
- Device management
- Application and data security
- Deliver real time analytics to mobile devices
- Integrate real time collaboration capabilities to mobile users



The business benefits of mobilisation are becoming evident. Mobility is the new business must-have.

Encouraged by powerful new mobile devices, cloud computing platforms and faster broadband access, business users are demanding anytime, anywhere access to corporate systems.

They want their core business processes on the latest smartphones and tablets. Likewise, customers expect to do business on mobile devices, accessing information on the go.

### Learning curve

The rapid move to mobile applications is reminiscent of website adoption in the late 1990s. Demand for an online presence led IT departments to launch websites that were costly to design and build, expensive to support and difficult to alter without expert assistance. Today, thanks to improved coding, content management and integration tools, organisations take a more holistic approach to online content. Rushing into mobile technology on a piecemeal basis may appear innovative but the impact on an organisation as a whole may not be beneficial longer term.

## End to end strategy

Certus takes a strategic and technically rigorous approach to mobile technology deployment. Our end-to-end approach – from design, to build, and deployment – ensures applications are securely connected and integrated into your IT infrastructure. We advocate an integrated lifecycle approach to mobile IT projects across all key phases – design, application development, integration, security and management.



**Design:** Our User Experience and Creative consultants guide you through the process from concept to final design.



**Application Development:** Our developers build high-quality applications on a range of mobile devices. Whether native applications on major platforms such as iOS and Android, or mobile web applications, or hybrid combinations, we can deliver them.



**Integration:** Productivity is improved and process times cut when mobile workers can access existing systems, leveraging platforms and functionality. Our experience with enterprise backend systems ensures the best possible systems architecture.



**Security:** Safe applications reduce operational risk. Using tools such as IBM's Tivoli suite, Certus ensures your data is safe and your network secure.



**Management:** Whether employees use corporate devices or BYOD, device management is crucial to visibility, control and automation of mobile application management.

technologies and tools, mobile-optimised middleware, and integrated management and analytics, supported by a variety of security mechanisms.

### Native vs. Web vs. Hybrid

This is a contentious issue.

- Native applications can deliver the best user experience but are often expensive to develop and maintain, as specialist teams are needed for each platform.
- Mobile web applications are the easiest to develop and deploy. However, user experience is lacking because they are browser-based and access to many device functions is limited.
- Hybrid applications, combining both native and web elements, offer an attractive middle ground. They can be as compelling as native applications and can access all devices hardware. They can also be updated as easily as mobile web applications.

#### Native Applications:

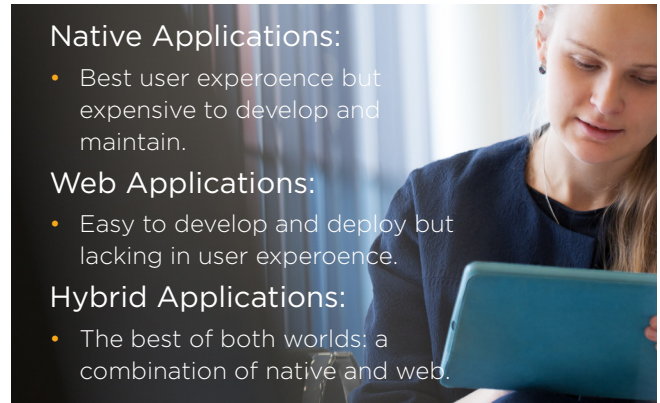
- Best user experience but expensive to develop and maintain.

#### Web Applications:

- Easy to develop and deploy but lacking in user experience.

#### Hybrid Applications:

- The best of both worlds: a combination of native and web.



## Mobile technologies

Certus uses a full range of technologies to build, connect and integrate mobile applications.

Open, comprehensive and advanced mobile application platforms for smartphones and tablets, such as IBM Worklight, help organisations efficiently develop, connect, run and manage HTML5, hybrid and native applications. We leverage standards-based

## Certus teamwork

Certus offers a design led process to determine organisation and user needs. The technical solution follows from this design, and our mixed teams of designers and developers produce applications that are both engaging and highly functional. Certus can help you find the best solution based on your requirements. And we have the skills and experience to implement solutions based on native (iOS, Android), Web or Hybrid approaches.



## CERTUS

Expect fresh ideas that deliver.

As Australasia's most respected IBM partner, Certus helps you deliver tangible results with your customers firmly in mind. With Certus PurePlay you can be assured that you are accessing the best in methods, people and applied knowledge for Systems Integration. This approach is one that enterprises in the region trust to deliver everyday - across a range of mission critical systems.

Connect to exceptional outcomes with Certus.

