Enterprise Mobility

App Development Cost Analysis

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CAIL
Enterprise Mobility

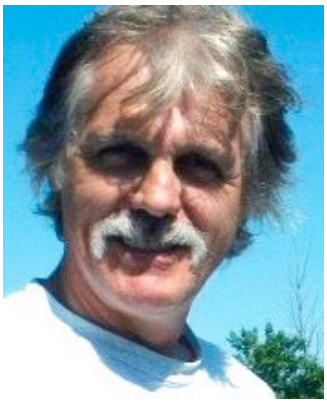
About **CAIL Mobile Solutions**

CAIL is a leading enterprise mobilitiy solution provider that enables organizations to create and deploy new Mobile Services / Apps on Smartphones and Tablets **–** fast.

With quick and flexible rendering of information on mobile screens plus extensive back-end system integration, CAIL leverages the investment in current IT infrastructure - so Customers can deliver new capabilities quickly, better perform for Customers and increase appeal to attract new Customers. This better positions organizations to focus on sustainable business innovation and realize the significant advantages with mobile.

For more insights on Mobile Enabling the Enterprise and CAIL, please visit - ***www.cailmobility.com***

Authors



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RON THOMPSON

Mr. Thompson is CEO of CAIL, a software company with Customers around the world providing solutions to Modernize information services - including Enterprise Mobile initiatives.

In conjunction with this, CAIL Mobile enables organizations to quickly develop and deploy new Mobile Services / Apps - so companies can be more successful at business innovation and better manage change.

Prior to founding CAIL, Mr. Thompson had increasing IT and business responsibilities in the financial services industry and in academia.

Ron is also involved in CAIL Venture Investing to support entrepreneurship and collaborate with those having a shared interest in building the businesses of the future.

Mr. Thompson attended York University in the Computer Science Program and is a speaker at various technology and business events.

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SHAYAN MASHATIAN

Mr. Mashatian is a serial entrepreneur with more than 17 years experience in software development. In 2003, he founded eClerisy Inc. to provide consulting and professional services to corporations outsourcing their product development and customization of existing IT products. Shayan founded mobile marketing and mobile commerce company PrimeMessage Inc. in 2005 which achieved immediate Customer adoption and led to its acquisition within 2 years.

Following PrimeMessage success, he founded international Institute of Mobile Technologies (IIMT), a consulting firm providing consulting, professional and educational services to a wide range of organizations and companies, Shayan then founded AppInformant, A Privacy and Security Analysis Framework for Mobile. AppInformant (now AppSAFE) was acquired shortly after its launch.

At CAIL, Mr. Mashatian is responsible for product design and development, to deliver quick gratification and a great User Experience with Apps so organizations can address business needs and opportunities with new Mobile Services.

Shayan is a frequent speaker at technology events and academia. He has a BSC.

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Introduction

CORPORATIONS ARE **UNDER TREMENDOUS PRESSURE** TO DEVELOP AND DEPLOY NEW MOBILE SERVICES AND APPS.

To date, this has occurred mainly by internal development within the enterprise, or with First Generation Mobile Development Products. With the need to quickly create and deploy new Mobile Serviceaas or Apps, organizations are exploring options to –

A. Better identify and address new business opportunities

B. Grow relevance with Customers

C. Increase revenue

D. Realize competitive advantage

With many mobile initiative to-date being frequently over-budget and late to market, organizations are exploring newer Mobile Development Solutions that –

1. Meaningfully reduce costs, complexity, risk and time to deliver new servicesGrow relevance with Customers
2. Better position the company to meet expectations in the mobile community of Quick Gratification and a great User Experience
3. Recognizes the need for speed and ease of use with a Mobile Development Tool that can be used by business or IT personnel to create or change Apps
4. Enables the organization to better manage change by increasing the rewards of business innovation by developing new Mobile Services / Apps much faster, easily and economically - in a collaborative environment so the organization can move forward on a sustainable basis

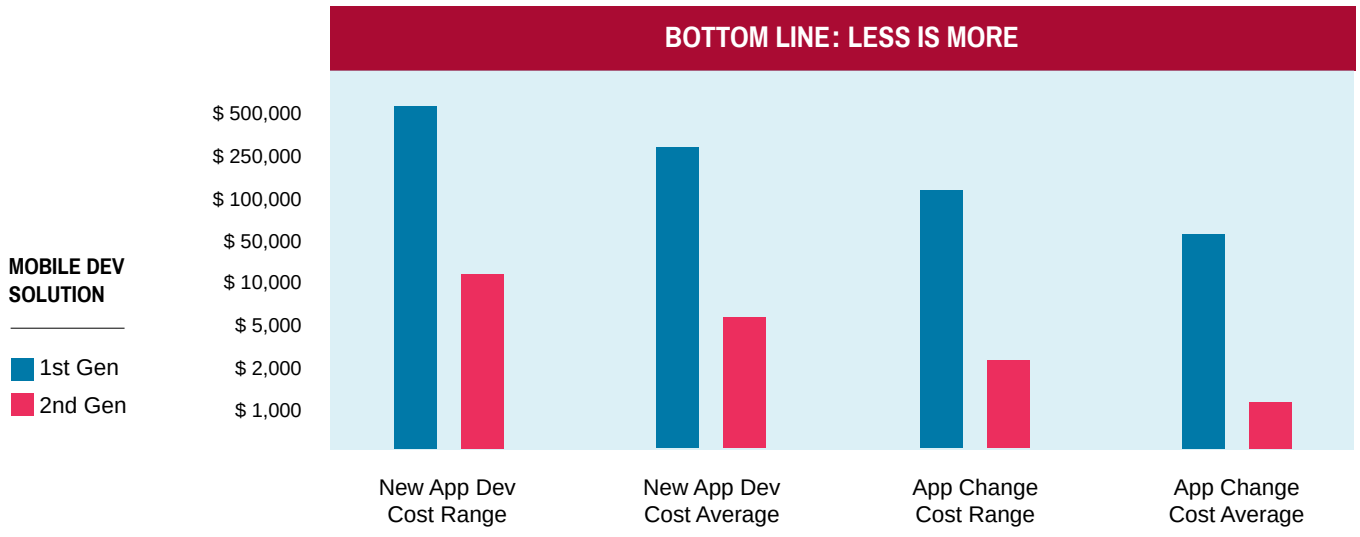
Analysis

WITH THE RECENT RELEASE OF SECOND GENERATION MOBILE DEVELOPMENT SOLUTIONS (IE: CAIL MOBILE), THE **DIFFERENCES BETWEEN FIRST AND SECOND GENERATION PRODUCTS** ARE AS FOLLOWS:

		New App Dev Cost		App Change Cost		Annual Cost		
MOBILE DEV SOLUTION	**App Dev Time**	**Range**	**Average**	**Range**	**Average**	**Maintenance & Manageability**	**Complexity**	**Focus**
A. 1st Gen	3 - 12 months	$ 50,000 - $ 500,000	$ 250,000	$ 50,000 - $ 100,000	$ 50,000	$ 1,900	High	Technical
B. 2nd Gen	Hours - days	$ 500 - $ 10,000	$ 5,000	$ 100 - $ 2,000	$ 1,000	< $ 500	Low	Business

* From an independent Mobile Cost of Ownership (MCO) analysis that indicates the average amount for each Smartphone or Tablet approximates $1,900, annually. In conjunction with this, surveys show 77% of enterprises dramatically underestimate their mobile costs.

As a result, organizations often incur substantial cost overruns and budget shortfalls that typically lead to major deployment and business issues. For further details, visit www.box-tone.com/MCO "Mobile Cost of Ownership" Analyzer.



Summary

WITH ENTERPRISE MOBILE EVOLVING, THE AVAILABILITY OF NEXT GENERATION **MOBILE DEVELOPMENT SOLUTIONS** DRAMATICALLY IMPROVE **CORPORATE AGILITY** AND THE **ECONOMICS IN CREATING AND DEPLOYING NEW MOBILE SERVICES / APPS.**

Based on the above analysis and recognizing the need to produce results that matter to the business, 2nd Generation Development Solutions better position the organization to realize the significant potential with Mobile.

Further, with newer Mobile Development Solutions having a modular architecture, fast rendering, as well as extensive interfacing and integration capabilities to back-end systems - organizations are better able to :

1. **Accommodate change / be responsive to Customers and new business opportunities**
2. **Build an ecosystem around mobile -**
   - To expand business appeal, relevance and revenue
     While respecting corporate manageability and security considerations
3. **Deliver - important business advantages**
   - On strategic corporate initiatives

To assess the benefits with a 2nd Generation Mobile Solution, ask yourself - Why wouldn't I want an answer to ***What if*** now ?

If the answer is ***yes***, please see additional insights at www.cailmobility.com or send a message to **info@cail.com** or call 800-668-5769 / 905-940-9000