

Evaluating Mobile Platforms *A Guide for Selecting the Right Partner*

The Mobile Age Landscape

The Mobile Age landscape is marked by an ever-growing list of new technology companies. Breaking through the clutter and noise to determine the players with proven solutions, is a key step in selecting the right partner.



The reality is:

- Companies offer a wide range of technology expertise and products
- They range from screen-scraping wireless ASPs and consulting companies, to full-service developers of end-to-end software platforms
- Most platforms, however, remain in early-stage development
- A limited number of platforms are offered through licensed agreements
- Very few platforms have been successfully deployed, resulting in few credible third-party references



The Contenders

More than 100 companies claim to be in the mobile applications development industry. And the list is growing. Their expertise, approach and product offerings are wide ranging.

Most of them:

- Take an HTML screen-scraping development approach
- Are not device-neutral and only focus on one or two wireless devices
- Do not offer a “one-to-many” development environment
- Only offer ASP services
- Have a limited number software engineers and developers
- Do not offer a licensed version of their platform
- Focus exclusively on wireless access and ignore voice access
- Do not integrate mobile and telecom applications
- Can not fully integrate with an enterprise’s most critical data sources
- Have a limited number of technology partners in key areas such as systems integration



The Technologies

Among leading mobile platform companies, there is no uniformed approach to applications development. To ensure that a platform fully integrates with an enterprise's existing infrastructure, while accelerating and streamlining the overall development process, a platform must:

- Offer a scalable, flexible and open architectural environment
- Take a device-neutral approach, supporting all current and emerging wireless devices
- Utilize multiple adapters capable of accessing a company's most critical data, accounting for different platforms, languages, protocols, data sources and applications, including older legacy systems
- Offer a “one-to-many” development environment, enabling developers to write an application once and render it to multiple devices
- Include a GUI development tool
- Be offered under license agreement, and not just part of an ASP package
- Integrate wireless access and voice access, enabling companies to consolidate and streamline development teams across Internet, wireless and telecom initiatives

To learn more about how AnyDevice can give your business
The Power To Go Anywhere, please visit us at www.anydevice.com.

United States: 800.497.7286; fax: 404.231.8639
London: 44 (0) 20 7665 6609; fax: 44 (0) 20 7665 6650
Munich: 49 (0) 89 92 404 139; fax: 49 (0) 89 92 404 149

3340 Peachtree Road NE, Suite 100, Atlanta, GA 30326 info@anydevice.com

Qualifying Questions

Successfully evaluating mobile platform providers involves avoiding potential landmines. A few questions to consider:

- Is the platform available under software license?
- Does it offer a development GUI tool?
- Can it integrate wireless and voice access?
- Will it offer a “one-to-many” development environment, enabling developers to write an application once and render it to multiple devices?
- Does it take device-neutral approach, supporting all current and emerging wireless devices?
- Can it fully integrate with an enterprise's most critical data sources?
- Does its adapters connect with all sources of critical data, accounting for different platforms, languages, protocols and applications, including older legacy systems?
- Is it based on a scalable, flexible and open architectural environment?
- Does it include a LDAP adapter to support enterprise provisioning?
- Can end-users tailor the information they want, the times during which they want to receive it, and select the device(s) of their choice?
- Has the platform been successfully deployed?
- Does the provider have credible third-party references?