RED HAT FORUM
Europe, Middle East & Africa

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RED HAT MOBILE APPLICATION PLATFORM

DIGITAL TRANSFORMATION - YOU MIGHT JUST NEED A MOBILE PLATFORM

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Agenda

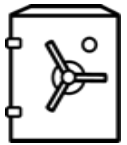
- WHY A PLATFORM FOR MOBILE?
- ARCHITECTURE OVERVIEW
- KEY FEATURES
- DEPLOYMENT OPTIONS
- SUCCESS STORIES

WHY A PLATFORM?

IT Mobile Challenges

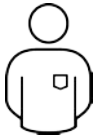
Backend Integration

Security



Fragmentation – device OS

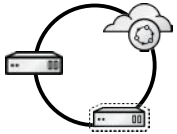
Speed to Market



3rd Party Developers

Cost of App Development

Fragmentation - toolkits



Deployment

Continuous Develop/Deploy

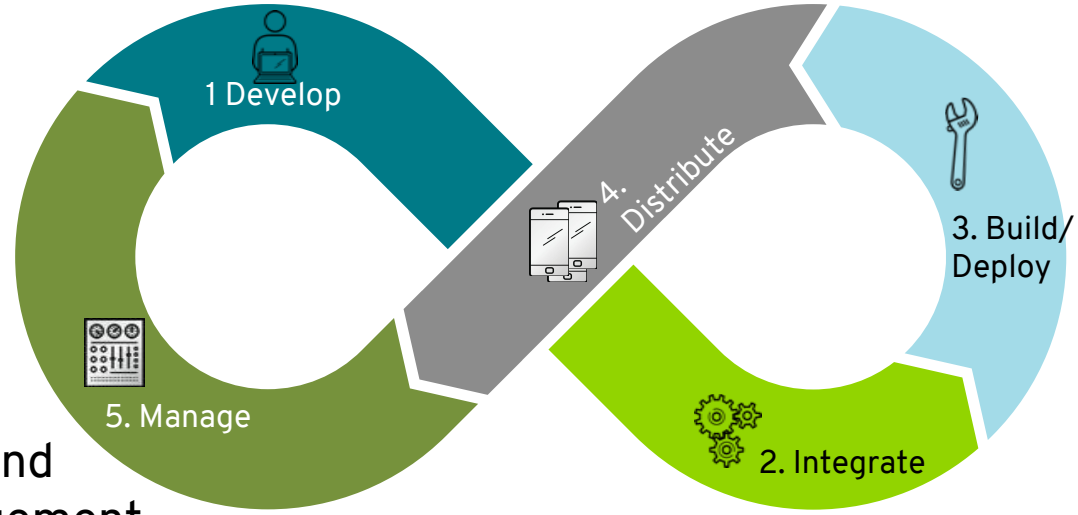
Why a Mobile Application Platform?

- # Apps
- # Development Tools
- # Mobile Device Platforms
- # Form Factors
- # Back-End Systems
- # In-House Integrations
- # 3rd Party Integrations
- # Developers
- # Versions

Mobile App Development Lifecycles are Fast & Continuous

Agile Development
& Fast Prototyping

Distribute to
Multiple Devices



Binary Build for
Client
Deploy Cloud Code

Analytics and
App Management

Secure Integration with Backend
Systems and Cloud Services

Why a Mobile Application Platform?

- Address partners and customers need to access services and information "on-the-go”
- Enable development and management of various customer portals and mobile apps
- Enable fast prototyping and testing of new ideas and services
- "white-label" and re-use of built solutions
- Enable to join forces of various internal teams and external partners
- Open, future-proof platform to speed up mobile initiatives

SINGLE PLATFORM FOR ALL ENTERPRISE APPS

Consumer Apps

- Travel
- Retail
- Banking
- Business Services
- Customer service

Partner Apps

- Order/Re-order
- Account self-service
- Quotations
- Portfolio management
- Invoicing

Employee Apps

- Workforce Scheduling
- Sales team support
- HR self-service
- Expenses

Business Apps

- Supply-chain
- Delivery & Distribution
- Order management
- Asset management

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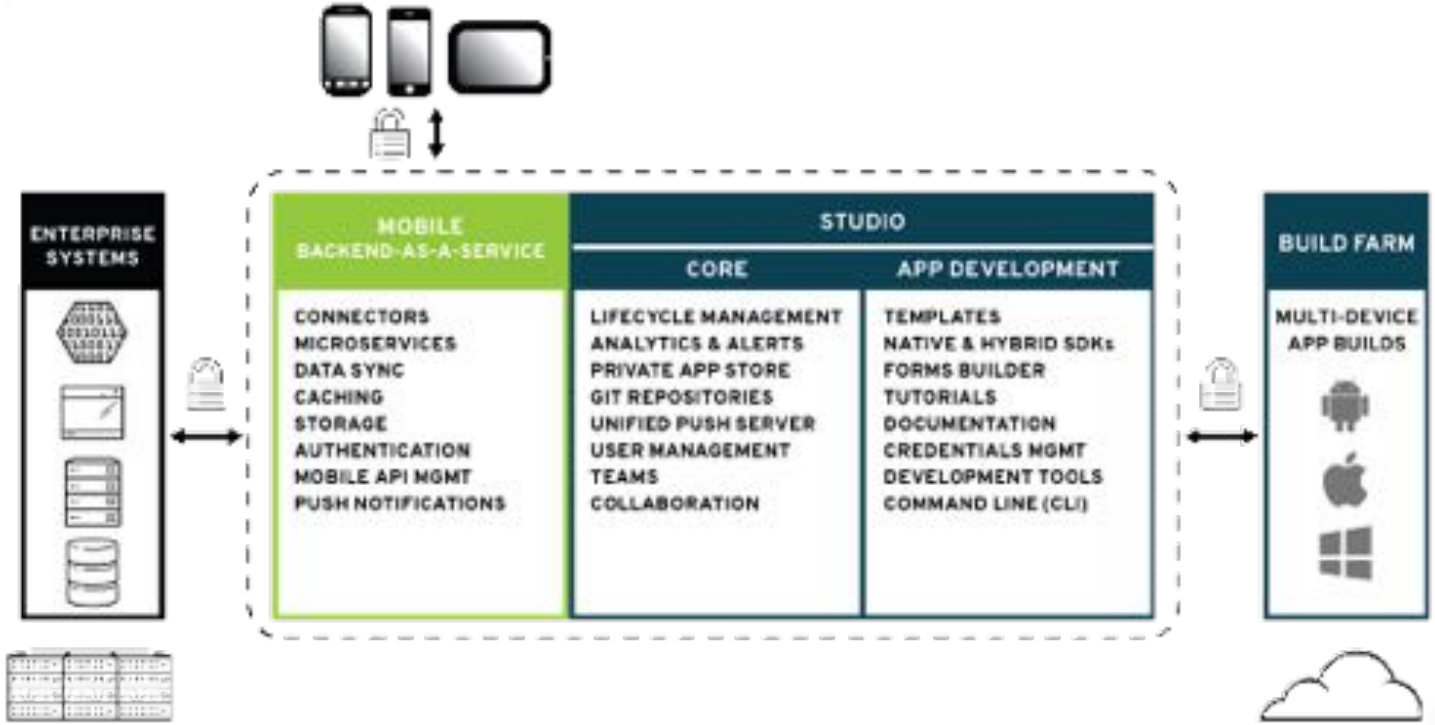
ARCHITECTURE OVERVIEW

Red Hat Mobile Application Platform



KEY FEATURES

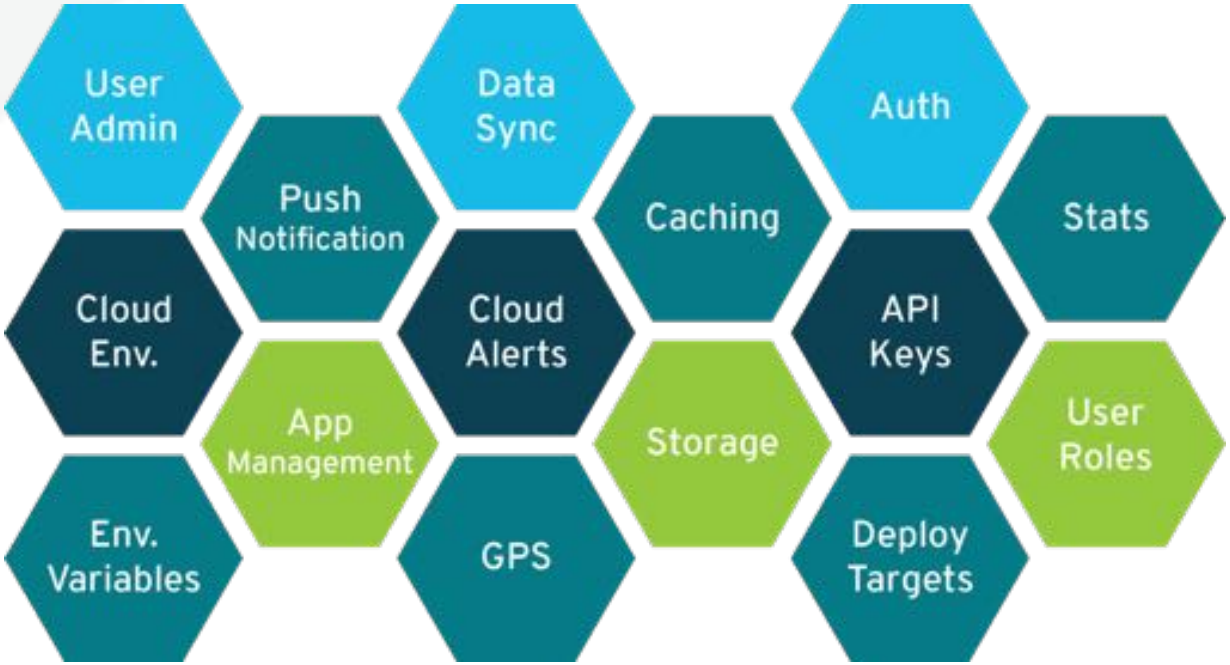
Client side development

- Native, HTML5 and all major JavaScript and cross-platform
- Online IDE (hybrid) and offline development (SDKs)
- Developer can choose their tools
- Templates, how-to guides, support
- Credential management, API keys
- Project – client apps, server apps, common services

Server side development

- Integrate to backend systems & third party services
- Full Node.js server-side environment
- Supported by Redis & MongoDB
- MBaaS - mobile backend APIs – ready to use
- REST API microservices architecture
- Multiple dev/test/live environments
- Create, modify & orchestrate re-useable services

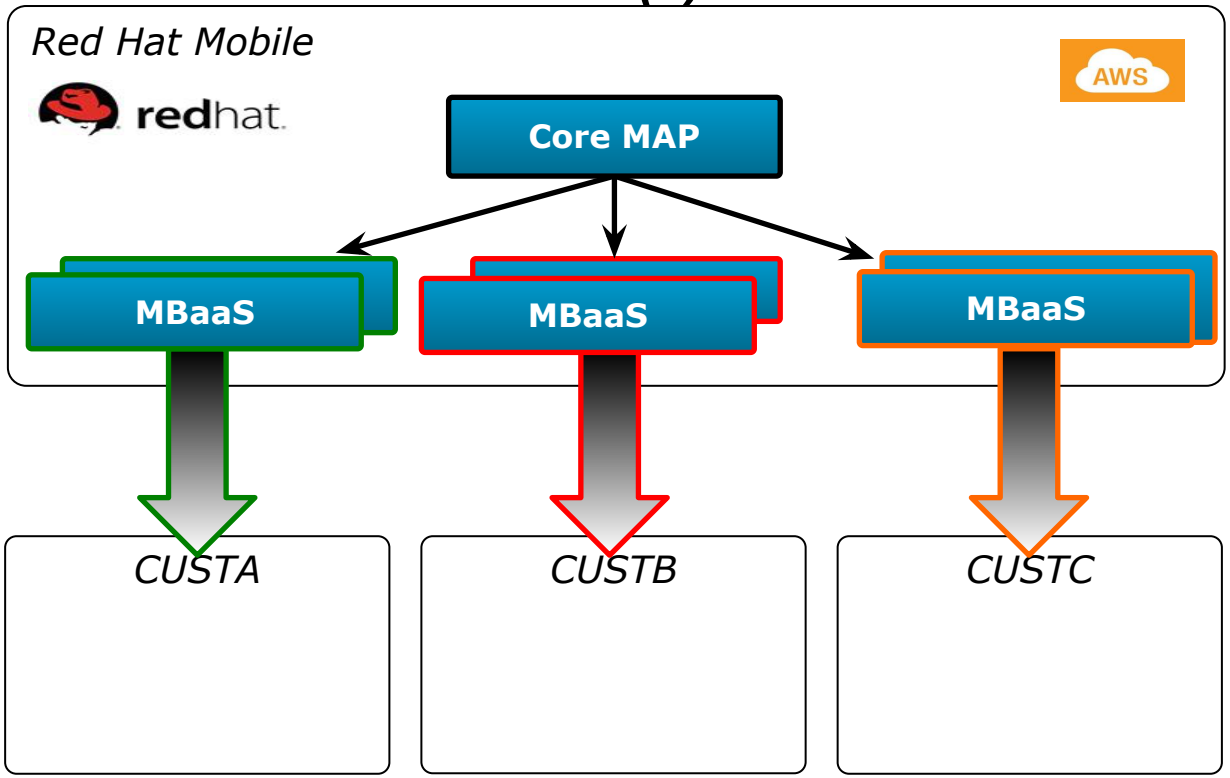
Mobile Backend-as-a-Service APIs



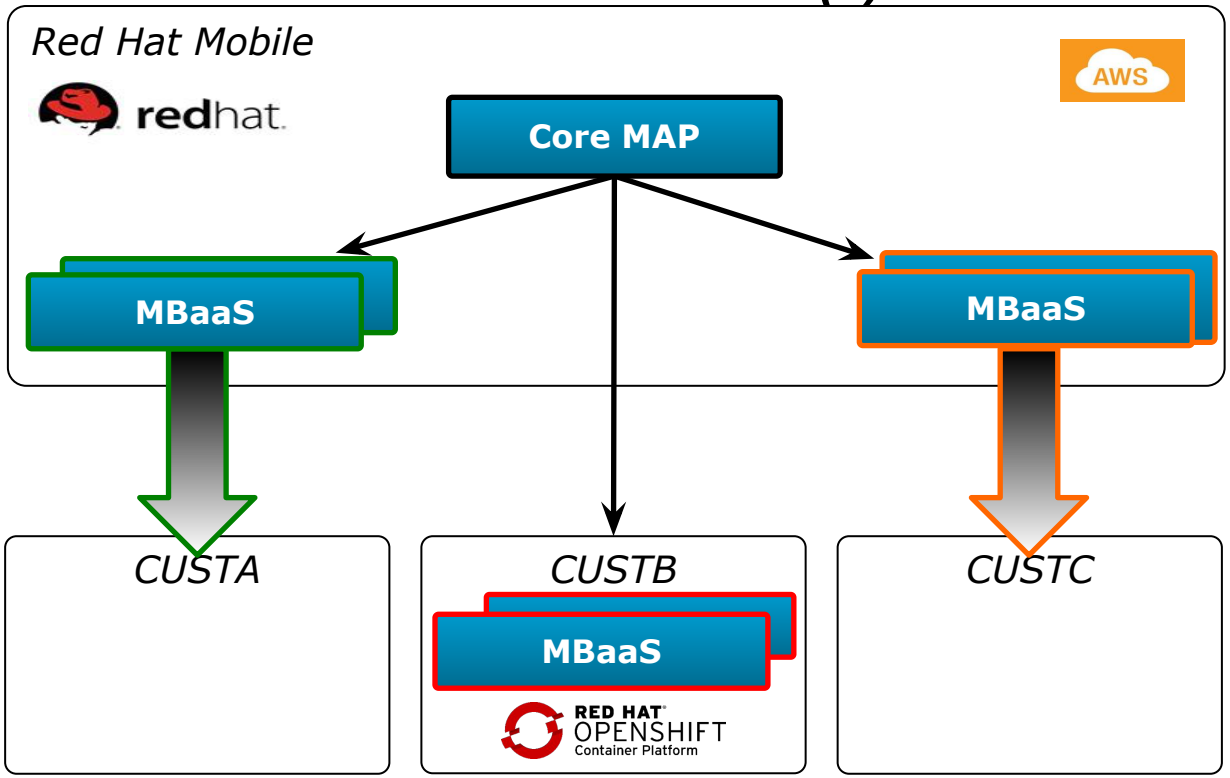
A set of server-side functions, exposed as RESTful APIs and optimized for mobile, that a client side developer uses for common mobile features

DEPLOYMENT OPTIONS

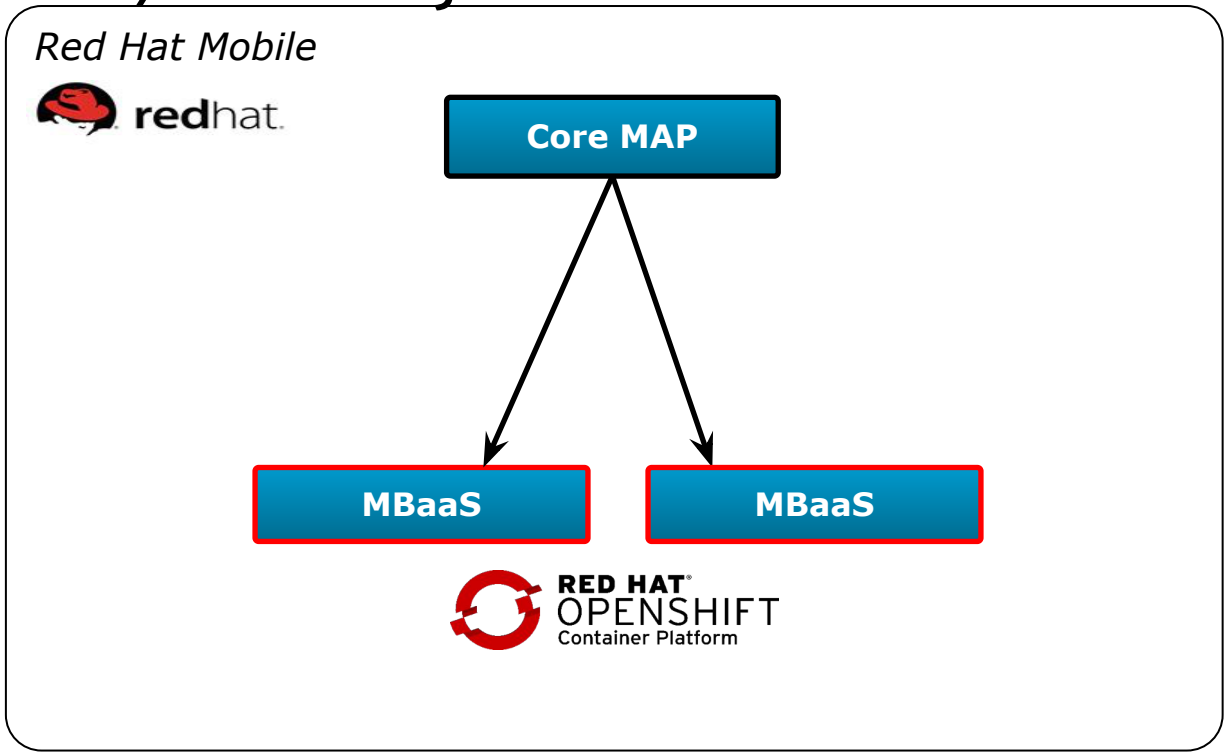
Fully Hosted with Dedicated MBaaS(s)



Hybrid with Hosted Core & OnPrem MBaaS(s)



Full OnPremise / Self Managed



Advantages of deploying the MBaaS On-Premise

- Store sensitive data and intellectual property on-premise
- Better controlled network latency on private environments
- 100% control over service, location, regulations
- Greater flexibility with your own resources
- Leverage existing on-premise infrastructure and resources

SUCCESS STORIES

WHO TRUSTS RED HAT MOBILE?

WORKER PRODUCTIVITY

A strategic solution for workforce mobility across the business

Mobilising the work of 20,000+ employees

Integrating with 200+ backend systems

Securely distributing 400+ mobile applications and solutions to support:

- Process automation
- Field force automation
- Emergency response
- Health and safety
- Real time reporting and analytics
- Asset management

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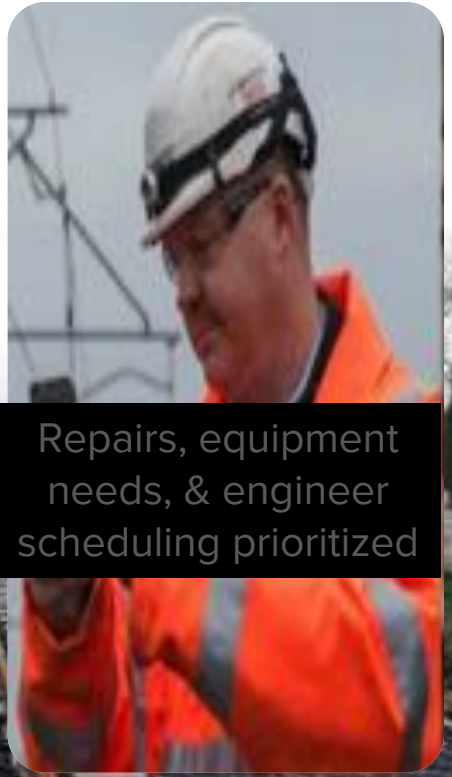
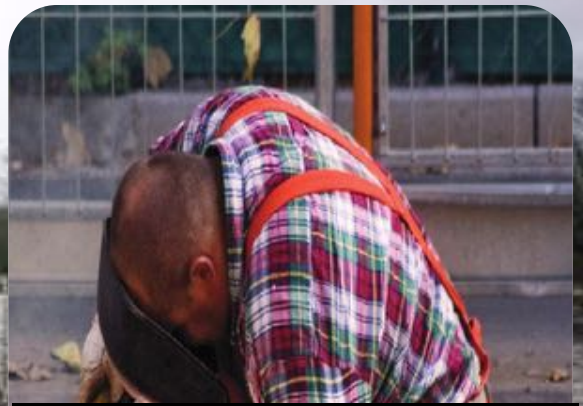
MOBILE



Repairs, equipment needs, & engineer scheduling prioritized



Frontline teams get critical rail infrastructure up and running

Mobile Customer Self Care

- Native iOS & Android Mobile Application allowing authenticated users to:
  - Pay bills & Top up their credit
  - View data & call/SMS usage statistics
  - Add/remove add-ons, e.g. add 4G or roaming
  - Live chat with customer services & access online Help
  - Access & Send Webtext
  - Save and view Contacts

Domestic & Roaming Data Management

- Mobile Application to help users manage “bill shock”
- Users can define daily & monthly data limits.
- Separate limits set for Roaming and Home networks
- Allows customers switch data and roaming ON/OFF from the Application.

Dublin Airport Authority

- 70,000 transient passengers per day
- Initiative to build stronger relationships
- Built app to help passengers on their journey

IMPROVING THE AIRPORT EXPERIENCE

Airport visitors can now:

•View and track flights in real time
•Receive up-to-the-second push notifications regarding delays, gate opening, boarding etc.
•View current security queue wait times
•Discover retail promotions & offers from airport shops
•Set a geolocalised tag at parking stall to find their car

Why Red Hat Mobile?

•Simple back-end integration to Flight Query, Queue Management Service & Airport Genie.
•FeedHenry cloud logic translated incoming data to ensure timely and accurate information is provided to the public
•Ability to dynamically manage and update mobile content
•Multi-OS support provided easy access to broad audience

https://youtu.be/MP0Tqf-cA9o

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daa
Dublin Airport Authority

ON THE RADAR AWARDS

- **Computer Vendor Excellence Awards 2015:**
  - ***Mobile Application Development Award (winner)***
  - **FeedHenry by Red Hat - FeedHenry Mobile Application Platform**

- ***Eir Spider Award 2015: "Best Use of Mobile Technology" (Dublin + Cork Airport Apps & Red Hat Mobile App Platform)***

- ***2015 Ovum "Innovation in Cloud Services and Modernization: Dublin Airport Authority (DAA)"***

eir SPIDERS 20
Inspiring Innovation for Twenty Years

computing VENDOR EXCELLENCE AWARDS 2015 WINNER

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