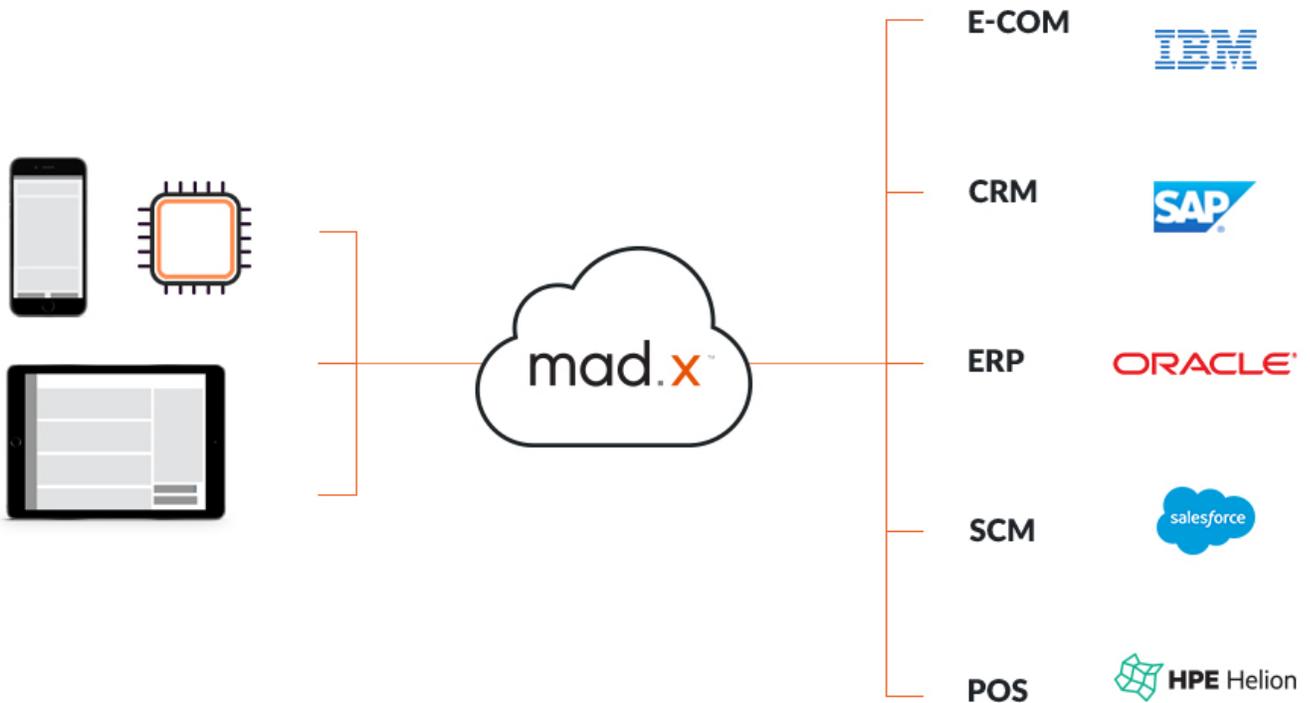




Build, deploy, secure, manage and analyze your enterprise mobile apps and data with just a few lines of code



PRODUCT OVERVIEW

Mad Mobile™ is the industry's first enterprise-ready Mobile Platform-as-a-Service that provides everything mobile developers need to deliver rich, mobile application experiences for employees, customers and partners with just a few lines of code. It delivers a complete, end-to-end model for IT organizations to connect mobile applications into enterprise systems, automate critical backend infrastructure services, and manage the entire application lifecycle.

The results? Mad Mobile™ significantly reduces the time, cost and on-going resources needed to create, implement and manage enterprise mobile applications and data, while gaining new insights into your organization's mobile experiences.

— END-TO-END SIMPLICITY

Mobile Backend Services

Mad Mobile™ Mobile Backend Services help organizations quickly build enterprise-ready mobile applications in a few days by simply writing business logic, not infrastructure code. More than 45 enterprise APIs make it a snap to connect mobile apps to line-of-business systems and databases (whether SaaS or on-premise), while a broad range of services abstract and automate important backend capabilities, such as identity management, authentication, storage, messaging and logging — without having to setup any on-premise infrastructure.

Mobile Data Virtualization

Once all your mobile apps are connected to your existing infrastructure and business systems, you're ready to take the next giant step in enterprise mobility by virtualizing the business data accessed by your mobile apps. Mad Mobile™ Mobile Data Virtualization masks all the complexity of accessing underlying data sources by removing source system knowledge from mobile data access needs. It also extends mobile operation management from devices, to apps, to data, introducing new levels of security, management and access control capabilities at the data source level — instead of a complete enterprise API service instance. Mad Mobile™ virtualizes your business data by rendering a metadata representation of enterprise data sources that can be securely accessed from a mobile application. This enables any data source from any mobile application to be accessed using a consistent API.

Mobile Data Mart

By virtualizing all the data your mobile apps use, Mad Mobile™ provides a single address from which you can browse and manage all the enterprise data sources relevant to your mobile apps. The Mad Mobile™ Mobile Data Mart is a simple catalogue of all your enterprise apps and the relevant data these apps consume, available for common use via a consistent API. It introduces a more manageable and distributed development process while simplifying client code by abstracting the complexity of integrating with business systems.

Mobile Data Management

With just a few clicks you can now add policy management around your enterprise mobile data regardless of the apps consuming the information. Mad Mobile™ Mobile Data Management introduces unprecedented control and governance by allowing you to apply security and access control policies against the data used by your mobile apps. You can apply policies to manage both data at-rest and in-use. Context-aware data policies can be set according to geo-location, device, application, network or mobile client.

Mobile Data Analytics

Mad Mobile™ gives new levels of insight into your enterprise mobile experiences with in-app analytics and mobile application performance monitoring. These tools impart telemetry about the internal and operational behavior of your mobile applications, so you can see how they are being used, by type of device, operating system and carrier, and if there's any problem applications. They can also integrate with industry-leading mobile application performance monitoring platforms.

Mobile SDK's

Mobile software developers can leverage standard development toolkits to enable these capabilities with a single line of code through Software development Kits for any type of mobile application (native, hybrid or HTML5). SDKs include support for over a dozen mobile client application platforms right out of the box including iOS, Android, Windows Phone, Windows 8 and Xamarin as well as ten different HTML5 frameworks like Monaca.

