

Share this
with your peers.

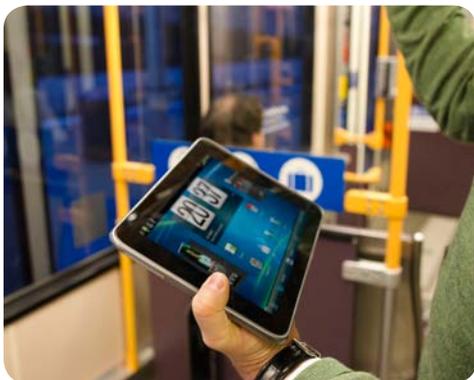


Mobile Application Development from AT&T

Transform the way your business works

With an ever-expanding mobile workforce and the proliferation of smartphones and tablets, enterprises are stretching their IT capacities to the limit. The fast-paced introduction of devices and fragmentation of both the mobile operating system (OS) and the mobile device form-factor has resulted in considerable options to extend enterprise business applications across the mobile platform for both business-to-business and business-to-consumer.

Mobile ecosystems are highly dynamic and complex. Most IT departments are not staffed to handle an enterprise mobile initiative and therefore struggle to address the many facets of mobility. Organizations that intend to leverage mobility to solve business issues are faced with the daunting task of identifying and implementing mobile applications that align with today's overall corporate goals, scale to support future growth and evolve with the underlying technology.



IT departments must continue to concentrate on traditional application requirements while also managing the onslaught of internal and external requests. But the constant demand for more, faster and better leaves many businesses continually reacting to demands rather than proactively driving new business opportunities.

Meeting the Need

AT&T Mobile Application Development is a comprehensive suite of products and services that enable organizations to design, build, deploy and manage dynamic mobile B2B, B2E and B2C applications. AT&T allows businesses to mobilize their unique workflows and processes, which often involves integration with existing applications, mainframes, supply chain management and backend databases. AT&T Mobile Application Development also offers a range of application delivery options. Customers can choose to host their application on-premise or have AT&T host the application.

Components of Mobile Application Development

The solution is generally composed of at least two parts: a platform and a mobile client application. It often also includes management tools, and a development environment.

Platform

The component that handles system integration, security, communications, scalability, and cross-platform support. No data is stored in the platform – it manages data from the back-end system to the mobile device and back.

Potential Benefits

- Derive maximum benefits from investments in mobility initiatives
- Increase agility and real-time, over-the-air access to critical applications
- Focus on core competencies with reduction of vendor management
- Streamline business transition to mobility solutions
- Confidently deploy any size mobility project
- Minimal IT footprint requiring limited capital expenditures
- Dedicated representative allows your business to focus on its core competencies
- Support for most operating systems enables responsiveness to end user and customer demands
- Solution maintenance keeps your applications running and up-to-date for optimal client satisfaction

Features

- Extensive tools for managing, monitoring and troubleshooting from end-to-end
- 24x7 enterprise-grade support
- Single source and single contract
- Native and platform development capability
- Configurable component-based applications across multiple device platforms
- Predictive security at the network, device and application levels
- End-to-end tested and certified



Mobile Applications

The software that connects to the platform and drives both the user interface and the business logic on the device.

These applications are often able to transfer seamlessly across the mobile OS, as a platform to launch applications upon. Mobile applications can be deployed as “thick” applications – or native applications that are installed on the device – or rendered in the device’s browser using technologies such as HTML5, i.e. the “thin” approach.

Whether the application is deployed as a “thick” or “thin” version depends on application complexity, device support, requirements for user experience, and the need for application availability in the absence of network coverage.

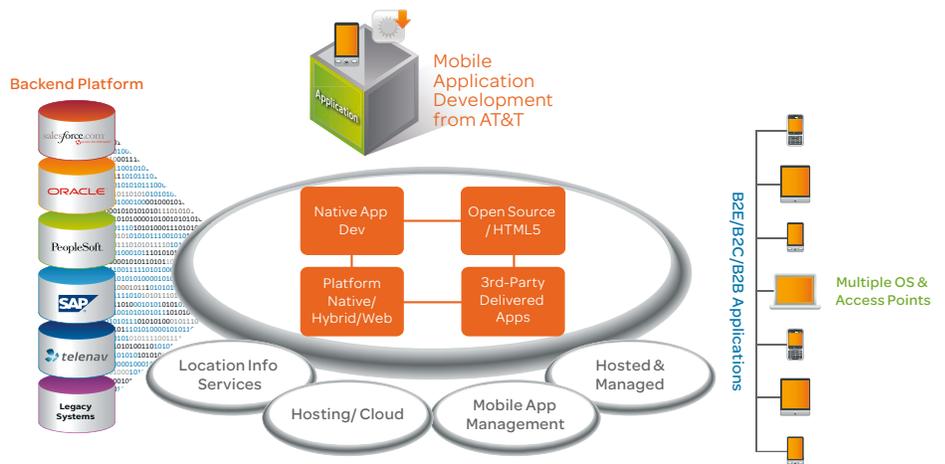
Management Tools

The utilities for managing users, devices, profiles, security and policies, and reports (e.g., status of platform, usage statistics, etc.).

Development Environment

The tools used to develop cross-platform mobile applications. This is performed in an internal development environment which can be comprised of graphical front-ends for code editing, compilation, documentation, source versioning, change management, debugging, and profiling, as well as test tools, enablers, and a development community.

AT&T Approach & Value



Professional Services

The professional services team expertly uses tools to design, develop, deploy, and manage the life cycle of mobile applications that are both wireless provider- and geographically-agnostic. Based on an in-depth library of customer engagements, AT&T possesses an intimate understanding of customer requirements for application functionality, connectivity, and data access as well as assurance and authorization. Customers may choose to provide Professional Services themselves or have AT&T Mobility Solutions Services, or another party provide them.

We also assist in deploying changes to the mobile application such as updates, patches or upgrades via the change management process.

Dedicated Support

AT&T provides a client executive dedicated to lifecycle management. The client executive’s responsibilities include oversight of service delivery, coordination of monthly stewardship reporting and serving as a single point of escalation. We are responsible for receiving, tracking and coordinating resolution of trouble reports from your help desk.

For more information contact your AT&T Representative, or visit www.att.com/mobile-app-development.

.....
*Share this
 with your peers.*



.....

