

## Mobile on the Rise

There's no question mobile applications are dominating both B2B and consumer experience, and there's no denying the shift toward mobile taking place in the enterprise. Mobile is fast evolving into the primary channel for marketing promotions, customer community development, customer service, and support, supply chain management, manufacturing opportunities and of course, digital commerce.

### Primary drivers for mobile initiatives

*"The primary goal of mobile app initiatives is to either generate revenue (64%) or to improve the mobile experience of existing apps (58%)."*

- Mobile App Backlog Rep. OutSystems, Oct 2014.

Companies are building mobile applications with three main objectives

### Enable Employee Productivity

Businesses are building mobile applications to enable greater employee productivity. When employees can access important sales, customer, product or operations data via mobile business applications, they spend more time working and making decisions on the go, and less time catching up in the office.

### Increase Partner Collaboration

Businesses are also creating mobile applications to simplify and streamline interactions with partners and suppliers. Mobile applications offer instantaneous communications, making it easy for all stakeholders in the supply chain to stay looped into exactly how, where and when to turn their cog in the machine.

### Increase Customer Experience

Consumer apps have created an expectation for incredible mobile experiences, even for business apps, and businesses need to deliver it seamlessly and securely.

CIOs are charged with enabling mobile initiatives across different lines of business to remain competitive and innovative. The need for mobile is urgent, but significant IT challenges stand between the CIO and a robust mobile strategy.



## this issue

Primary Drivers for Mobile Initiatives **P.1**

Challenges faced by CIOs **P.1**

API – Led Connectivity **P.2**

Connectivity in Action **P.2**

## Challenges faced by CIOs

### SPEED

Mobile IT strategies don't just need to support four or five mobile applications – they must work for several different business groups that are asking for multiple applications each. As each group changes strategies and systems, IT must also be able to quickly and seamlessly make updates to mobile applications.

DELIVER GREAT APPLICATIONS QUICKLY

Success for a mobile IT strategy is very tightly tied to the speed at which mobile applications can be created and updated. Speedy mobile deployments come from two things – fast front-end development and fast back-end data access.

### FRONT-END SPEED

On the front-end, the mobile application developer is focussed on speed, design and user experience. They are not necessarily aware that a lack of fast and secure access to data from various back – end sources in the enterprise will hamper the project timeline and robustness of the app.

### FRONT END DEVELOPER

*The mobile application developer is focused on speed and design and doesn't worry over and is not fully aware of back-end connectivity.*

### BACK END SPEED

The challenge of speed primarily lies in secure access to back-end data. Speed on the front-end doesn't matter if an application intended content is locked away in systems across the enterprise. Architects and back-end API developers need to enable secure, self-served access to data from different enterprise systems to multiple mobile applications in a scalable way.

### BACK END DEVELOPER

*The back-end developer is an IT and back-end application specialist focussed on governance and control, as well as authentication of users to get approved access to the appropriate data,*

### GOVERNANCE AND CONTROL

To ensure a stable and reliable environment, APIs need to be designed with an understanding of the back-end systems and then built to deliver on these requirements. This creates a conflict between the mobile application developer's need to access data quickly, and the back-end developers need to ensure that access to enterprise data is well-secured, governed and managed.

## The Opportunity – API-led Connectivity (MBaaS – Mobile Backend as a Service)

Revolutionizing mobile through  
API-led Integration

The solution to solving these challenges is API-led Connectivity, also known as MBaaS (Mobile Backend as a Service). The fundamental building blocks of this architecture are purpose driven development of APIs to meet application requirements, while establishing policies and managing access to back end data.

API-led connectivity enables:

**Ubiquitous Connectivity** – Connect mobile applications to any source of data in the enterprise quickly and at scale.

**Fast Deployments** – Self-service API access and composition enables developers to move fast, as often as they need.

**Scalable IT Architecture** – Expose back-end data to app developers by loosely coupling systems and without creating brittle point-to-point integrations.

**Why API-led connectivity**

To support front-end speed while having robust back-end governance, enterprises need to provide mobile developers with self-service access to data across the organization. APIs help unlock data and assets by providing a layer of abstraction and control between mission-critical back-end systems and the front-end services being exposed to mobile developers.

APIs enable the speed and flexibility necessary to quickly expose all sorts of data to mobile applications. Composable APIs allow developers to quickly create new APIs from existing building blocks, ensuring fast access to everything in the enterprise. With APIs sitting between front-end applications and back-end systems, any changes made to the back-end won't affect connections to mobile application.



## How to Achieve API-led Connectivity

Skypaq MBaaS – (Mobile  
Backend as a Service)

Skypaq MBaaS platform enables businesses to quickly design, build, manage and analyse APIs to connect mobile applications to data from many other popular enterprise platforms and services. Skypaq MBaaS offers enterprise grade architecture, connectivity to everything and anything, and APIs to govern access to data and resources.

**Skypaq MBaaS enables you to:**

Provide self-service access to back-end data through APIs.

Rapidly build and expose enterprise APIs for downstream developers

Create reusable building block for developers, so they can quickly mock up and build mobile-ready APIs.

Maintain governance, control, and robustness of the enterprise infrastructure.

### CONNECTIVITY IN ACTION

**Case Study: Enable Operational Efficiencies in an Airline**

**European national airline improves operational efficiencies by using mobile applications at the aircraft**

A large airline was looking for a more efficient manner of managing their aircraft especially around fleet availability. One area that stood out was the aircraft technical logbook process which is mandatory for airlines. Flight crew needed a quicker and more accurate method of recording events during flights and technicians were looking for a more efficient approach to checking the aircraft and repairing defects, when required. The airline was also looking for a smart solution that could utilize messages broadcast by aircraft systems and mobilize data locked in their legacy MRO System.

The airline turned to Skypaq to help them take their mobile strategy to the next level. Working together, the airline was able to provide a robust mobile solution for their flight crew and technicians that integrated across a multitude of applications including Netline, SITA, Informatica and Swiss Aviation Software.

With Skypaq MBaaS, the benefits included:

- Real-time data on fleet availability and airworthiness status – savings €400K per annum
- Fleet Management efficiencies including reporting, data querying and auditing – savings €120K per annum
- Maintenance Planning – API written to enable 2-way integration with ERP Planning software (Swiss Aviation Software) – savings €400K per annum
- Troubleshooting including handling defects and data querying – savings €100K per annum
- Visits to aircraft, including collection of station copies, update of hold item lists – savings €120K per annum