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## Enterprise Mobility As One of Their Core Service Offerings

Sourabh Chandra Pushp , ,

Considering the rapid growth of mobility worldwide, many service companies ranging from large to medium scale and even startup companies are offering Enterprise Mobility as one of their core service offerings and are constantly focusing on gaining due market share. DV Satish, Head Enterprise Mobility CoE, Mindteck, Speaks to GlobalServices on his thoughts regarding new trends in Application Development.

### GS: Major market trends in agile android development



**DV:** Apart from individual users, the corporate world is moving towards implementing large scale enterprise applications such as CRM, BPM, Social Networking applications etc. on SmartPhones and tablets. This is done with a view to take advantage of seamless connectivity to their enterprise resources and also to provide the next generation user experience. Such a trend makes it imperative that mobile application development companies need to adopt industry proven software development models such as Agile practices.

Agile practices offer not only the SDLC/PDLC guidelines but also define the best tools and techniques that can be used to help rapid application and high quality software development with automated tools. For SDLC/PDLC, Scrum is the most frequently chosen Agile model that the industry is adopting in android mobile application development.

Apart from native application development and testing tools, there are quite a few hybrid application development and testing tools, frameworks and platforms that are available in the market to adopt agile android development. Hybrid mobile application development platforms provide an integrated development environment where portable applications can be rapidly developed once and deployed on various makes and models of SmartPhones and Tablets. Hence, developers can focus more on the business logic than native platform developments. Hence, these tools enable reduction in development and maintenance costs and achieve higher customer satisfaction.

## **GS: Current scenario in outsourcing Android application development projects; Demand for Android apps**

**DV:** Based on data published by various analysts in the last three years, it is seen that the number of SmartPhone applications is predominantly increasing in the Android Market compared to any other mobile platform. If one looks at the growth between June 2009 and March 2011, iPhone applications grew approximately from 50,000 to 350,000, whereas Android applications grew approximately from 5000 to 460,000 applications, leading to nearly 4.5 billion downloads to date. Android handsets record the highest market share of 39% compared to Apple's 28%. This data clearly demonstrates the increasing demand for Android applications in the market place. However this is not yet the case with the Android tablets whose market share is not so impressive.

Besides rapid growth, Android applications are being outsourced consciously by many corporates to ensure cost effective solutions of desirable quality. Most of the offshore service providers are presently keen on building the required competencies and are rapidly focusing on leveraging the current mobility market boom.

## **GS: Major players and destinations in Android application development**

**DV:** There are two types of players in Android application development space:

1. Framework/Platform development companies: The following are some of the players and their frameworks lead this market place
  - IBM Rational Team Concert and PhoneGap
  - OpenPlug
  - RhoMobile
  - CloudPact

Besides the above, Sybase, an SAP company is offering a comprehensive mobile application development framework called SUP (Sybase Unwired Platform) having Android support on their roadmap of 2011.

2. Application development companies: Considering the rapid growth of mobility worldwide, many service companies ranging from large to medium scale and even startup companies are offering "Enterprise Mobility" as one of their core service offerings and are constantly focusing on gaining due market share.

### **GS: Impact of Agile Android development on the industry/ customers**

**DV:** With the Agile development model which is totally based on iterative and interactive development, one can achieve highest risk mitigation and address constant customer change requests that will result in high customer satisfaction. Agile model also offers cost effective development processes where rework can be avoided and also unwanted modules can be eliminated sooner from the requirements.

### **GS: Information on recent deals in this space**

**DV:** The biggest event in this space has been the recent acquisition of Motorola's Mobile business by Google which has given Google a strategic advantage to retain its competitive position against Apple and Microsoft by bagging 17,000 patents. Apple and Blackberry have their own hardware as well as their own OS and the same was not the case with Google in the past. This recent acquisition enables Google to have their own hardware division in addition to their own popular Open Source Android OS. This enables Google to compete against Apple and Blackberry with a more controlled hardware and OS development.

However the next challenge for Google is to retain HTC, Samsung, and other Android device manufacturers to continue promoting Android. As Google got its own hardware division by acquiring Motorola, it is logical that Google may be treated as a potential competitor for HTC and Samsung in device manufacturing space. We will need to wait and watch what steps Google takes to prevent this.

### **GS: Future outlook for Android application development**

**DV:** Google's next target would be to gain market share in Tablets space. As per analysts, Apple's current 75% market share will fall to 39% by 2015 and Android will gain by 38% by producing more affordable Android based tablets and eventually these tablets may replace PCs. This will be a big opportunity for application development companies to focus on tapping this business.

Android already supports advanced features like Location based services and Cloud based service integration for IT management. As per analysts, going forward, Android phones will also be used as credit cards for any financial transactions which will enable e-commerce companies to come up with much more user friendly services.

SmartPhone and Tablet applications needed in Healthcare and Life Sciences is increasing day by day to treat life threatening diseases and develop lifesaving drugs. Many physicians and lab technicians

prefer Android based SmartPhones or Tablets because of its powerful video and 3D imaging capabilities. Hence, there will be significant growth expected for Android based applications in Healthcare and Life Sciences domains.

SmartPhone and Tablet applications are mainly aimed at providing next generation user experience. This focus will enable companies to offer various context aware applications to their users and customers to offer the best user satisfaction.

Overall, the future is “Mobile Age” and as per Gartner’s report Cloud and Mobility are leading the list of top 10 technologies of 2011. Apple, Google, Microsoft, and Blackberry continue to battle for market share. Considering individual users interest, corporates need to adopt a mobile strategy to support their mobile applications running on heterogeneous handsets and tablets. One of the best ways to implement such mobile strategies is to adopt Hybrid Mobile Application Development.

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