Building Blocks of Mobile IT

Build your mobile IT strategy from the ground-up. Begin with deploying devices; end with custom enterprise apps.

1. Device
   - BYOD: Bring Your Own Device
   - CYOD: Choose Your Own Device
   - COPE: Corporate-Owned, Personally-Enabled

2. Security
   - Secure corporate device:
     - MDM: Mobile Device Management
   - Secure corporate data:
     - EMM: Enterprise Mobility Management

3. Internal App Market
   - Whitelisted and customized third-party (ISV) apps

4. Custom Line of Business Mobile Apps
   - Partnering with an external developer eliminates the learning curve for a quick ramp-up.
   - Ideal if you have:
     - No mobile team
     - A small internal team, but need help

Infancy | Maturity
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Your Mobile Strategy
# 5 Steps to an Enterprise Mobile App

Should you develop your mobile app internally, or hire an external development partner? Consider your resources and the costs at each step.

## Develop Internally

### 1. Mobile Strategy
Your mobile strategy will make or break your app’s success. Consult with an expert to answer these questions (and more).

- Is your goal to reduce cost, drive revenue, or improve service?
- Which platform fits best—iOS, Android, or Microsoft Surface?
- What are the industry best practices?
- How should the app path-to-market be drawn?
- How will you design a mobile architecture that integrates your current data systems?

Consult with an enterprise mobile app expert.  
Mobile strategy & needs analysis included

### 2. Capability
Does your staff have mobile app development skills, and experience in developing enterprise apps? Are they skilled in securing corporate data and integrating with your back-end systems?

**Hire internal staff:**  
$102k/year per mobile app developer  
$105k/year for mobile user interface designer

**Flat-rate per project with InnoviMobile**

### 3. Capacity
If you have an existing mobile team, do they have the extra capacity to develop your app?

If they are busy with other mobile responsibilities, add more staff.  
Hiring external development is a quick, low-risk method to increase capacity.

### 4. Ramp-Up & Training
Remember to consider training and ramp-up time to get your project up and running. There is a learning curve for securing corporate data with secure SDKs—account for this in your timeline.

Varies with team’s skillset and development experience  
InnoviMobile developers smoothly integrate secure SDKs

### 5. Project Management
Assign a technical project manager to ensure:

- Are deadlines and milestones being hit?
- Testing & debugging.
- Documentation, following protocols & policies.

**Hire project management:**  
$97k/year for mobile application project manager  
Project manager fee is built into the flat-rate cost.