



Why Your Mobile Strategy Is Stalling and How to Fix It

September 10, 2014
Citrix WWCS

➤ Introductions



Richard Cortez
*Sr. Director,
Enterprise Mobility
Citrix WWCS*

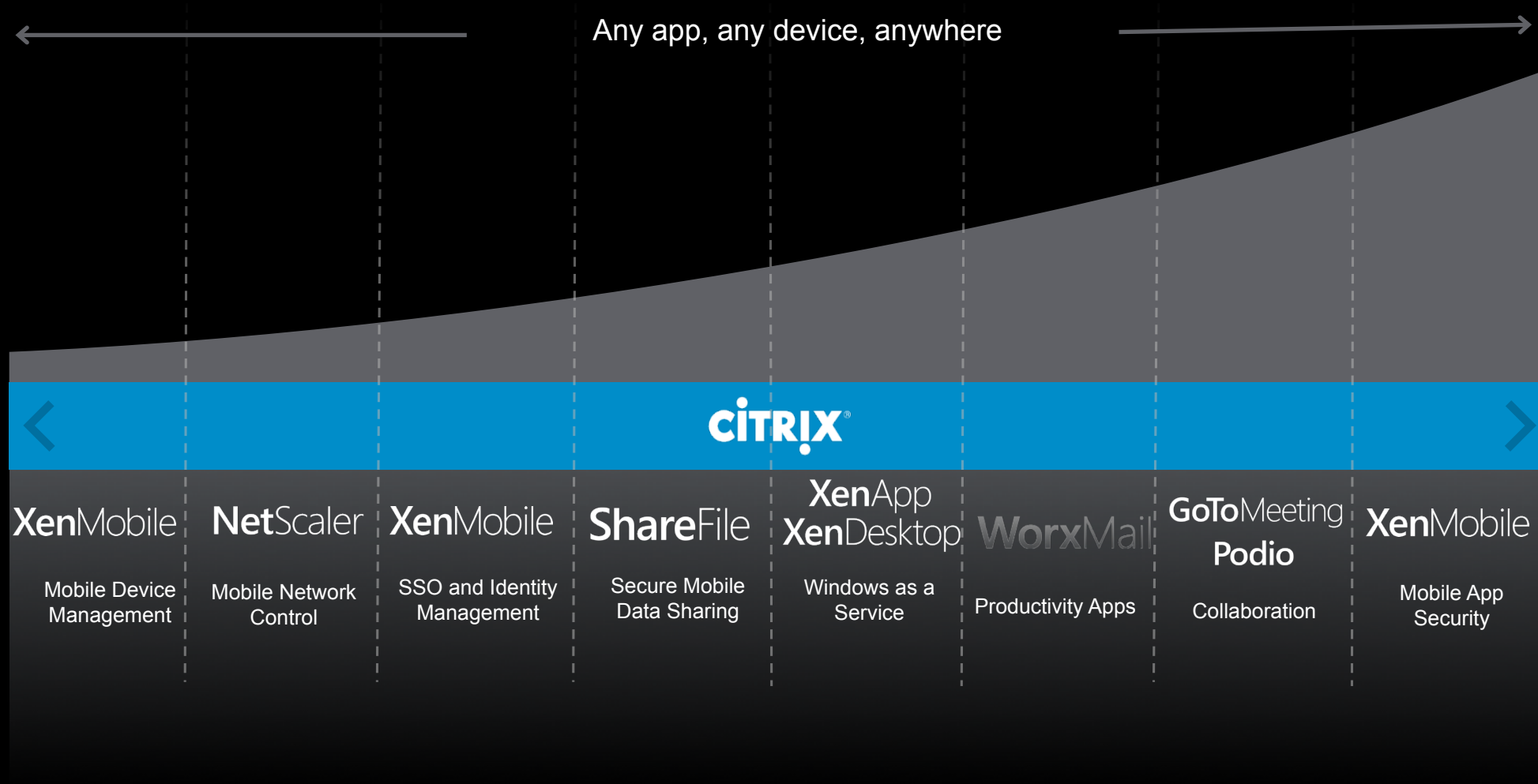


Susan Miller
*Chief Strategy Officer
AnyPresence*



Samit Patel
*Sr. Director,
Worldwide Apps
Citrix*

Citrix Consulting draws insight from an extensive mobility suite...



... and supports your evolving mobile strategy

Step 1: Enable BYO - Secure Apps and Data on all Devices



Step 2: Enable Workflow-driven Mobile Productivity



- Mail
- Browser
- Docs
- Office
- Collaboration
- Tasks, Notes, Chat...

Step 3: Mobilize Your Business



- Mobilize business processes
- Task-specific, contextually relevant
- Easy to buy, build, integrate & secure
- Virtualized, web, or native
- Rapid time-to-market

AnyPresence Accelerates Modern App Scenarios

Enterprise App Development Platform

Build Apps
Faster



Scale Enterprise App Development Process with Backend Server, Multi-Channel SDKs, and UI starter kits



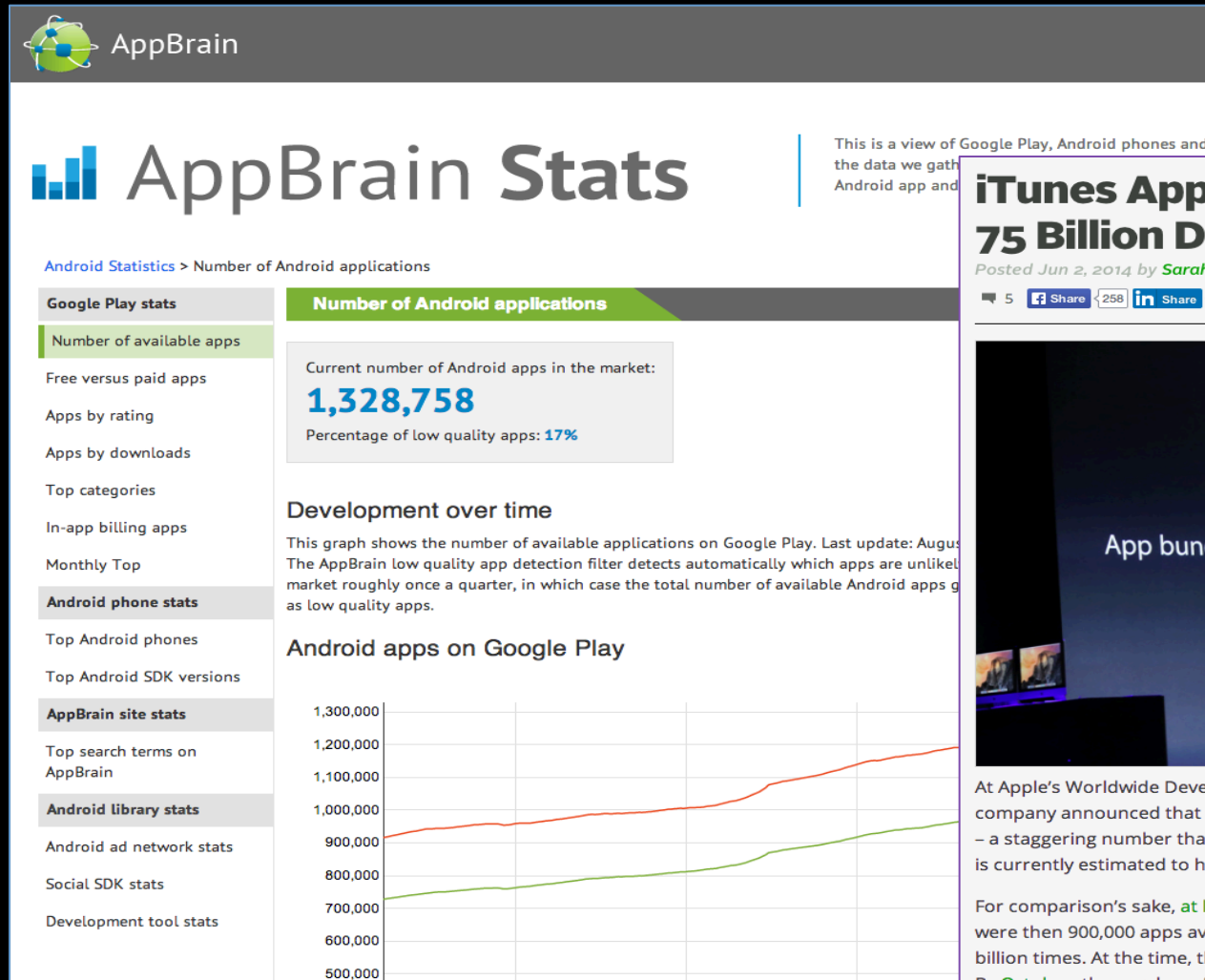
Enable Your
Ecosystem



Enhance API Management with Fully-Realized, Cross-Platform Sample Apps from Templates

Enterprise Mobility Insights

2.5+ Million Apps & Billions of Downloads

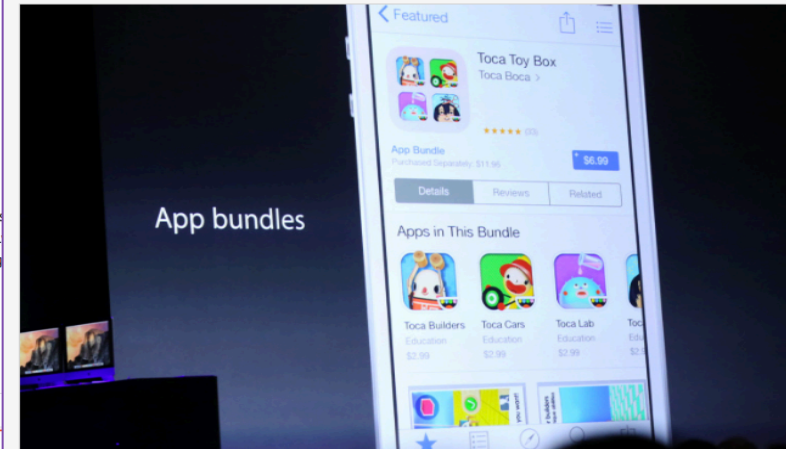


iTunes App Store Now Has 1.2 Million Apps, Has Seen 75 Billion Downloads To Date

Posted Jun 2, 2014 by Sarah Perez (@sarahintampa)

5 258 33 172

Next Story



At Apple's Worldwide Developer's Conference in San Francisco this morning, the company announced that the iOS App Store has now reached 1.2 million applications – a staggering number that puts Apple neck-and-neck with competitor Google, which is currently estimated to have roughly 1.2 million.

For comparison's sake, at last year's WWDC, also in June, Apple announced there were then 900,000 apps available on its platform, which had been downloaded 50 billion times. At the time, the company also noted it had paid developers \$10 billion. By October, the number of available apps topped 1 million, with 475,000 designed specifically for iPad, and \$13 billion paid to developers.

In addition, Apple's CEO said today, that to date, users had downloaded 75 billion applications, and users visit the App Store 300 million times per week.

Also remarkable is how quickly the iOS developer base is growing. As Apple CEO Tim



CrunchBase

iTunes

DESCRIPTION

...

COMPANY

WEBSITE

N/A

[Full profile for iTunes](#)

TechCrunch Daily

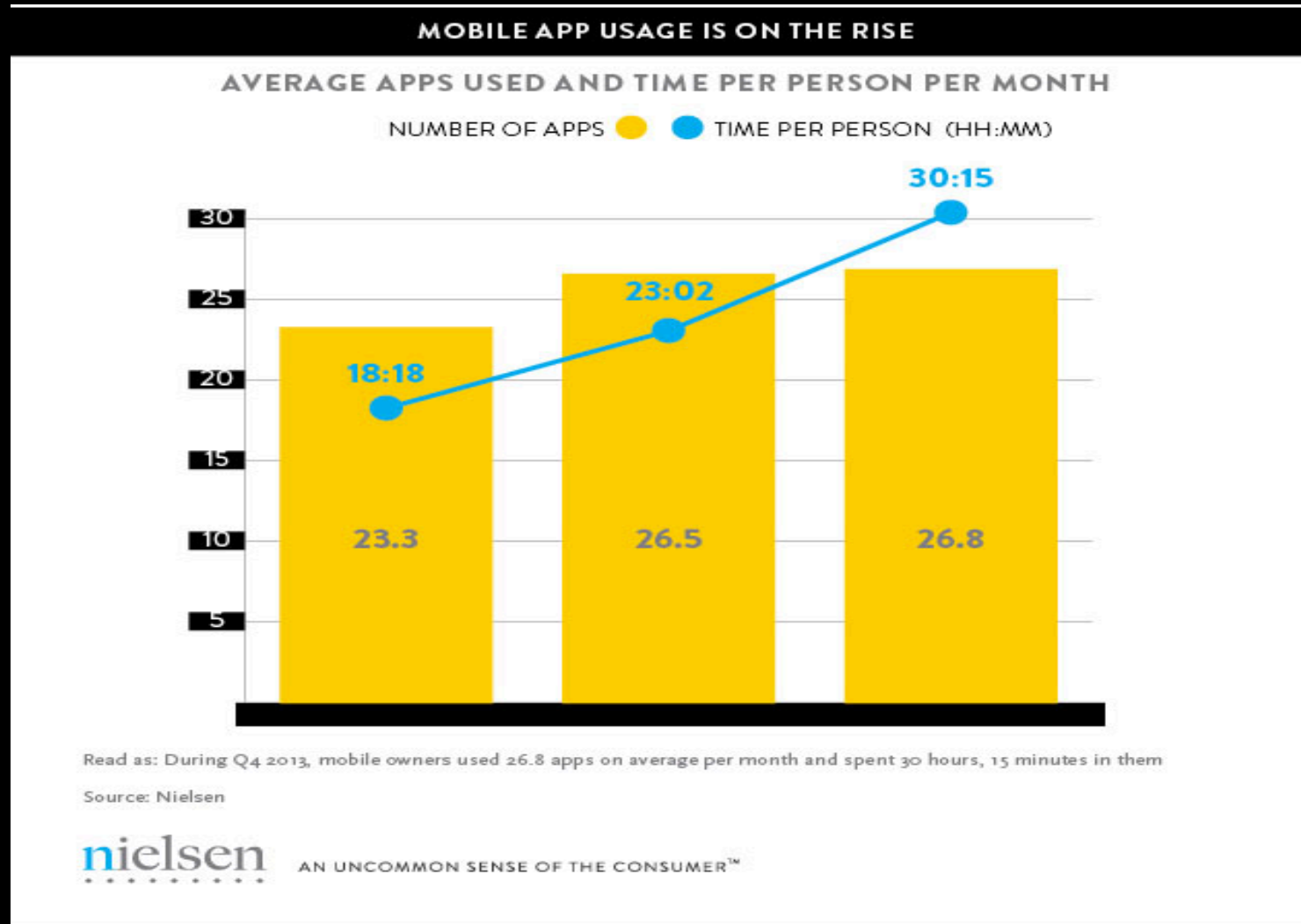
Latest headlines delivered to you daily

Enter Email Address

SUBSCRIBE

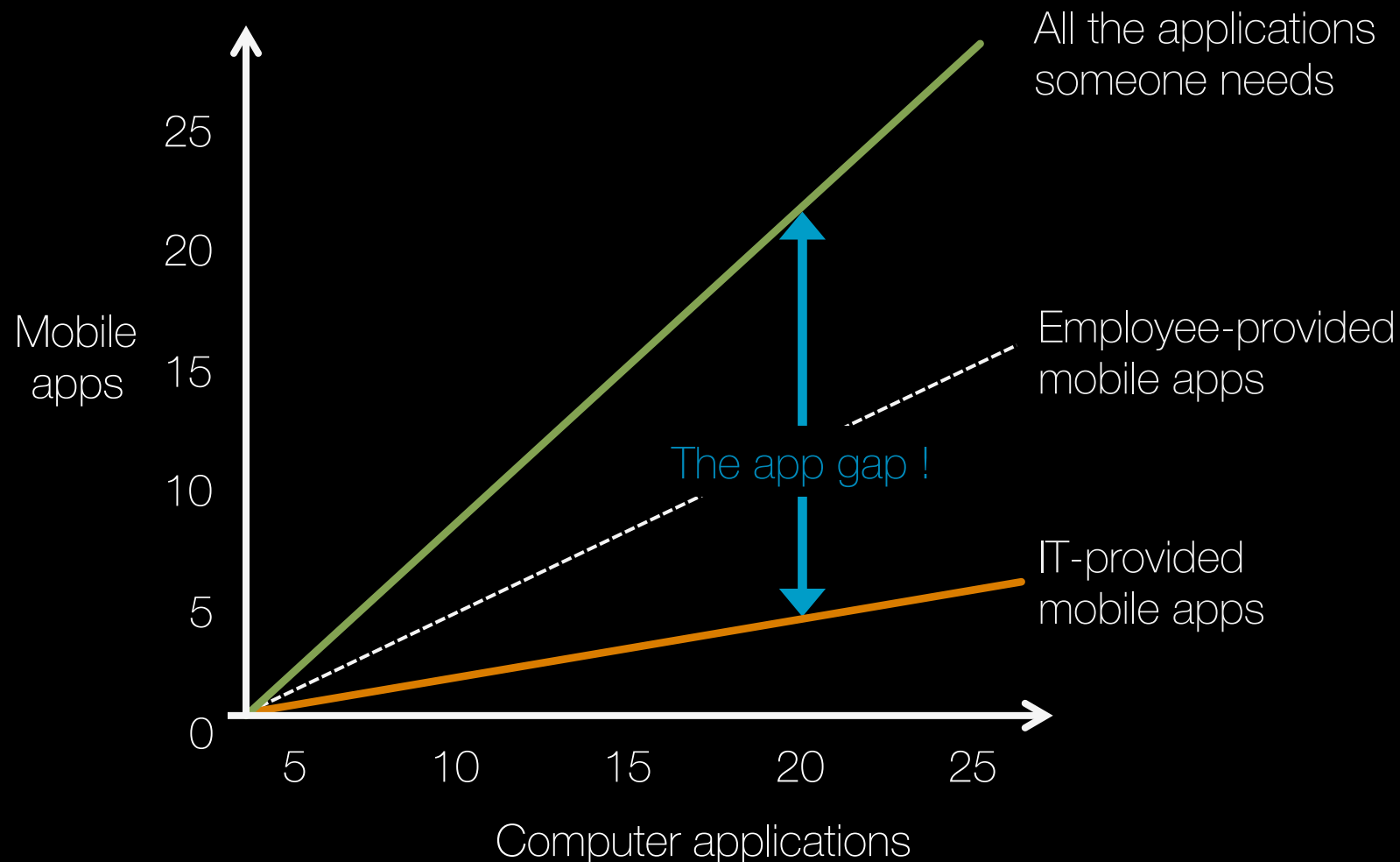
Related Videos

Mobile App Usage on the Rise



Copyright © 2014 The Nielsen Company

Mobilizing Business: “The App Gap”



Source: Forrester

Firms using or interested in purchasing mobile apps

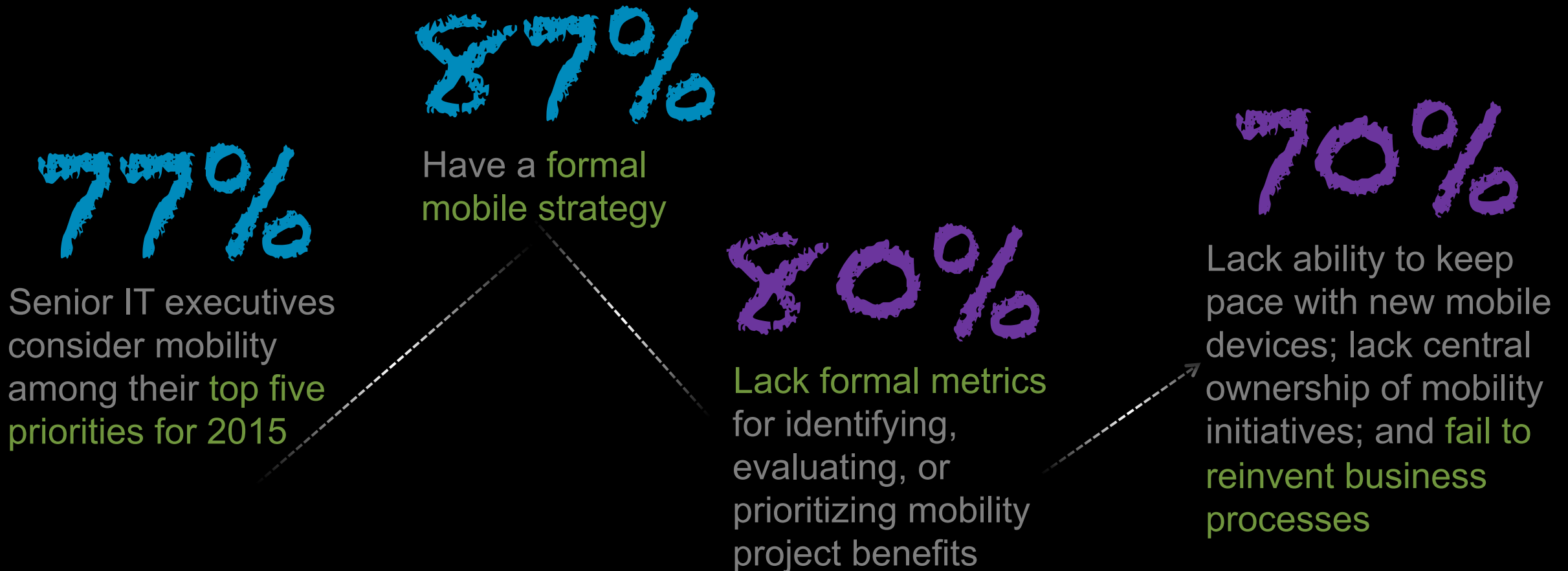


■ Interested but no plans
 ■ Planning to implement in a year or more
 ■ Planning to implement during the next 12 months
 ■ Implemented, not expanding
 ■ Expanding/ upgrading implementation

Source: Business Technographics Mobility Survey, Q2 2013

The “Ups” and “Downs” of Mobile Strategy 2015

While a clear priority, companies struggle to execute

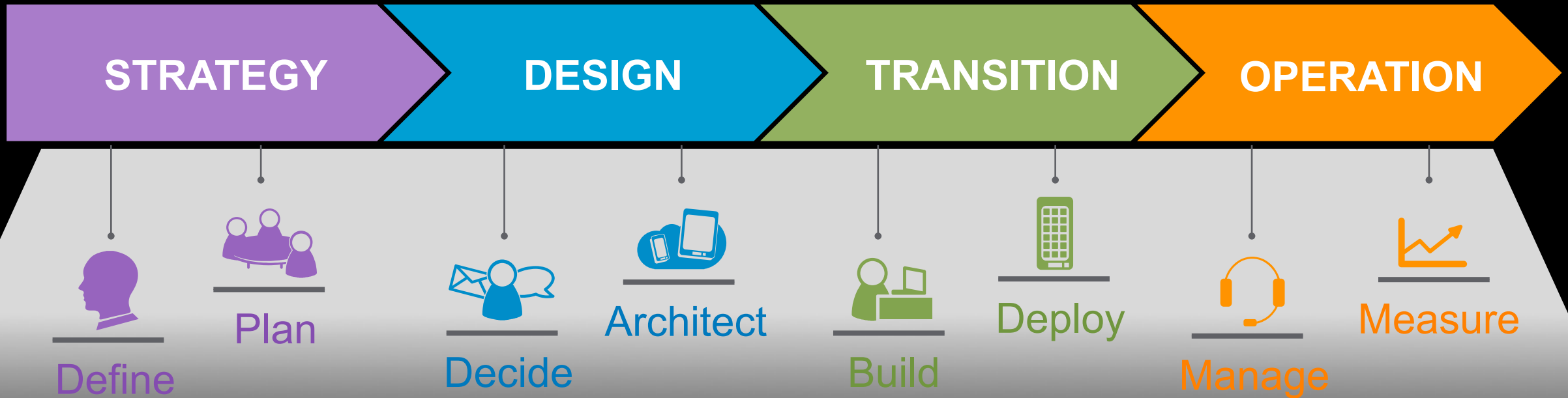


Source: Accenture Mobility Insights Report 2014.

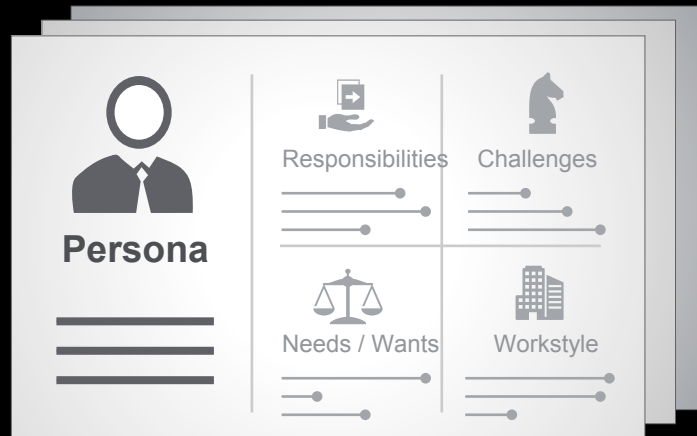
Innovative Mobile Approaches

Are you focused on Apps
or Mobilizing Your Business?

Lesson 1: Plan Mobility Critical Success Factors by ITIL Phase



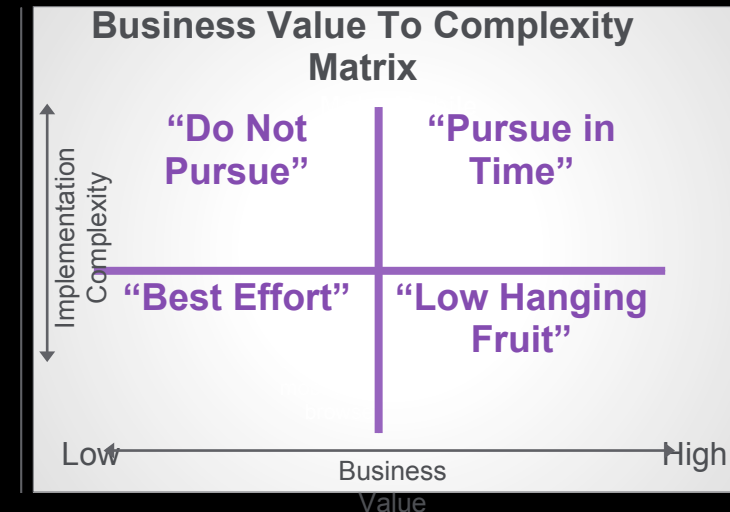
Define your mobility priorities focusing on end users and documenting use cases



Key Activities:

- Mobility End User Personas
- Mobility Use Cases
- Mobility Business Objectives

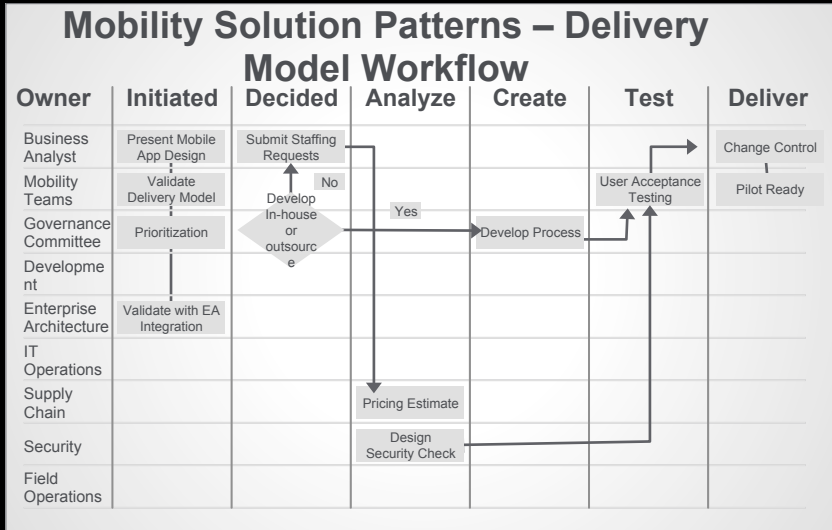
Plan a Mobile Center of Excellence to prioritize use cases & manage iterative roadmap



Key Activities:

- MCoE Definition
- Mobility Iterative Roadmap
- Business Value to Complexity Matrix

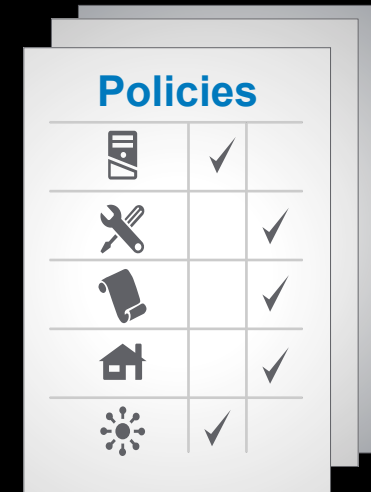
Decide your mobility program framework & select mobility vendor solutions



Key Activities:

- Mobility Program Framework
- Mobility App Approach
- Mobility Vendor Selection

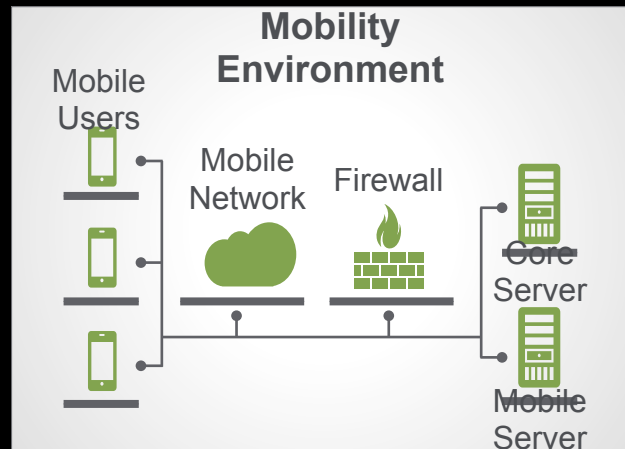
Architect the mobility solution patterns that will be employed to develop use cases



Key Activities:

- Mobility Policy Definition
- Mobility App Solution Patterns
- Mobility Environments Design

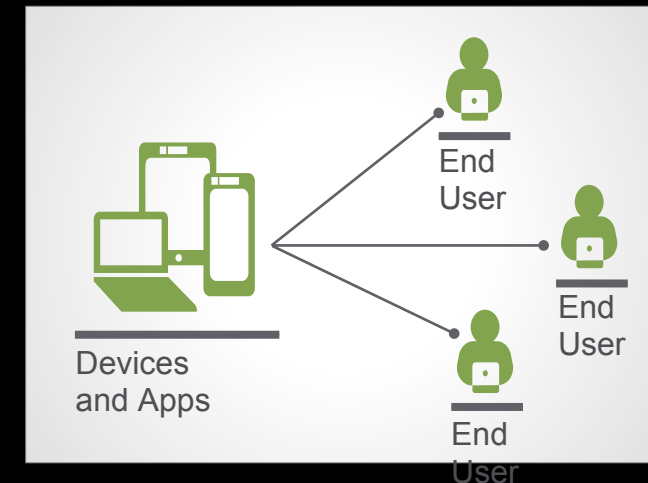
Build your apps and test them in a mobility production pilot environment



Key Activities:

- Build Mobility Environments
- Mobility Apps Testing
- Build Mobility Production Pilot

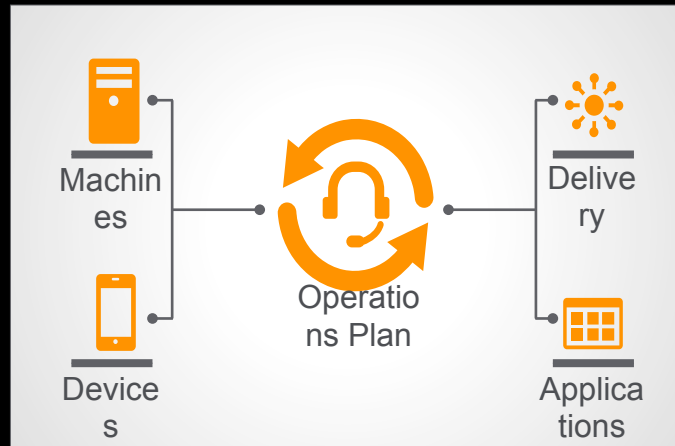
Deploy to end users with simplified training using webinars, videos and tutorials



Key Activities:

- Mobility Program Communication
- Mobility Services Training
- Mobility Rollout

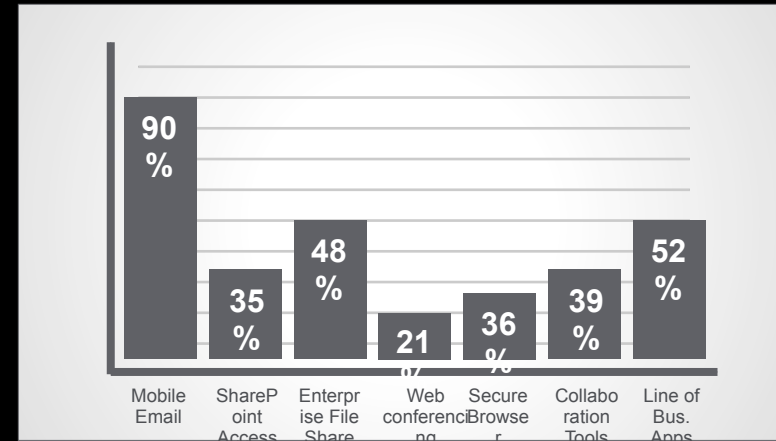
Manage new mobility environment with a comprehensive operations plan



Key Activities:

- Mobility Operations Plan
- Early Access Program Participation
- Device Lifecycle Management

Measure mobility metrics to validate user satisfaction and productivity increases

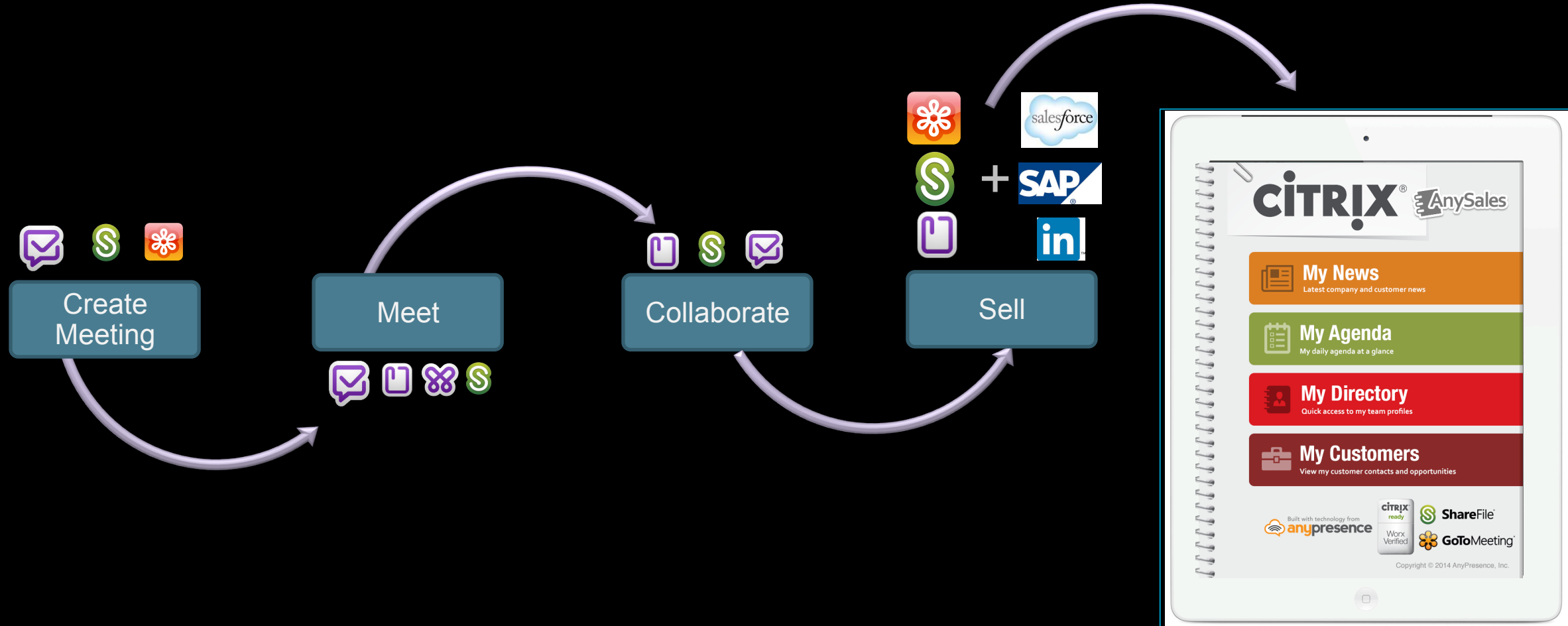


Example report: % of Mobile app utilization vs. Non Mobile App utilization

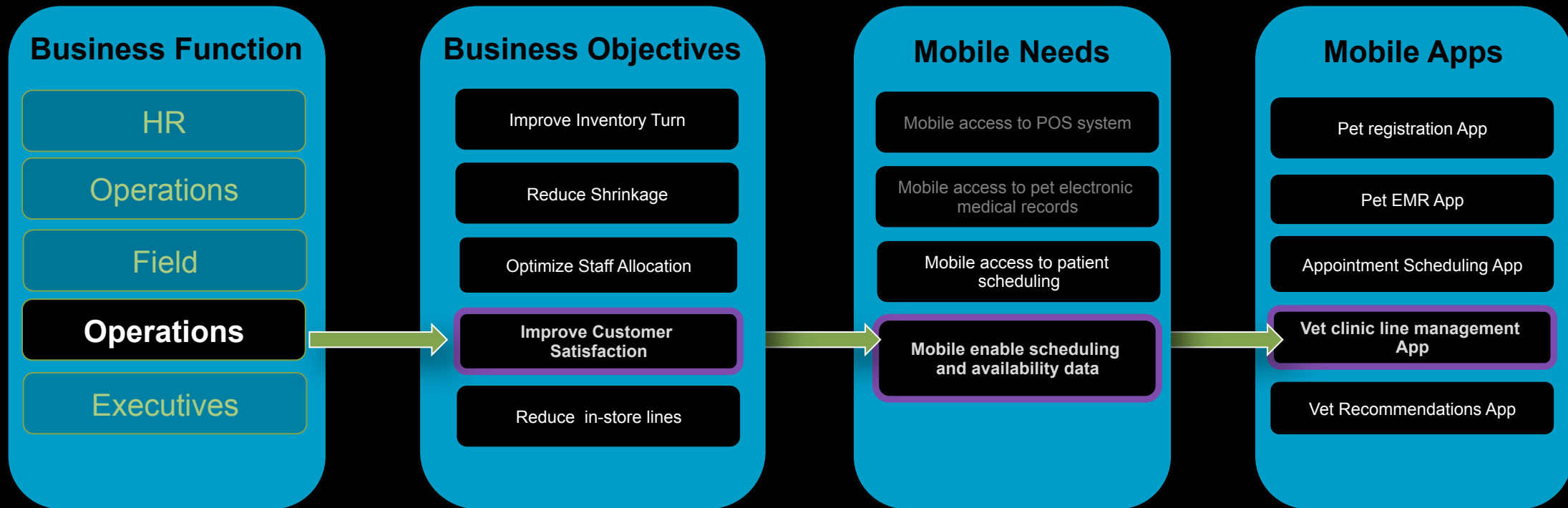
Key Activities:

- Mobility Productivity Report
- Mobility User Satisfaction Survey
- Mobility Issue Logs

Lesson 2: Extend workflows to business mobilization



“Mobilize My Business” Example



**Illustrative*

Case in Point: App rollout eliminates customer wait times and increases in-store shopping

➤ Multiple Platforms



➤ Multiple Audiences

➤ Multiple Systems and Data Requirements

PetPass

- Clinics
- Appointments
- Kiosk Mode
- Clinic Hours
- Clinic Partners
- Cities
- Districts
- Settings
- Users
- Log Out

Reserve Your Spot in Line

Inside Collier County Domestic Animal Services
7610 Davis Blvd. Avondale, AK 34104
239- 252-7387

Appointment Date
Select Date

Contact Information
Your Name*
Mobile Phone*

Pets
How many pets? 1
Has your pet had any previous reaction to vaccinations?
Yes No

Don't worry, we're just gathering this data so we can alert you when it's your turn!

Save Cancel

New Appointment
Mobile Phone
Home Phone
First Time Visitor?
Notifications
Email Reminders?: On
SMS Reminders?: On

- ✓ Employee-facing tablet app for customer check-in with SMS or email in-store notifications
- ✓ Customer-facing mobile app for appointment scheduling
- ✓ Server-side customization for appointment management

Lesson 3: Formalize Your Metrics

Citrix App Score

Virtualization - Mobility – Cloud



App Mobility Score

How to score an Application

by considering the key aspects...

Business Criticality

- Business Value
- User Experience
- EOL expectations
- Cost
- Device Form Factor
- Frequency of use

Technical Criticality

- Device and Platform Comp.
- Performance
- Source code / Skill Set
- Security & Data

5

10

Citrix App Score

Virtualization - Mobility – Cloud



App Mobility Score

How to score an Application

by considering the key aspects...

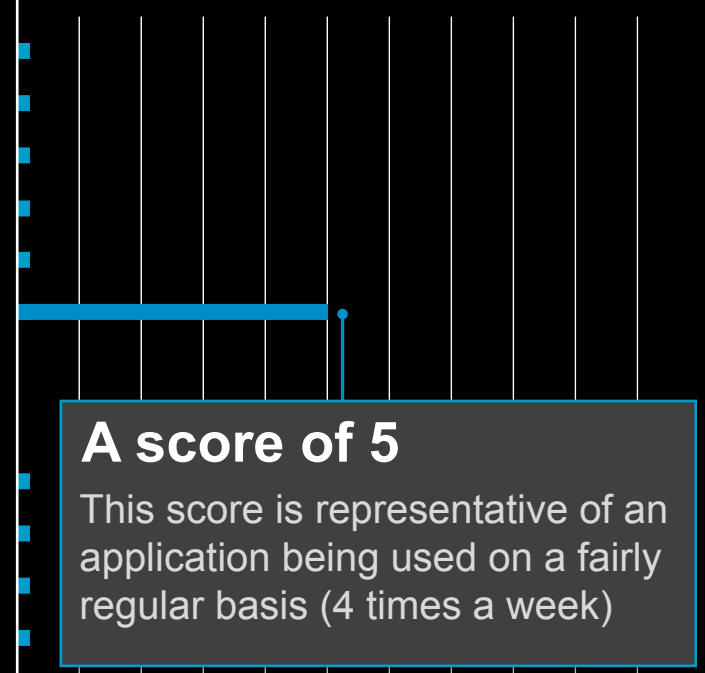
Business Criticality

- Business Value
- User Experience
- EOL expectations
- Cost
- Device Form Factor
- Frequency of use

Technical Criticality

- Device and Platform Comp.
- Performance
- Source code / Skill Set
- Security & Data

5 10



Citrix App Score

Virtualization - Mobility – Cloud



App Mobility Score

How to score an Application

by considering the key aspects...

Business Criticality

- Business Value
- User Experience
- EOL expectations
- Cost
- Device Form Factor
- Frequency of use

Technical Criticality

- Device and Platform Comp.
- Performance
- Source code / Skill Set
- Security & Data

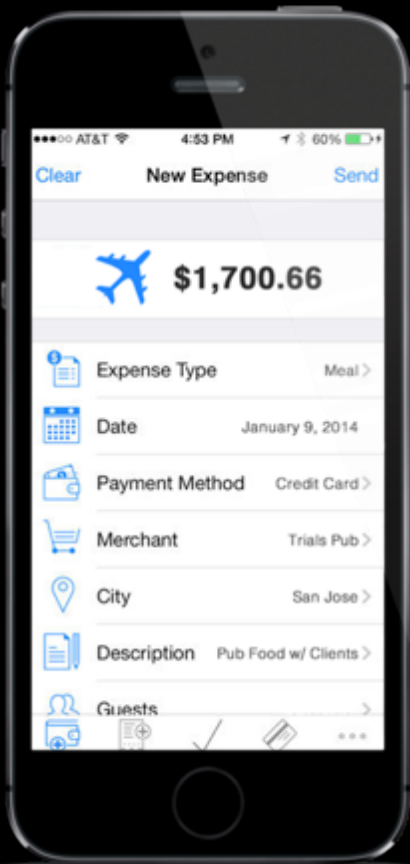
5 10

A score of 10

This score is representative of an application being used multiple times a day on a regular basis

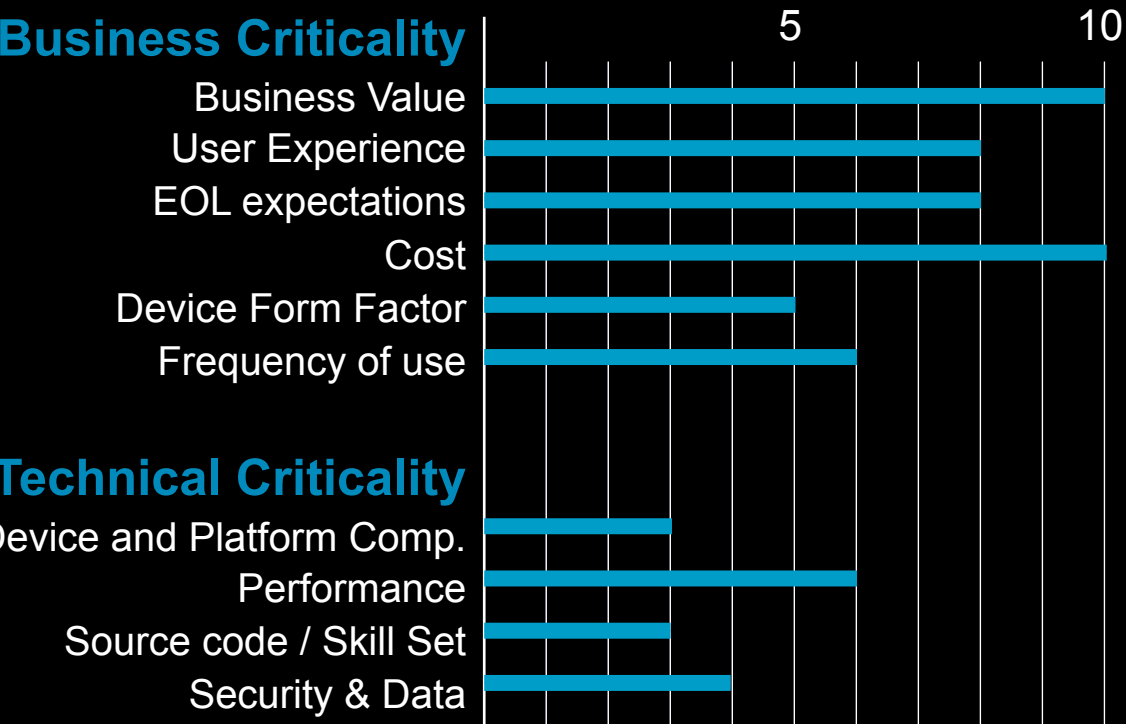
Citrix App Score

Virtualization - Mobility – Cloud

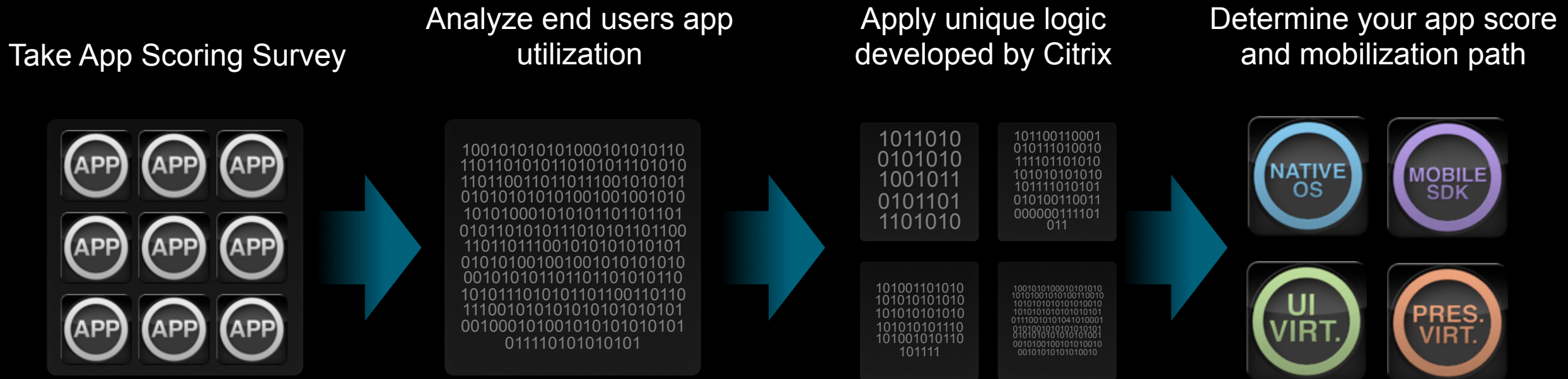


SAP

Travel Expense Portal



Lesson 4: Design Portfolio of Roadmap Technologies



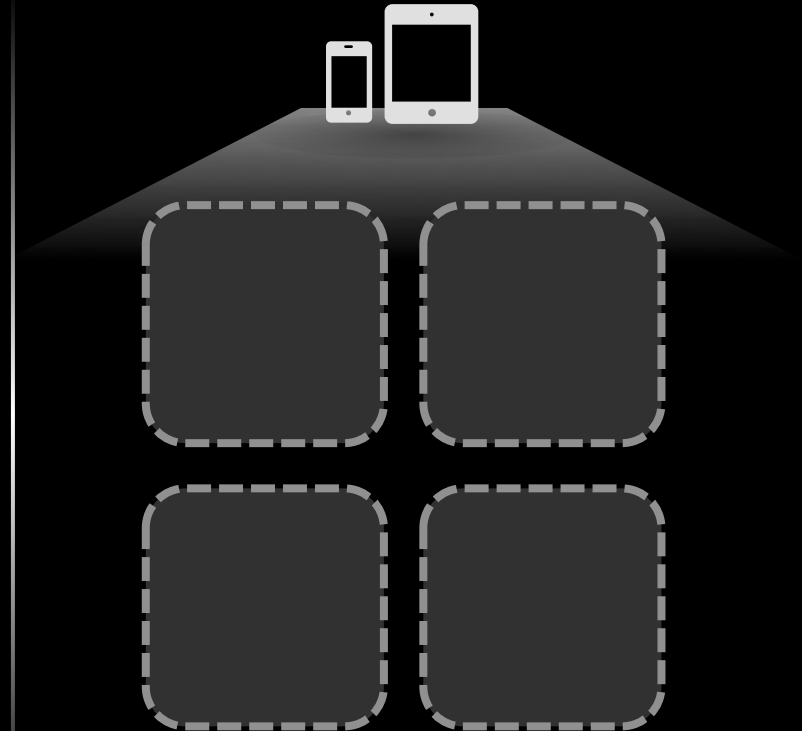
Market Need: How applications are currently mobilized



Applications



Mobilized Applications



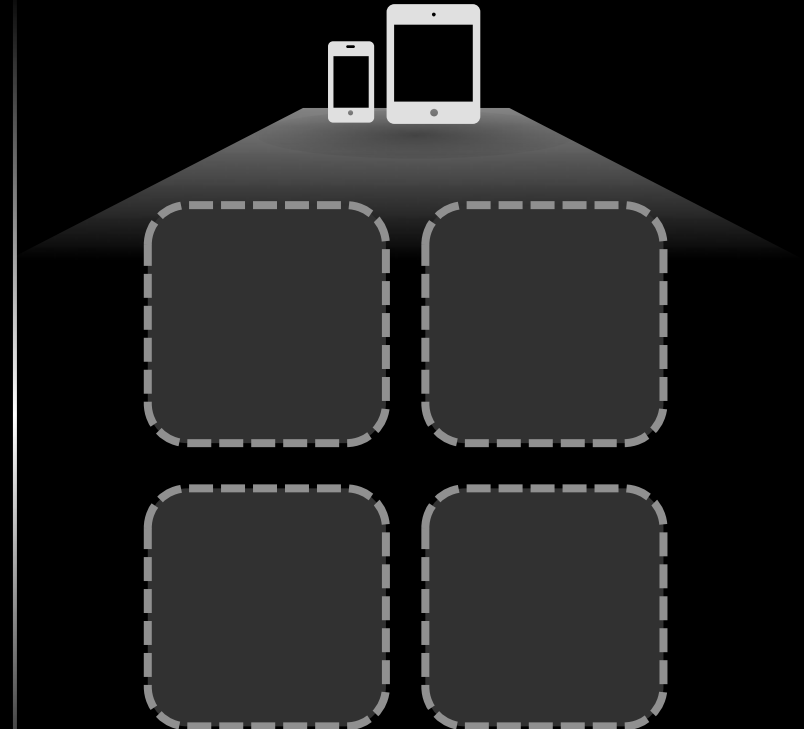
Market Need: How applications are currently mobilized



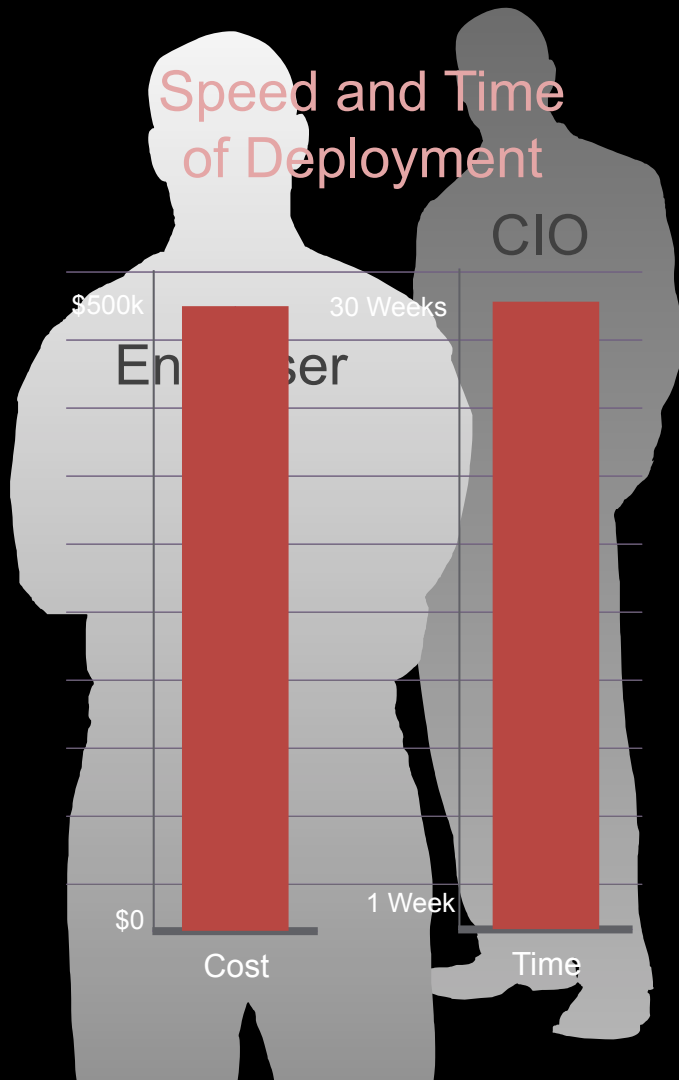
Applications



Mobilized Applications



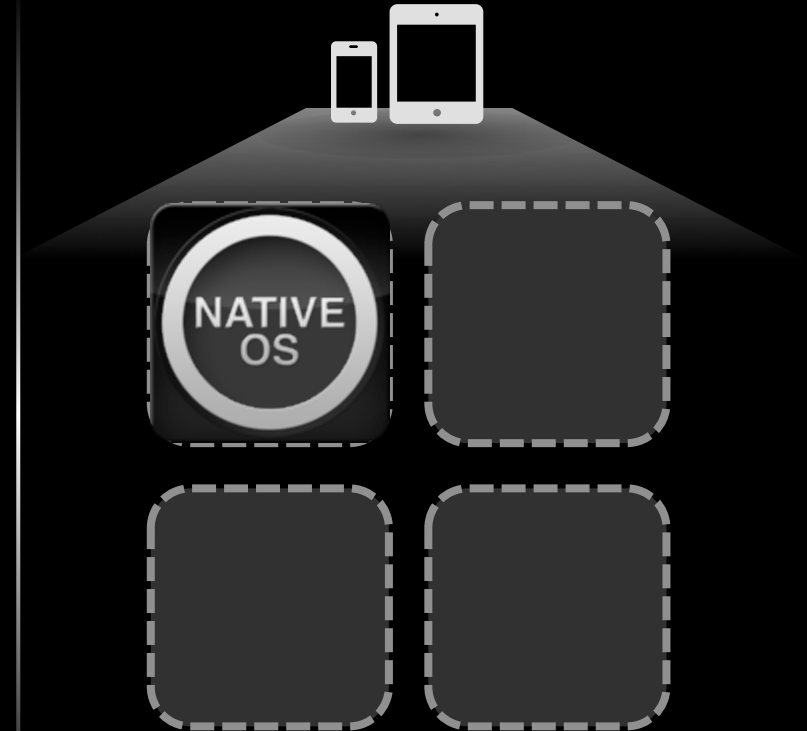
Market Need: How applications are currently mobilized



Applications

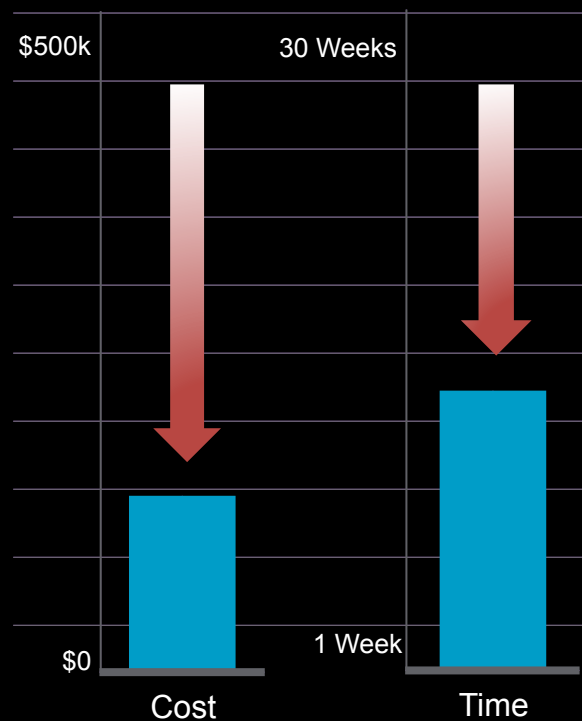


Mobilized Applications



Citrix portfolio approach to app mobilization

Speed and Time of Deployment



Applications

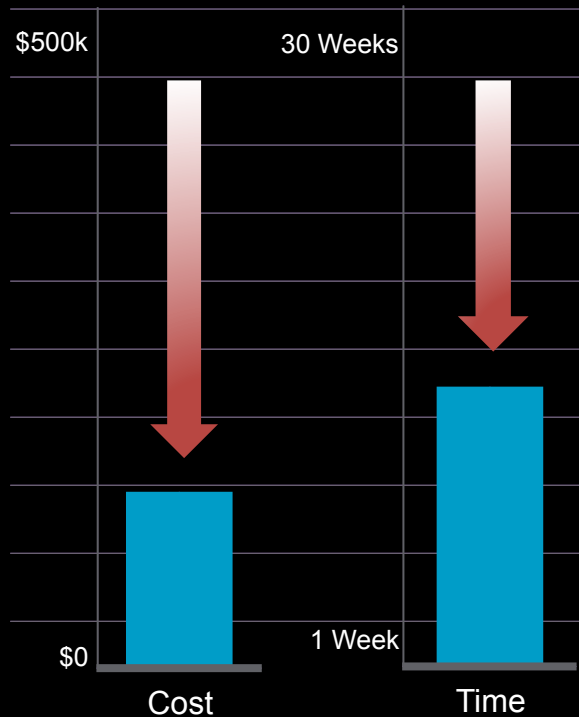


Mobilized Applications



Citrix portfolio approach to app mobilization

Speed and Time of Deployment



Mobilized Applications



Native/HTML5

"Rebuild" Any re-write, hybrid, or new development of an application for web/mobile devices.

Mobile SDK

"Refactor" Makes Windows Apps more friendly using a framework to "re-skin" the application and take advantage of the mobile device features.

UI Virtualization

"Reform" Enables a translation layer on top of the application UI, also known as "screen scraping".

Presentation Virtualization

"Publish" Presents the Windows Application "as is" with various enhancements such as touch gestures, scrolling, pop-keyboard, etc.

Next Steps

Rapid App Mobilization Program Overview

- <https://citrix.sharefile.com/d-s1d2e37b33b9435f9>

Richard Cortez – richard.cortez@citrix.com

Susan Miller – smiller@anypresence.com

Samit Patel – samit.patel@citrix.com



Work better. Live better.