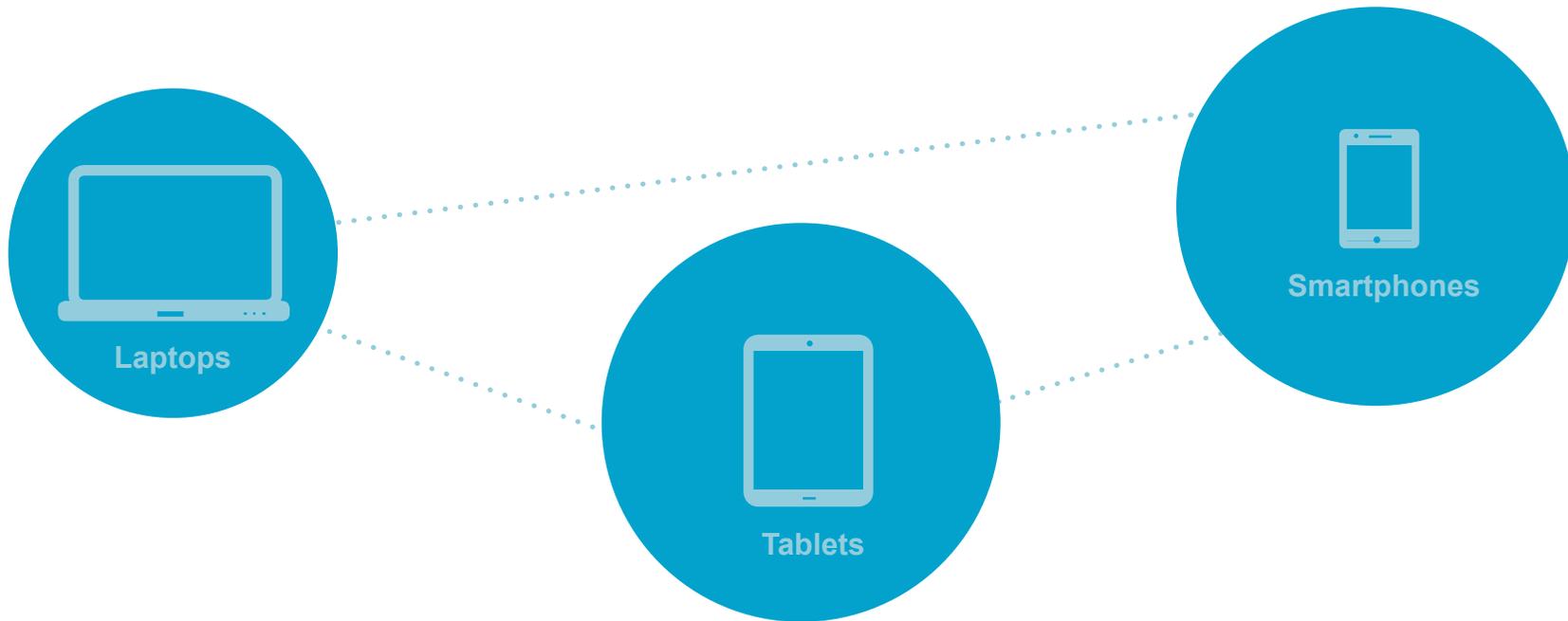# BE FREE OF
SOFTWARE

BE MOBILE

SERVICE CORE

MOBILE APPLICATION DEVELOPMENT AND DEPLOYMENT

With the launch of faster wireless networks, the explosion of smart devices, the increasing familiarity of users with mobile technology, and the decreased cost of development, it makes sense for every company to develop mobile apps for its employees and customers. If only there was a simpler way to build mobile apps. To develop feature-rich mobile applications, there are some key development points which need to be followed upon at the very early development stage. These points will surely enable an IT outsourcing software development to achieve an optimal consumer experience as well as satisfaction. BestIT has the solution with its mobile application solutions.

Laptops

Tablets

Smartphones

Unsecured wireless Internet access poses a risk to your organization. Make sure only authorized users can connect securely to your network.

MOBILITY AS A SERVICE

The BYOD trend and the increased pressure on organizations to deploy mobile applications to accommodate mobile work styles of employees will lead businesses to manage a portfolio of mobile application architectures. In addition hybrid architectures will be especially well-suited to business-to-employee applications. The implications for IT is that the mobility era will significantly impact the PC dominance with Windows as the single platform will be replaced with a post-PC era where Windows is one of a variety of environments that IT will need to support.

Until recently, companies going mobile faced a choice. They could buy and customize "out-of-the-box" mobile applications, or they could build their own using a development environment native to the devices that were to run the apps. Out-of-the-box point solutions are quicker to deploy, but they have disadvantages. They often need customization to work just right for a particular business use case. They also have proprietary tools for customization, configuration and management that are specific to the application. After deploying a few out-of- the-box point solutions, companies find themselves spending enormous amounts of time managing them.

Building your own native application enables you to have the exact functionality you want. There is, however, a catch. Building native applications requires special knowledge of the languages, software development kits, and device features unique to each native environment. Typically, mobile app developers are specialists. If you need an iPhone app, you find an iOS developer. If you need that app to work on an Android, BlackBerry or Windows device, you find developers who can rebuild the application for those platforms.

BestIT assists companies envisioning how to reduce their mobile and BYOD worry and the prospect of using high-priced specialists to build each application several times over, or using high-priced resources to customize commercial applications for each device. This is e specially true in light of today's business imperatives to grow revenue and profit.

Developing applications for PCs, tablets and smartphones has meant choosing between native applications with multiple vendor tools and codebases or compromising performance, security and user experience with tools based on Web technologies like JavaScript and HTML5. Our tools help developers rapidly deliver device native apps across platforms and form factors with a single codebase.

As an example, Oracle's framework offers a new infrastructure for integrating devices based on Apache Cordova APIs, which allow developers to access native functionality using JavaScript.

What You Should Consider

• BYOD: What is your strategy to manage the popularity, deployment and growth?

• BestIT has added new features to its mobile development framework, designed to speed up the creation of enterprise applications. Build versus buy mobile applications?

• How do you secure the directory information that is downloaded to devices? Every device and browser handles data differently, so now you have to create something different for each device.

• Collecting directory information from different back-end servers gets complicated, especially when different users with different job roles will be looking at different data sets.

• The whole social networking feature is impossible for you and HTML5 doesn't even support direct controls over phone hardware like cameras.

• Companies who avoid development costs by buying out-of-the box solutions find themselves involved in customizing most of those mobile applications, making customizing for all supported devices very expensive.

• The vast majority of smartphones used in the enterprise today are being purchased by employees. These employees are bringing in a mix of iOS, Android, and Windows devices. A major shift is occurring within corporate IT organizations to support the mobile devices and operating systems users are bringing to work.

MOBILITY AS A SERVICE

BestIT takes full advantage of the lessons learned and best practices and follow the below mentioned tips and practices which can be used to start any new project on a positive footing:

• Context is critical for mobile applications. A thorough understanding of the user's context and objectives is a must requirement.

• Display minimum number of options possible on any single screen.

• Conduct ongoing usability testing throughout the design and development process, including testing on real devices.

• The less text input, the better.

• Use simple navigation structures pointing to one specific task at a time.

• Reducing the number of objects, define proper data structures and carefully manage object handles. These features will help to conserve memory.

• Store data on the device selectively and archive less frequently accessed data on the server.

• Do as much processing as possible on the server.

• Effectively use multi-threading wherever possible to improve performance.

• Use high contrast text color and select typefaces for maximum readability.

• Provide clear status and feedback based on progress of task completion.

• Manage content in a wise manner. Wherever possible, try to crop large images and reduce the size of data files.

• Use a consistent User Interface design that helps users maintain a familiarity with the application.

• Get involved in real-time interaction via social media. This could include live Facebook or Twitter streams.

On the whole, with use of proper tools, the d eveloped application should be simple enough to be used, should be friendly and if possible, should allow users to share their experience and status.

BYOD

For security purposes, make sure your organization has a BYOD policy in place to prevent security breaches or data loss. Employee negligence is a contributing factor to data breaches for organizations.

Do you still handle all of your business at the office? Do you still read everything on your desktop computer? Neither do your customers — they've gone just as mobile as you have, if not more. BestIT will help get your products and services in front of your clients, whether they're at their desk or at the beach.