

Emerging Mobile Trends for 2012

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Recapping 2011

Last year, the focus was on enabling smart phones in the enterprise, building strategies to help align corporate direction with new technologies, and developing lightweight POCs to help build the case for a stronger investment in mobile technology.

Enterprise mobile strategy

Companies invested heavily in centers of excellence to help lay the groundwork for managing the rapid proliferation of mobile devices in corporate environments.

Native application POCs

Companies that weren't ready to commit to extensive development in the mobile application space invested in POCs to gain broad awareness and support for bigger engagements down the road.

Service enablement

Many enterprise software suites touted their mobile connectivity elements, with companies deciding to upgrade enterprise services and software to gain greater compatibility with enterprise mobile devices.

More consumerization

It was almost entirely a consumer electronics presence in the enterprise mobile space, with leading enterprise mobile vendors such as RIM taking a huge hit due to iPhones and Android devices growing in enterprise user adoption.

As we move into 2012, enterprises are building on their mobile foundations and making strong investments in solutions that will better utilize mobile technology. Key opportunity areas include enterprise service enablement and making devices more social with one another, as well as the workplace environment.

Trends for 2012

Mobile payment technologies/services (NFC, barcodes, etc.) being used beyond commerce

As NFC gains more buzz based on news such as Visa's significant investment in the technology for the 2012 Olympics, and other mobile payment systems such as barcode scanning are utilized in more devices, mobile payments will grow worldwide.

However, other companies will begin to utilize this technology as it becomes more ubiquitous. Areas such as perimeter authentication and environment interaction will be developed once technologies such as NFC reach critical mass on end user devices. Mobile payment technology,

such as barcode scanning and/or technologies, will also grow to be used in systems such as secure PC log-on, as well as time and attendance, and event ticketing/authentication.

More at:

<http://danmk.com/v9rfyi>

<http://danmk.com/vbgNOO>

<http://danmk.com/rWJiVw>

HTML5 fixing fragmentation between mobile ecosystems

With growing device penetration, fragmentation of devices worldwide will eventually be replaced by large ecosystems, such as Apple, helping to establish standards for distributing information, data, and services via the network. Given the strength in competing ecosystems, HTML5 will continue to grow into a development tool that's universally supported.

As WebKit evolves, developers will continue to enhance their existing web properties, with websites acting more like native applications. This will enable them to bridge the gap between ecosystem OEMs such as Google and Apple that have little to no possibility of reducing differentiation or becoming obsolete.

More at:

<http://danmk.com/vrXD9A>

<http://danmk.com/v05Z3D>

Services for mobile/M2M creating the next adoption curve

As technologies such as NFC grow, along with greater methods for devices to become social, services companies will be able to provide new capabilities. For example, personalized shopping in a store being driven by a profile transferred from a mobile device. This will draw a greater dependency on infrastructure and support to provide sufficient connectivity both for devices, as well as the networks providing info to and from.

With mobile app stores being significantly saturated and creating a significant barrier to entry, smaller companies will begin competing by providing greater environmental interactivity to B2C outlets. This will help establish a new adoption curve focused around service consumption.

Furthermore, companies are investing in ways for their critical systems, such as HVAC and heating, to communicate with cellular networks via M2M enablement, cutting down on overhead costs such as building maintenance and monitoring.

More at:

<http://danmk.com/tEWQRZ>

<http://danmk.com/sX1PE5>

Mobile creating business justification for service-layer development

Enterprises interested in fully utilizing mobile and tablet technology will begin to invest more in consolidating back end systems and embrace models such as service-oriented architecture and off-premise hosting to provide greater support for mobile services. Capital expenses, such as upgrading SharePoint 2007 to 2010, will also be driven by the ability to better support mobile devices, given the increasing importance of utilizing enterprise information and data from mobile and tablet devices. Even where companies are embracing PLUs over CLUs, MDM platforms

are being purchased to ensure that personal devices can access necessary services for a given enterprise.

More at:

<http://danmk.com/tXTRvn>

<http://danmk.com/s27osi>

High performance computing and the cloud driving big data on mobile devices

With companies looking to better leverage massive data sets ranging from POS data to 3D Visualizations, interest in leveraging High-Performance Computing utilities, such as SAP Hana, to help gain an insight lead over competitors is growing.

This will also drive increased growth on the cloud with services such as Microsoft's Azure platform, as more and more companies look to leverage cost savings from outsourcing server hardware. This push, along with cloud being utilized by more groups within companies, means that access from a tablet and/or mobile device will become more of a reality—without a huge drain on data speeds and/or battery life. And with LTE growing along with the hardware specs of mobile devices, getting up to the minute metrics on any part of a business will help make real time data analysis more of a reality for various sized platforms.

More at:

<http://danmk.com/rRF9zQ>

<http://danmk.com/tVTVB1>

Together, these trends add up to significant challenges and opportunities for enterprise-level companies utilizing mobile technology. To learn more, contact Slalom Consulting today.

Dan Maycock is a Mobile Strategist at Slalom Consulting, a national consulting firm that brings business and technology expertise together to help companies drive enterprise performance, accelerate innovation, enhance the customer experience, and increase employee productivity. The firm delivers award-winning solutions in areas such as business intelligence, mobility, and cloud through a national network of local offices across 11 North American cities.

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