# Key Platforms for Enterprise Mobility Solution Deployment

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In the early days of Enterprise Mobility, Research in Motionâ€™s BlackBerry emerged as the leading mobility platform mainly due to its advanced security features. As the buzz around Enterprise Mobility intensified, new mobility platforms emerged including Googleâ€™s Android, Appleâ€™s iPhone/iO Symbian, Windows Mobile as well as others. Many security features available in the emerging mobility platforms are derived from the existing OS of BlackBerry. However, emerging platforms such as Android and iPhone/iOS have an advantage over the BlackBerry OS in terms of the UI, which contributed to the superior user acceptance of the emerging platforms. Greater user acceptance of the iPhone/iOS and Android platforms contributed greatly to the erosion of BlackBerryâ€™s dominant market position in recent times. The increased adoption of emerging mobility platforms by enterprises is also driven by greater implementation of the BYOD (bring your own device) policy and the continued attempts by IT departments to incorporate a multiple mobility devices into the enterprise network. Though other platforms are catching up fast, BlackBerry still leads the global enterprise mobility platforms market by a significant though much eroded margin. eXtendCodeâ€™s Offshore Software Development Center in India is currently engaged in providing Enterprise Mobility Solutions based on the BlackBerry, iPhone/iOS and Android platforms.

## BlackBerry OS Platform

Research in Motionâ€™s (RIM) BlackBerry OS was the pioneering Enterprise Mobility Solution platform and leading organizations all over the world deployed BlackBerry-based solutions due to the inbuilt security measures as well as user friendly features incorporated into the OS. Till date, the combination of security and user-friendly features delivered through BlackBerry devices is the key factor driving enterprise adoption of BlackBerry OS-based mobility solutions. Unlike many other competing OS, enterprise mobility is at the core of BlackBerry OS, which provides a significant advantage to the BlackBerry mobility devices for enterprise use. Solutions based on the BlackBerry OS also exhibit superior stability as compared to most emerging enterprise mobility OS and BlackBerryâ€™s OS also has a proven mobile device management track record for use in various enterprise-grade solutions. Key security features provided by BlackBerry OS-based solutions include complete protection of corporate data by routing all data through encrypted BlackBerry servers, remote wipe of sensitive corporate information(remote deletion of sensitive data in case of lost/stolen device) and robust encryption for all in-transit data. Currently deployed Enterprise Mobility Solutions based on the BlackBerry Platform are used mainly to provide secure access to Internet, mails and messenger over an enterprise network. Our Offshore Software Development Center in India is engaged in developing various Enterprise Mobility Solutions based on the BlackBerry platform.

## Android Platform

Though RIMâ€™s BlackBerry OS still holds the first mover advantage in the Enterprise Mobility Market, Googleâ€™s Android OS is rapidly gaining popularity among users. Rapid rate of user acceptance by the Android OS has led many enterprises to extend IT support to employee-owned mobility devices based on the Android platform. Key factors driving adoption of Android-based mobility solutions include ease of configuration, wide spread resource availability, availability of numerous open source apps as well as the relative ease of deployment. A majority of the devices operating on the Android OS are reasonably priced leading to reduced enterprise-wide deployment and acquisition costs. Moreover, Android is an open source software, hence, no licensing fees are associated with the software and it also demonstrates superior flexibility for developing new Apps. Other advantages of the Andriod OS include its support for a wide range of devices as well as Androidâ€™s robust

application development support.  Further expansion of Android OS use in the Enterprise Mobility Solutions market is expected to occur through the introduction of new Android-based devices, which feature superior battery conservation capabilities. We at eXtendCode provide a wide range of Custom Software Development Services based on Googleâ€™s Android platform. The Android OS and related platforms are expected to gain even more prominence with the introduction of Googleâ€™s own devices, the first of which is Googleâ€™s new tablet, the Nexus 7.

iPhone / iOS Platforms

The launch of Appleâ€™s iPhone ushered in a new era of mobile entertainment and as the use of iPhones/iPads increased, the pressure on enterprise IT departments to extend support to Appleâ€™s devices also mounted. Key features driving the adoption of iPhone/iOS-based Enterprise Mobility Applications include ease of use, sensitive touch-screen interface as well as suitability for BYOD implementation due to large scale user acceptance of leading iOS-based devices such as the iPhone and the iPad. Appleâ€™s iPhone/iOS also incorporates key security features such as remote wipe of sensitive data stored on device (remote data deletion in case of lost or stolen device), device data encryption as well as support for secure data access. Moreover, the iPhone/iOS platform also opens up new possibilities for developing various corporate applications due to the platformâ€™s unique capability of supporting various secure Enterprise Mobility Solutions. In the recent future, the iPhone/iOS platform is projected to gain further popularity among enterprise users and further erode the market position of RIMâ€™s BlackBerry. A key factor expected to drive popularity of the iPhone/iOS platform further in the recent future includes the capability of Appleâ€™s key devices such as iPhone and iPad to deliver a unique blend of user-friendly features along with the benefit of inherent security characteristics. eXtendCode currently provides a variety of Enterprise Mobility Solutions based on the iPhone/iOS platform.

Additional Platforms

Apart from the three key platforms discussed above, additional platforms used for delivering mobility solutions across the enterprise platform include Microsoftâ€™s Windows Mobile and the Symbian platforms. Common problems currently associated with these platforms include the unavailability of suitable apps supported by the platform and fewer device choices capable of operating on the platform. Due to such problems, user acceptance of these platforms and devices based on these platforms is currently limited. With further development of these platforms, such problems are expected to be resolved and the competition in the market is expected to intensify further in the recent future.

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