

Mobile App Development Strategies

- What capabilities does your organization need to excel at within the next 12–18 months to improve your mobile apps? (Check all the apply):
 - Mobile Application Management Scalability Private App Store
 - Analytics of mobile data Security Ability to integrate with backend data
 - Other, please specify: _____
- How satisfied are you with your organization’s ability to deliver quality mobile apps for your customers? (Rate 1 to 5, 1 = Very unsatisfied, 5 = Very satisfied):

1 2 3 4 5 N/A
- How strong are your team’s mobile software development skills? (Rate 1 to 5, 1 = Very weak, 5 = Very strong):

1 2 3 4 5 N/A
- Are you building 2 or more mobile apps connecting to two or more backend environments? Yes No
- Why are you creating mobile apps? (Check all that apply):
 - Customer demand Competitive issues New revenue potential
 - Other factors, please specify: _____
- What challenges are you dealing with in developing your mobile app? (Check all that apply):
 - Staying current with latest mobile OS versions Scalability Security
 - Accelerated application development and deployment Connectivity to backend systems and cloud
 - Other, please specify: _____
- How complex is your Mobile app? (Rate 1 to 5, 1 = Very simple, e.g. read only, few screens, limited security requirements; 5 = Very complex, e.g. numerous screens, complex workflow, high security requirements):

1 2 3 4 5 N/A
- What considerations drive your mobile development tool selection? (Check all that apply):
 - Customers willingness to pay for the mobile app Availability of open source tools
 - Ability to leverage existing programming skills Short time to market
 - Frequent release cycles Managing growing portfolio of mobile apps
 - Other considerations, please specify: _____
- What is your deployment model? (Check one):
 - On premise Software As A Service Public Cloud Private Cloud
- What tools are you currently using to develop mobile apps?
 - Build it yourself Open Source Software Pre-packaged Software Mobile App Platform
 - If Open Source Software; which one(s): _____
 - If Mobile App Platform; which one: _____

Our client, IBM, provides a comprehensive mobile portfolio that combines security, analytics and app development software, with cloud-based services and deep mobile expertise. Would you like to be contacted by a representative of IBM to discuss mobile app development strategies?

- Email me now Email me later Call me now Call me later I prefer you contact my scheduler:

Name _____ Title _____ Phone/Extension _____ eMail _____

- I prefer you follow up with this person:

Name _____ Title _____ Phone/Extension _____ eMail _____



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