Notes taken March 24, 2015
A live demo, April 2, 2015
Jeremy Li

Apperian can provide its customers mobile security at an app-level with a robust lifecycle management platform. It can also provide an enterprise-grade app store from which test and production apps can be deployed. Apperian has more than 80 developers to create and support its platform and app store for many years.

Apperian name was mentioned as an MAM special vendor under a section of "Stand-Alone MAM" from a Gartner's report titled "Use the Mobile App Mix to Choose an Enterprise App Store Strategy" dated 30 June 2014 ID:G00263707.

Apperian is an app wrapping solution vendor, not designed for a development platform, or a device management vendor. It cannot provide an Enterprise Mobile Management solution by creating a <u>Container</u> to protect all corporate data. Therefore, an MDM solution must be deployed in order to achieve to protect all corporate data if any enterprises would like to separate a corporate data from a personal data.

Generally speaking, enterprise mobile management (EMM) is a suite that comprises of **MDM + MAM + MCM + MWM** (visit https://go.apperian.com/Enterprise-App-Store-Strategy.html for more)

Below are a questions and answers session between Apperian and me:

From Apperian:

These customers find the most value in our app lifecycle management and governance platform.

Here are a few benefits:

- **Single system of record to manage all apps and data**
- Browser based administrator portal that allows policies and updates to be applied with simple point and click
- App onboarding, inspection, signing
- Dynamics policies including security, crash reports, self-updates on apps, app usage, remote control
- **Max adoption via branded app catalog for end users**

Our customers see "no SDK's" as a huge plus for us. All Apperian wrappers and policies are applied post development with simple point and click. This eliminates the need to reengineer, recompile, and redistribute the apps themselves because no SDKs need to be baked into the app code at any point! This greatly simplifies the process and is a huge time saver for each app.

Attached below you will find a case study with AT&T. They, like many of our customers, still utilize an MDM technology (AirWatch) to manage their devices, but use Apperian to manage their applications.

I advise you watch this quick video overview of Apperian's overall Mobile Application Distribution & Governance solution:

http://www.apperian.com/transform-enterprise-mobility-apperian/

I wanted to introduce you to Apperian, we're the mobile app management company (named best of breed by Gartner and IDC) that is behind enterprise mobility at organizations such as Toyota, AT&T, Cargill, the TSA, and many more.

At a high level, we provide a software solution that secures, manages, and distributes mobile apps and data to your entire enterprise (corporate owned, BYOD, contractors, non-employees).

What makes us unique is the fact that our solution is architected at the application level. This eliminates the need for intrusive or cumbersome profiles on a device, pre-installed clients, and SDK's.

Below is a link to a quick video overview of Apperian's overall Mobile Application Distribution & Governance solution:

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I'd like to share some ideas and use cases with you for maximizing the ROI of your mobile initiatives.

"I do want to stress and reiterate that we are not a development platform, or a device management vendor. We provide best of breed mobile app management. "

"We take an app-centric approach to MAM that is recognized by Gartner and IDC as "best of breed" for MAM.

To expand upon that...Apperian is not considered a standard MDM vendor, nor are we a Mobile App Development Platform -- we are architected at the app level, and deliver pure-built Mobile App Management (MAM).

For this reason, Gartner actually doesn't place us in either quadrant as we are a pure MAM company. See the below pieces.

http://www.gartner.com/technology/reprints.do?id=1-1WNQ1IL&ct=140702&st=sb

http://www.apperian.com/evaluating-requirements-life-cycle-approach-mobile-application-management/

I understand you want to do your due diligence, but do you think you might find value in connecting for a brief introduction next week? I don't want to bore you with features or functions, "

From Jeremy Li:

Apperian delivered an excellent live demo to illustrate the followings:

    a)   A simple interface lets users upload their apps and metadata directly into Apperian. For example, wrapping an existing County's web-based application into a mobile app.

    b)   How to secure apps based on roles or groups, walk through a Lifecycle management platform by watching 1) on-board; 2) inspect; 3) protect; 4) sign; and 5) deploy.

    c)   The sign-on app will be stored at the Apperian Enterprise App store in the cloud.

Q1:   Since Apperian is Mobile App Management (MAM) company, does it mean Apperian lacks IBM's mBaas (see note 1 for your reference)? If so, what do we lose without mBaas?

A1:   Will lose right management features and etc.

Q2:   What is an equivalent component (MAM) in IBM MobileFirst, formerly known as Worklight in comparison with Apperian's Mobile App Management (MAM)? It looks like they are two different things.

A2:   IBM MobileFirst is a develop tool to create a mobile app. Often, IBM teams with Apperian to deploy mobile apps developed by MobileFirst.

Q3:   Can you tell me how Apperian can generate a native mobile app or hybrid apps since Apperian does not use SDK (see note 2 for your reference) to generate a mobile app? For example, Adobe PhoneGap Enterprise with some life cycle supports can convert web apps (e.g., HTML 5) into a native app running on either iOS or Android platform.

A3:   Apperian cannot generate a native app, but can wrap an app to a mobile app.

Q4:   Does Apperian belong to "App Management With No App Development" or "App Management With Intermediate App Development"?

A4:   Apperian customers see "no SDK's" as a huge plus for us. All Apperian wrappers and policies are applied post development with simple point and click. This eliminates the need to reengineer, recompile, and redistribute the apps

themselves because no SDKs need to be baked into the app code at any point! This greatly simplifies the process and is a huge time saver for each app.

Q5:   Is owning MADP not necessary (See note 3 below for your reference)?

A5:   It really depends on what you need. Below are quotes from Gartner:

"Gartner does not recommend adopting a MADP or EMM product solely for app distribution."

"Specialized MAM products are strong options across management approaches and constituent groups for an enterprise app store."

On the other hand, if any organization has more than 2,000 applications running in house, deploying MADP might be considered, but it all depends how many applications will be mobile apps.

Q6:   If a customer deployed MobileIron, does it still need Apperian for MAM since Apperian is an application wrapping tool, while MobileIron comes with an application wrapper that does the exact same thing?

A6:   It depends. Apperian is not only an application wrapping tool, but also can be used to manage applications. Often, customers still like to use Apperian for MAM, even though they have invested MDM platform for many different reasons.

Note 1: mBaaS (Source: Gartner)

IBM is becoming increasingly cloud-focused and will continue delivering cloud-based services for mobile throughout 2014. IBM also announced an agreement with Apple to deliver iOS-specific mBaaS services and to jointly develop more than 100 customizable mobile apps that leverage IBM's big data and analytics capabilities. This will complement its library of integration components.

Note 2: App Management With No App Development (Source: Gartner)

 "Involving no development on the part of the mobile team deploying these apps, the selection from a given vendor is limited to being managed by that vendor's console and confined to those apps that have been purpose-built for that ecosystem."

 OR App Management With Intermediate App Development

"Some vendors offer code-free app wrapping, which enables an organization to wrap apps and apply usage or security policies without altering the app's code. "

Note 3: Visit the link - Use the Mobile App Mix to Choose an EAS Strategy

Q7: Does Apperian have a capability to wipe data?

A7: Yes. It can wipe cached data in a smartphone (e.g., iPhone under my document) and prevent any user(s) to access the application via role-based app policies, such as data encryption

Recommended Reading:

1. Magic Quadrant for Mobile Application Development Platforms - September 2014 ID:G00261830

2. Use the Mobile App Mix to Choose an Enterprise App Store Strategy - 30 June 2014 ID:G00263707

3. Magic Quadrant for Enterprise Mobility Management Suites - Published: 3 June 2014

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