

Keeping it Simple

A High-Level Overview of the Current Mobile Landscape

	Mobile App	Mobile Web App	3P Mobile™ App
Installation	Installs on device – from app store, over-the-air, side-loaded, IT installed	Installs on device – from app store, over-the-air, side-loaded, IT installed	Installs on device – from app store, over-the-air, side-loaded, IT installed
Concept/Goals	Uses the native mobile software developers kits (SDKs) to access data and build optimized user interface (UI)	<ul style="list-style-type: none"> Embeds Web app content inside a locally installed application. Can access SOME device data to improve the user experience 	<ul style="list-style-type: none"> Extends existing Web services to Mobile Access to ALL device data to optimize the user experience
Development Tools/Process	Native Platform SDKs	<ul style="list-style-type: none"> Application framework HTML/CSS/JavaScript 	<ul style="list-style-type: none"> HTML/CSS/JavaScript
Core Functionality	Access to the Mobile device’s native capabilities to deliver a rich experience.	<ul style="list-style-type: none"> Basic user interface 	<ul style="list-style-type: none"> Full browser User Interface Works on all Web sites Delivers mobile device data to manage Performance, Privacy & Personalization Encrypts data during transmission Compresses content going to the device Enables personalized browser functions
Advantages	User experience optimized by device	Programmers can leverage HTML/CSS/JavaScript skillsets	<ul style="list-style-type: none"> Programmers can leverage existing Web skills (HTML/CSS/JavaScript) Access to any Web site/service Protects mobile user Privacy Content & services may be Personalized Faster: Sending less data improves Performance & reduces bandwidth
Disadvantages	<ul style="list-style-type: none"> Need to learn ALL native mobile SDKs Building effective UI’s takes a long time Update management is expensive 	<ul style="list-style-type: none"> Connectivity required to function API access varies by device Single purpose app - users cannot seamlessly go to another website Cannot optimize for network speed 	<ul style="list-style-type: none"> Connectivity required to function
Examples	<ul style="list-style-type: none"> Examples would be Android SDK, iOS SDK, Windows Phone SDK, RIM SDK. 	Phone Gap (Acquired by Adobe 2011), Appcelerator, Sencha	3P Mobile™ software

Our Unique Value:

The “unique value” that 3PMobile software provides is the ability to optimize the mobile performance, privacy and personalization of Web Services. We let organizations extend their existing Web services to a Mobile device. Our approach lets companies improve Web **Performance** (send less data and accelerate content), while not compromising the customer’s right to **Privacy** (on-device opt-in controls).

The additional bonus is the ability to offer **Personalized** content based on the combination of the data coming from the device and stored on the server. We give each company (or your team) the opportunity to fine-tune the level of each “**P**” based upon ever changing goals and budgets.

Summary:

1. Mobile apps give you access to virtually everything on the device. However there is little or no integration with the Web and ongoing support and app update expense is challenging for most organizations.
2. Mobile Web apps give you access to some device side API's, but functionality is still limited. You cannot surf the Web with the mobile Web app. There’s NO support for improving Performance, Privacy, or Personalization.
3. 3Pmobile allows you to extend your existing Web services to Mobile using a browser interface. Access to device side native API information enables a richer user experience, while enabling the organization to improve performance and more effectively manage customer data privacy.