Mobile Middleware and Mobility in the Enterprise

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About iAnywhere

- iAnywhere provides software solutions that enable applications used on the front lines of business to be just as reliable, secure and available as those at headquarters
Market Leading Technology

“Synchronization is a “must-have” characteristic of mobile enterprise applications - Most applications must function even when network connectivity is unavailable.”

*Gartner Research: Mobile Adoption Tied to Immediacy and Data Richness*

- “The iAnywhere division of Sybase can be considered the bellwether for the overall mobile middleware market since it is prominent in most sections of the market and dominant in mobile databases.”

*Giga Research: Market Overview 2004: Mobile Application Development, Carl Zetie*
### Mobile Middleware Areas

**Database Solutions**
- Data management and enterprise data synchronization for
  - Desktop
  - Server
  - Mobile
  - Remote office environments

**Management and Security**
- Device Management
- Security

**Mobile Solutions**
- E-Mail
- Web content & applications
- Database management
- Synchronization and messaging
- Mobile sales force automation
- Mobile media and subscription services

**Next-Generation Frontline Technologies**
- RFID development and management platform
- Natural language interface
- Unstructured data search
Frontline Management and Security
Barriers to Success

Will workers buy in?
Barriers to Success

How do I see what’s happening?
Barriers to Success

How do I drive processes and action?
Barriers to Success

How do I protect my corporate data?
Leveling the Barriers

Frontline Management based on action

→ Enable business anywhere
→ Support the user; allow them to focus on the customer
Frontline Management
Frontline Security

- Secure the data and remove the security burden from the user
- Four Key Areas
Frontline Security

- Secure the data and remove the security burden from the user
- Four Key Areas

1. Protection of data in central systems
2. Data transmitted over the network
3. Access to data stored on the device or on storage cards
4. Protection of data on devices lost or stolen
Frontline Security

- Secure the data and remove the security burden from the user
- Four Key Areas

- Power-on password policies, data on device encryption, virus protection, data backup
- Several encryption methods including 128-bit SSL support, Firewall traversal
- User authentication and assignments of channels to groups, Admin security
- Remote wipe of data on lost/stolen devices, data restore, device re-provisioning

Secure the data and remove the security burden from the user

Four Key Areas
Frontline Security

- Central control of security policies
- Management and Security are Converging
- Minimal user impact

Several encryption methods including 128-bit SSL support, Firewall traversal

User authentication and assignments of channels to groups, Admin security

Power-on password policies, data on device encryption, virus protection, data backup

Remote wipe of data on lost/stolen devices, data restore, device re-provisioning
Process Automation

- Helping to drive the right actions for the user by automating key processes
- Create enterprise specific custom middleware tasks
  - Automate key business and technology processes
  - Simplify the users involvement in communicating activities with headquarters
  - Dynamically react to changing conditions
  - Log, audit and drive process execution
Data & Content Management

Helping the User Succeed by

- delivering the data they need
- to the right place
- at the right time
- without them having to ask
Data & Content Management

- Automate the processes for
  - Delivering and collecting file based data
  - Providing database synchronisation for handheld applications
  - ‘Publish and subscribe’ for content and documents
Connection Management

- Support the Users Wherever They are Working Through the Day
  - Maximize customer facing time by minimizing connection time
  - Make the most of bandwidth to save time and money across multiple networks
  - Simplify connections for users
  - Record connection details to understand usage and monitor quality of service provided
Systems Management Extensions

- Extend Standard Systems Management to Meet the Particular Needs of Users at the Frontlines:
  - Automatic self-healing of software applications
  - Central maintenance of device configurations and policies
  - Simplified device provisioning and data restore after failure
Support All Enterprise Frontline Devices

Mobile Covers a wide range of platforms:

- Windows32 including Win98, NT, 2000, XP and 2003
  - Windows Mobile including Pocket PC and Smartphone
  - Palm
  - Symbian
    - RIM Blackberry
  - Java
Automated Systems Management Capabilities for Frontline Projects:

- Software Distribution and Patch Management
- Inventory and Asset Management
- Software License Management and Usage Tracking
- Device Configuration
How the OSGi Specification Meets These Needs

- Scaleable service platform
- Over-the-air service
- Device independence
- Maps well to OMA-DM
- Driving lower costs of development and deployment
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