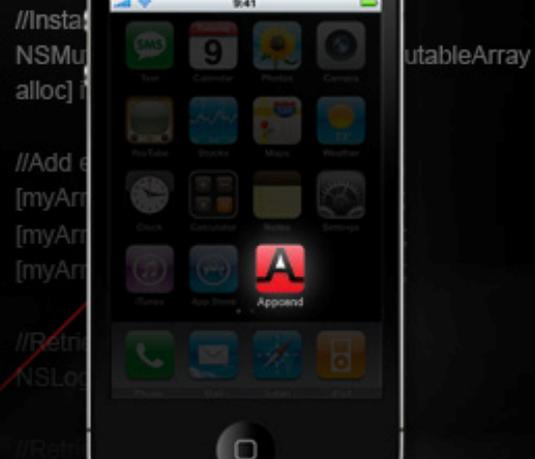


Appscend Mobile Platform Presentation

Enterprise Solutions Whitepaper





The state of Enterprise Mobility

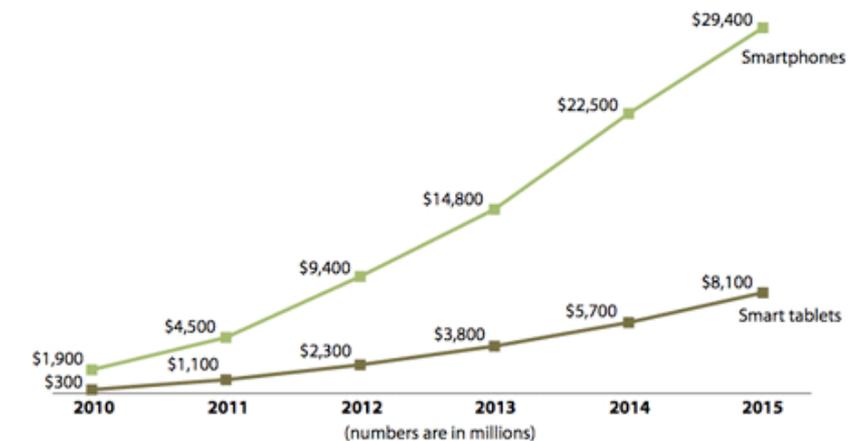
The explosive growth in sales of both tables and smartphones has conducted to a natural adoption of mobile devices inside enterprises as replacements for traditional hardware systems (PDAs, PCs and Laptops)

In 2011, Deloitte estimates that there were over 425 million smartphones and tablets sold, compared to 390 PCs. The Tablet sales to end user increased by 276.5% in 2011 from 17.8 million units sold to end users in 2010. Globally, the installed base of Tablet devices have reached 81.2 million units in 2011 and expected to reach 388.8 million units by the end of 2015. This represents approximately 45% replacement/loss rate by the same year.

The natural expansion was the creation of mobile applications optimized for these devices used in closed or open environments that aim to increase customer loyalty, drive revenue, ease communication and reporting between coworkers and shareholders of each organization. The companies that have embraced mobility are seeing a significant return on investment.

In 2011 Starbucks estimated that more than 2.5 Million customers used their mobile applications to make purchases while eBay made over 1.5 billion USD in sales with the help of their mobile applications. In terms of enterprise mobility, CSX Corporation launched applications that have a clear focus in improving sales and marketing processes inside the company.

Figure 2 Global Smartphone And Tablet App Shipments In US\$



58179

Source: Forrester Research, Inc.



The challenges and pitfalls of Enterprise Mobility

Building a successful, cross platform mobile application that goes beyond the common boundaries of innovation requires a clear and detailed vision of the product and the development skills to match it. The mobile app industry is now in its early stage, and development is still fragmented and a costly, time consuming process.



Taking the development in house can result into an expensive process considering the current fragmentation, the extensive testing and debugging process of each application together with the additional resources needed for maintaining and updating the application. Many of the companies that choose to go with traditional in-house development underestimate the complexity of app development and most of the times the result is not up to the expectations.

Another commonly used alternative for deploying a mobile strategy is the use of mobile web instead of native application. The browser based applications offer the advantage of device compatibility and lower operational resources to keep the application running but it also has one of the dangerous pitfalls of enterprise app development: security is generally weak, and mobile sites or web apps cannot access core functionalities of the device they are running on. Also mobile web apps or mobile friendly sites do not have offline capabilities and the user experience is poor. HTML5 could be a solution for the future but at this point in time it's not the ideal way to go.





> Test instantly, while developing, right on your device

Appscend offers a unique and interactive method to test the app you are developing by using “Catalyst”, an application where you will be able to preview your work and test your app at every given moment and also share it with your co-workers, stakeholders or friends.

> Content Management, in the cloud

With our cloud based Content Management System you will be able to update your content and data on the fly and distribute information worldwide seamlessly via a global Content Delivery Network. All of your app’s data is safely stored in the Amazon cloud so you are always safe from server crashes or system outages. Plus, you don’t have to worry about traffic affecting performance – aim for millions of users, we’ll handle the infrastructure for you!

> Push Notifications, beyond the loudspeaker

Go beyond text-based, no-action notifications! Get your user’s attention with traditional Push Notifications and, once they enter your app, display your custom HTML5 promo screen connected with native app actions – call, download, navigate, engage. With our platform you can take this interaction even further, by targeting your notifications using geo-location filters, gender and age selection, and even schedule your messages for a specific date in the future.

> Analytics360

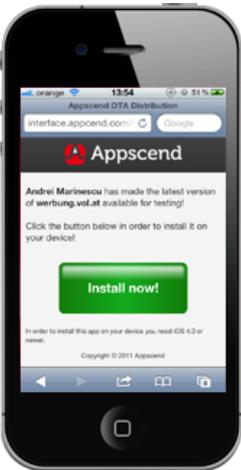
All your data in one place: Measuring your app’s evolution is a key part of your success. Appscend’s analytics will provide you with daily information about the number of downloads, sessions, session length, page views and detailed geographical repartition of your application’s user base.





> User Account Management

The Account Management option is a great way of involving additional organization members or your customers into the app management process by creating their own, permission-based accounts on the platform. Give your customers their own login credentials and allow them granular access to the apps and services you choose.



> Over The Air Distribution

Appscend's Over the Air service facilitates app distribution inside enterprises and closed environments. Get the latest release of the apps you create to your customers in real-time, as often as you want! Instead of sending your customers an app that they have to sync via their computer on their device in a complicated way, Appscend's Over the Air service allows you to mail them a link that they click to install the app!

> On-Demand Development

Our Dedicated Development Unit can handle the implementation of specific modules or functionalities using IgniteMarkup or the Visual App Studio, or the entire development of your mobile project.

> Managed Submission Process



On-demand, Appscend will handle the submission of your apps to the platform's specific marketplace for free, using your company's developer accounts. We will also configure all the backend services for the app, and handle any updates or resubmissions to the app stores.

> **Service Level Agreement**

Our commitment to creating a stable, scalable infrastructure for every app you create is guaranteed by our Service Level Agreement. Appscend's server infrastructure has a guaranteed availability of 99,9996% uptime for all Enterprise Applications.

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