



READY FOR MOBILE? IT'S TIME TO DECIDE ON THE "HOW"

Enterprises adapting and adopting mobility
How to measure and compare solutions

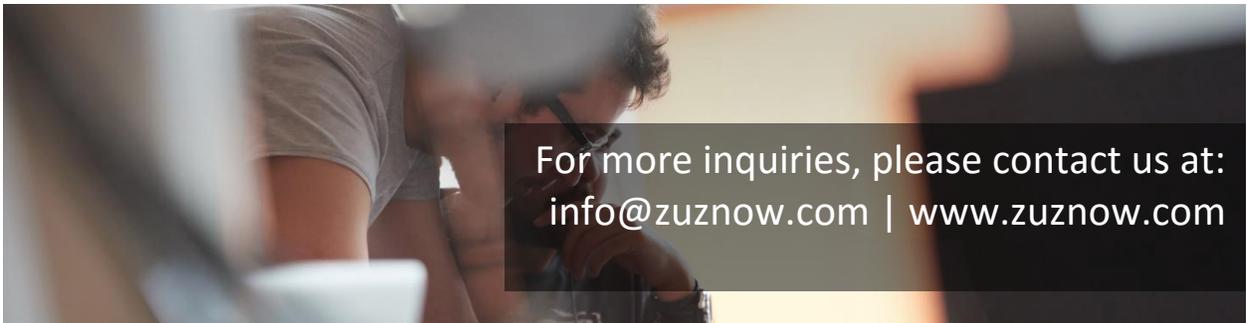
MOBILITY WILL HAVE AS PROFOUND AN IMPACT ON ENTERPRISES AS INTERNET HAD IN THE 90'S – ARE YOU READY?

Enterprises are forced to adapt and adopt to mobility, but with all expectations and positive predictions, they still clearly lag behind best practice. According to the October, 2015 Gartner Report, enterprises developed and released an average of only 6.3 apps, and most of the responders didn't develop or release even a single app.

Mobility is still considered to be a "pain" for many CIO's and CTO's. The fact that mobility is continually evolving makes it even more difficult to select and employ the right solutions and processes, for both short and long term development.

In this document we highlighted the important elements and features of mobility solutions that should be taken into consideration when comparing and choosing your strategic solution.

At the end of this document you will find the link to a tool we created to help better evaluate the options out there.



For more inquiries, please contact us at:
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MOBILE TRADITIONAL DEVELOPMENT

In its first years, mobile was a new, exciting, "sexy" field that everyone wanted to control; from IT directors to software developers, business and marketing executives, and even the CEO's themselves. Millions of dollars were invested in app development projects, which in most cases drew only minimal adoption and ended up showing only negative ROI. As the time progressed and mobility became more and more complex (new devices, channels, functionalities, regulations, security requirement, and more), enterprises became cautious when it came to mobile development. In-house "from scratch" development of mobile projects was expensive and not scalable, proving to be inefficient. CIO's and CTO's consciously gave up on omni-channel development to avoid hassle and stress.

In parallel, new and veteran software companies came up with various solutions to ease the mobilization process and encourage enterprises to fulfill the business and productivity potential of using mobile.

We have outlined four major areas that must be considered when choosing the right solution: long-term usage, flexibility, level of innovation, and life cycle integration.

ONE-TIME DEVELOPMENT VS LONG-TERM STRATEGIC PLANNING

Who could have expected that mobile would become such an enormous part of our lives? It's our first-morning screen, it's where most of our social correspondence takes place, and it's where we check our bank balance (with touch-ID authentication – who needs to remember a password?!). For many of

our day-to-day digital interactions, mobile has become our primary – or even our only – screen, and as consumers we expect to have full access to information from our phones, tablets and watches.

Mobile has become an integral part of our life, and IT departments must adopt mobile as an integral factor in their Software Development Life Cycle (SDLC). Mobile is no longer a fixed project and it's no longer the cherry on top – mobile is on its way to becoming a commodity product – and as such, must be integrated into the company's strategic planning.

FLEXIBILITY

A strategic solution for mobile development can be very difficult to decipher in such a lively and changing environment. This is why the solution you ultimately select must have a *flexibility* that would make it relevant for your immediate, ongoing, and future needs. Such flexibility is needed in a variety of areas:

Deployment flexibility | For most enterprises, a cloud solution is far from reality. Whether due to regulations or internal security policies, an on-site option is still a requirement for many enterprises. However, as the world evolves we do expect to see a major shift to the cloud in the next 2-5 years. With this in mind, it is important that the solution you ultimately select offers flexible cloud deployment that includes on cloud/on-site/ or hosted solutions.

Type of application support | For most enterprises, mobility has two fronts – the B2C (Business to Consumer, which often includes B2B – Business to Business) and the B2E (Business to Employees). When choosing the right solution one must ensure that it is flexible and comprehensive enough to support the mobilization projects of all sorts of applications. Integrating new systems into the company is

costly and timely, so if you would like to improve internal processes, a broad, consolidated solution is recommended.

Type of app produced | Mobile fragmentation is one of the most difficult issues that must be addressed when starting a mobile project. The solution that you choose must be able to support existing devices with different screen sizes, channels, and operating systems, and also offer easy adoption as new versions come to market. You must make sure that it can help you provide optimized solutions for mobile web, native apps or hybrid solutions. Since you are choosing a strategic solution – it may be that some apps should be mobile-web, some should be downloadable – and others must have both options. Make sure you don't end up buying three different platforms to support all channels.

Seamless and uncompromising | To enjoy flexibility, one has to adopt a solution that provides fast results and reacts quickly to changes. An organization can't invest a year in developing one single app and stay flexible at the same time. This is why lightweight mobile web solutions are preferred. Such solutions don't necessarily equate to low-quality/low- UI/UX results. A good platform will be able to combine quick time to market with a premium result that doesn't compromise. After all, enterprises don't compromise.

INNOVATION

Mobility is still deeply connected to innovation, and customers (as well as employees) expect their mobile apps to provide *more*.

When choosing your solution, look at the vendors' track record on innovation. If the solution is innovative today – chances are it will stay innovative in the future. Some of today's innovative features include:

- Push notifications
- Localization services
- Authentication integration (Touch-ID/ Voice-ID etc.)
- In-app purchases
- Integrated advanced design templates

This is of course a short list which will continue to evolve, but these are some examples of to expect from an advanced solution.

LIFE CYCLE

Purchasing and deploying a strategic solution in an organization means incorporating it into the company's Software Development Life Cycle(SDLC). As mobility becomes an integrated part of the SDLC, we must ensure that the solutions seamlessly become part of an immense software infrastructure.

Multi-environment deployment support | Being in a continuous development stage, mobile apps must be deployed on all relevant environments, including development, test, and production. Limitation of such capability will ultimately slow the continuous delivery cycles and will result in additional investment and human resources.

Open Source / Open Standards | Solutions that are based on open source technology and open standards are more extensible and interoperable. The solution you choose should easily integrate with your existing infrastructure, such as web servers and databases. In this highly dynamic market, an open source stack assures you that a platform will be constantly up-to-date with all the latest trends, using the vast open-source ecosystem.

Analytics | Analytics make an important component in the mobile SDLC, and therefore must offer a full overview of the app's performance. In more advanced options, the analytics will provide an overall view of the application on all channels and devices (including desktop), allowing for comparison between the various channels and ongoing optimization.

Security and data protection | One of the most troublesome issues when it comes to mobile is security and data protection. You need to make sure that standards are preserved, and that your mobile strategy is not endangering clients' security and protection. In some cases, the answer for this is on-site installation; in others, it may require an additional security layer.

SUMMARY

Choosing the optimal solution for your organization's mobile strategy is not an easy assignment, and all options and possibilities should be taken into consideration. It just may be that for some organizations more than one solution is required address your needs. Either way, in such a dynamic market, you should find a solution that best aligns with your need for flexibility and quick response. Find a solution that can easily become part of your SDLC, and this way its integration will provide the best ROI; don't ignore security concerns – on the contrary - address them as early as possible and make sure you keep up with your strict standards. And remember – mobility is still the “new kid on the block” – the more value it demonstrates by leveraging innovation – the higher its adoption rate will be among all stakeholders and the higher the ROI it will provide.

Click [HERE](#) to download a comparison excel sheet for evaluation process.

ABOUT ZUZNOW

The Zuznow platform is the only **automatic** Front-end-as-a-Service (FAAS) that leverages new and existing web applications into fully functioning mobile-web and native apps. The platform automatically prioritizes and optimizes the layout of any web page, for any mobile channel in real time – with no human intervention.

The Zuznow platform covers the full range of enterprise mobile needs including B2B, B2C, and B2E applications, while assuring compliance on all channels and devices. To support full life-cycle omni-channel development, the Zuznow platform can be deployed in all relevant environments, including Dev, QA and Production.

BUILT FOR THE ENTERPRISE

The Zuznow platform is built to address the needs and requirements of an enterprise's development life-cycle, from the initial design process to full multi-layered deployment. The platform can be served on the cloud, hosted or on-site. As every company is bound to its unique architecture policies and regulations, building your omni-channel presence with Zuznow, provides you with the certainty that it's done securely and to your own trusted standards.

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