Mobile Application Infrastructure

Champaign 1

Mobile Application Infrastructure Challenges

- Companies faces numerous challenges to implement mobile solutions. Major ones being
  - Disparate mobile devices
  - Differing protocols
  - Proprietary technologies (isolated islands)

- The above challenges have resulted in emergence of new category of companies to facilitate creation of new class of mobile applications
Application Infrastructure Framework

Application Gateway / Platform Providers

Mobile Application Software Providers

Mobile Internet Service Provider

Mobile Application Service Enabler

Application Infrastructure Framework

Application Gateway/Platform Providers

- Provide technology infrastructure and software to perform user management services
  - Communication software like email, messaging
  - E-commerce software like catalogs, billing
  - Technology infrastructure like WAP Gateways and Browsers
Application Gateway/Platform Providers

Markets

- Carrier class (Openwave Systems)
  - Caters to communication service providers
  - Provides generic solution for communication, e-commerce, personal productivity

- Enterprise class (724 Solutions)
  - Caters to business organizations
  - Provides platform/services to deliver enterprise applications to mobile devices

Application Gateway/Platform Providers

Revenue Model

- License fee
  - One time fixed fee
  - Per month fee
  - Fee based on number of users

- Implementation and customer service fee
  - Includes fee from implementation, consulting, training
  - Charged on a time and expense basis

- Maintenance fee
  - Ongoing support and maintenance fee
Mobile Application Service Providers

- Provide data center and infrastructure hosting services
  - Provide space
  - Provide equipment
  - Provide bandwidth
- Additionally
  - Customer support
  - Negotiate wireless data carrier contracts

Mobile Application Service Providers Markets

- Enterprise class (Aether Systems, Amdocs)
  - Caters to business organizations
  - Provides slew of services to organization looking for outsourcing of hosting their software
  - Full service approach
**Mobile Application Service Providers**

**Revenue Model**

- **Subscription**
  - Recurring fee per user
- **Licensing**
  - License fee for application or platforms delivered
- **Consulting service fee**
  - Includes fee from engineering and design services provided to organization

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**Mobile Internet Service Providers**

- **Provide network and communication connectivity**
  - Continuous wireless connectivity
  - Corporate intranet access irrespective of location
Mobile Internet Service Providers
Markets

- **Consumer market (GoAmerica, Cingular)**
  - Provide access to public web sites from devices
  - Provide email accounts and management
  - Conduct e-commerce transactions
- **Business market (GoAmerica, Cingular)**
  - Provide access to corporate networks (Secure connections)
  - Access to enterprise messaging like Outlook and Lotus notes
  - Secure access to corporate database

Mobile Internet Service Providers
Revenue Model

- **Subscription**
  - Flat rate service fees for unlimited use (consumer)
- **Advertising**
  - Content revenue from sponsorships
- **Consulting service fee (business)**
  - Includes fee from services provided to organization
Mobile Infrastructure Enablers

- The area of enabling technology is quite complex for devices. The three major types are
  - Development enablers
    - Include system integrators and consultants
  - Content enablers
    - Provide specialized content for mobile platform such as games and micro-content
  - Application enablers
    - These include security software providers, synchronization software providers

Mobile Infrastructure Enablers Markets

- Consumer market
  - Provide secure services

- Business market
  - Synchronization (Palm synchronization with desktop)
  - Embedded database for thin application
Mobile Infrastructure Enablers
Revenue Model

- **License fee**
  - Software licensing/usage fees
- **Consulting service fee**
  - Includes fee from services provided to organization