Software AG TechEd 2015 User Conference

Mobile Enabler for Natural

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Software AG
Mobile use Continues to Grow

- 1,000,000,000 Smartphones will be sold next year
- 91% of US adult population owns 1.5 cell phone
- 61% of these were smartphone users
- Double than the number of PCs estimate to sell

1 Billion Units by 2016
Mobile use Continues to Grow

MORE THAN
4,500
DIFFERENT MOBILE DEVICES

MULTIPLE
MOBILE PLATFORMS

DIFFERENT
UI & FORM FACTORS

3 Mio +
MOBILE APPS ARE AVAILABLE

80%
OF MOBILE APPS HAVE SECURITY AND PRIVACY ISSUES

129 Mio
EMPLOYEES WORLDWIDE TAKE ADVANTAGE OF BYOD / CYOD

50%
OF STOLEN / LOST DEVICES CONTAIN COMPANY DATA
Mobile transformation: What do users expect today ...

- **Permanent access to relevant information in the moment of need - anywhere, anytime, on any device!**
- **Availability and usage of rich media content!**
- **Easy collaboration with all stakeholders!**
- **Use multiple devices and communication channels!**
- **Use my own device for work (BYOD)!**
- **Work and take action on the go!**
- **Real-time response!**
... and how enterprises benefit from mobile transformation.

- Create new business models to generate new revenue streams
- Improve productivity while reducing delay times in human interaction
- 24/7 access to products, services, processes to improve interaction with its target groups
- Leveraging self-services to save costs and increase satisfaction of stakeholders
- Real-time engagement with customers and others
- Improve data quality and accuracy while using built-in features of mobile devices
Mobile Enabler for Natural - the key enabler for your digital business

Mobile Enabler for Natural

- eGovernment Services
- Mobile Workforce
- Customer Self-Service

Capture situational data easily

MOBILE INPUT

- Information
- Decisions, Data, Actions

MOBILE OUTPUT

- Fast user response and user interaction

311 - Citizen Service Demo Case available!

UIG Insurance Demo Case available!
Typical use cases for a Mobile Application

- **eGovernment Services**
  - Enable new services to citizens they expect and make the city more attractive
  - Local Governments, Municipality

- **Mobile Workforce**
  - Higher efficiency and productivity due mobile enablement of your workforce

- **Customer Self-Service**
  - New business with more flexibility to improve customers interaction and increase customer satisfaction
  - Across all industries
Solution components and products

Adabas
- Natural
  - NaturalONE
  - Natural for AJAX
  - EntireX
  - ApplinX
  - Event Replicator for Adabas
  - Adabas SQL Gateway

Integration Server + Big Memory
- Integration Server + Big Memory
- Mobile Data Sync

3rd party mobile app development + management
- 3rd party mobile app development + management

Mobile Suite
- Mobile Suite

Mobile Data Sync
- Mobile Data Sync

+ Predefined Assets for specific use cases
Solution components and products

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3rd party mobile app development + management

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- + Predefined Assets for specific use cases
- 3rd party mobile app development + management
- webMethods Mobile Suite
Mobile Suite is a MEAP providing app development and app management functionalities to meet these challenges.

**MEAP - Mobile Enterprise Application Platform**

- **MADP - Mobile Application Development Platform**
- **MAM - Mobile Application Management**
- **MDM - Mobile Device Management**
- **EMM - Enterprise Mobility Management**
Mobile Suite capabilities cover the full app lifecycle

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<td>Secure mobile app access to corporate systems (e.g. CRM, ERP)</td>
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<td>Automated remote multi-build</td>
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<td>Management of app signing certificates</td>
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What differentiates Software AG’s Mobile Mainframe Solution from the Competition

- Our solution covers the whole mobile app life cycle
- One stop shop
- Heterogeneous mobile environments supported
- Technology agnostic
- Rapid results
- Ease of Use

Let’s start!
ADABAS·NATURAL

311 Demo Case
Storyline eGovernment Services „311 Demo“

**CITIZEN**
- Create an incident / Request a service
- Checks updates in Inbox
- Get news from city hall
- Install app from app store

**MANAGER (BACK OFFICE)**
- Checks back-end for new Incidents / services and updates status, estimated end date, priority
- Push notifications inform about updates
- Create a city hall news to inform citizens about a specific incident
- Requests a small improvement in mobile app

**DEVELOPER**
- Implement and test the small change in the app using mobile development component
- Deploy a new version to both internal and external app store using mobile infrastructure
Mobile enablement success stories with webMethods

- Automate and optimize credit application process with Mobile BPM.
- Innovate the company`s order process with self-service ordering app.
- Mobile inventory tracking application
- Mobile interface to member services app.
ADABAS·NATURAL

The Mobile Mainframe Challenge
What is the Mobile Enablement Challenge?

• **Description:** Over the course of 5 days Software AG consultants will “mobile enable” a selected Adabas-Natural application. The Mobile Enablement Challenge will be available in two packages priced at €5,000 and €15,000.

• **Our Approach:** Proven step-by-step delivery program for guaranteeing successful implementation.

• **Precondition:** Agreed upon application that the customer wants to “mobile enable”. The requirements must be clearly communicated and project scoped accordingly.
SOFTWARE AG INPUT

Customer solution acquaintance
Backend template & know-how
Mobile templates & libraries
Evaluation licenses

CUSTOMER INPUT

Business case for mobile app
Existing mainframe application
Connectivity to application
Solution expert

Mobile Enablement Challenge

OUR COMMON BENEFITS

Mobile suite app running at customer
Shared understanding of Mobile & Mobile Suite Benefits
A shared initiative at Software AG

Sales Rep identifies the opportunity

Presales ETS
scopes from a mainframe perspective & realizes integration and/or dummy backend

GCC Mobile
1 (€5K) or 2 (€15K) consultants
scopes from a mobile perspective & realizes the mobile app

SOFTWARE AG INPUT
Customer solution acquaintance
Backend template & know-how
Mobile templates & libraries
Evaluation licenses
The be a success customer involvement is required

Before the challenge
- Stakeholder commitment
- Business case

During the kick-off
- Scoping input to focus on valuable outputs
- Provide sample data

During the challenge
- Access to application
- Participation of solution expert to provide guidance

CUSTOMER INPUT

Business case for mobile app
Existing mainframe application
Connectivity to application
Solution expert
Actual mobile solution depends on customer’s landscape

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Mobile Enablement Challenge is limited to one solution

Adabas

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EntireX

Integration Server

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ApplinX

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3rd party mobile app development + management

webMethods Mobile Suite
Predefined assets guarantee the success of the challenge

• Mobile app layer
  • Predefined app template including standard views: Login view, home screen, list view, detail view, settings view
  • Predefined REST service invocation
  • During the challenge
    — Customizing & addition of views (no additional views for smaller challenge package)
    — replacing of logos, icons & graphics
    — Integration of device features (e.g. camera, GPS)

• Integration Layer
  • Predefined IS package containing REST service layer called by mobile app
  • Dummy implementation based on retrieving and storing JSON files
  • During the challenge
    — replace generic data with customer-specific data
    — Connect REST service layer to actual functionality using EXX adapter

• Backend Layer
  • Customer application
  • During the challenge
    — Either, connect to actual customer system
    — Or connect to dummy implementation
Timeline of a Mobile Challenge Engagement

Kick-off Workshop
Customer, Sales, Presales ETS, GCC Mobile

Start of Challenge
Customer, Presales ETS, GCC Mobile

Wrap up
Customer, Sales, Presales ETS, GCC Mobile

RESULTS
• Agreed upon scope
• Committed resources from SAG & customer

RESULTS
• Mobile app
• Presentation of outcome of the Challenge
Are you ready for the Challenge?