TEC109
SAP Mobility Road Maps and Strategy

Tony Kueh
Global VP, Product Management, SAP Mobile Platform
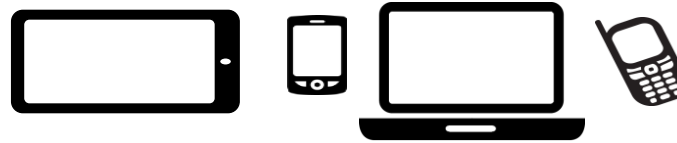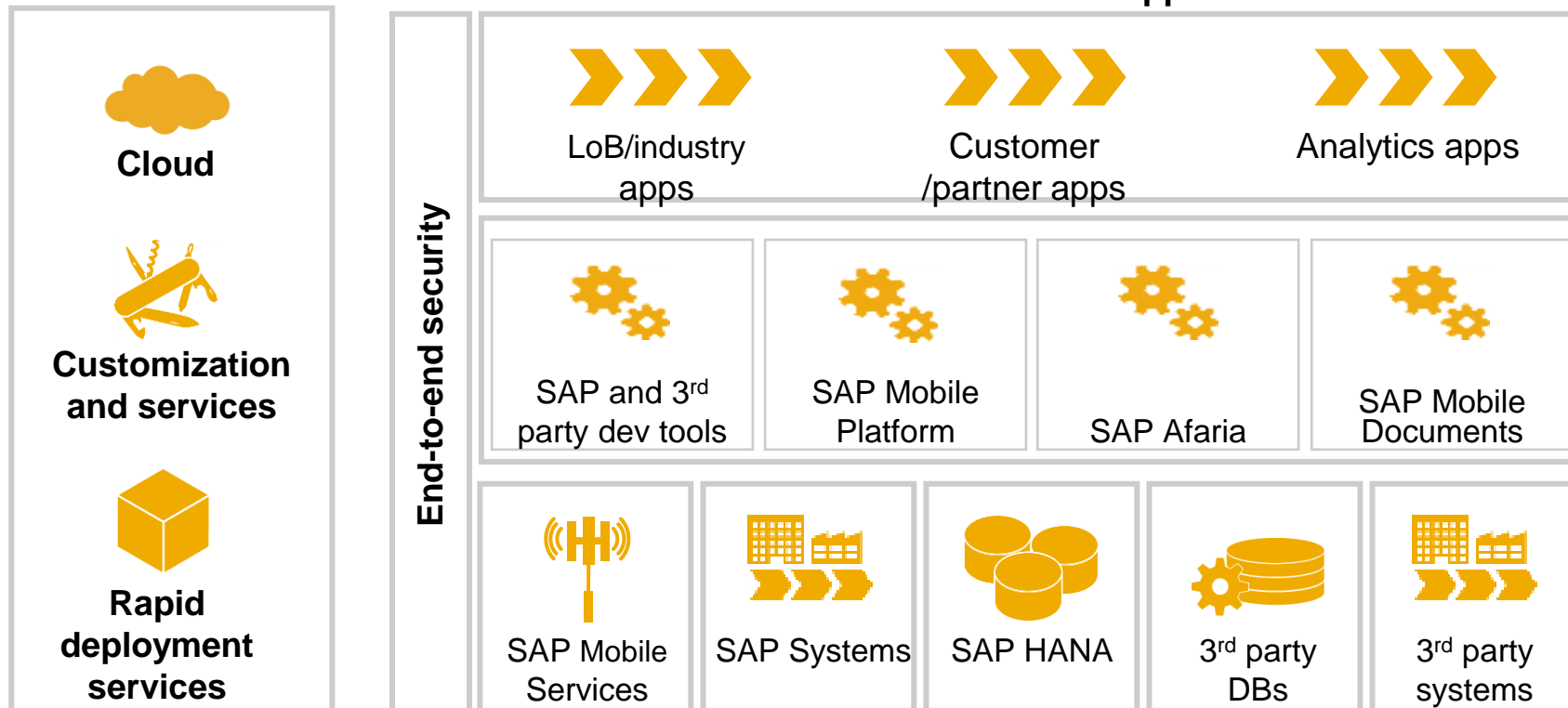
SAP®

SAP Mobile Strategy Overview

SAP provides a broad, end-to-end mobility solution

A comprehensive and open mobile portfolio
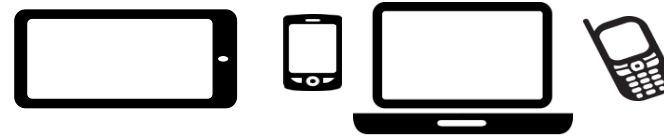
SAP Store and mobile apps

Cloud

Customization and services

Rapid deployment services

End-to-end security

LoB/industry apps

Customer /partner apps

Analytics apps

SAP and 3rd party dev tools

SAP Mobile Platform

SAP Afaria

SAP Mobile Documents

SAP Mobile Services

SAP Systems

SAP HANA

3rd party DBs

3rd party systems

- **Support for all devices**
- **Instant mobilization and ecosystem**
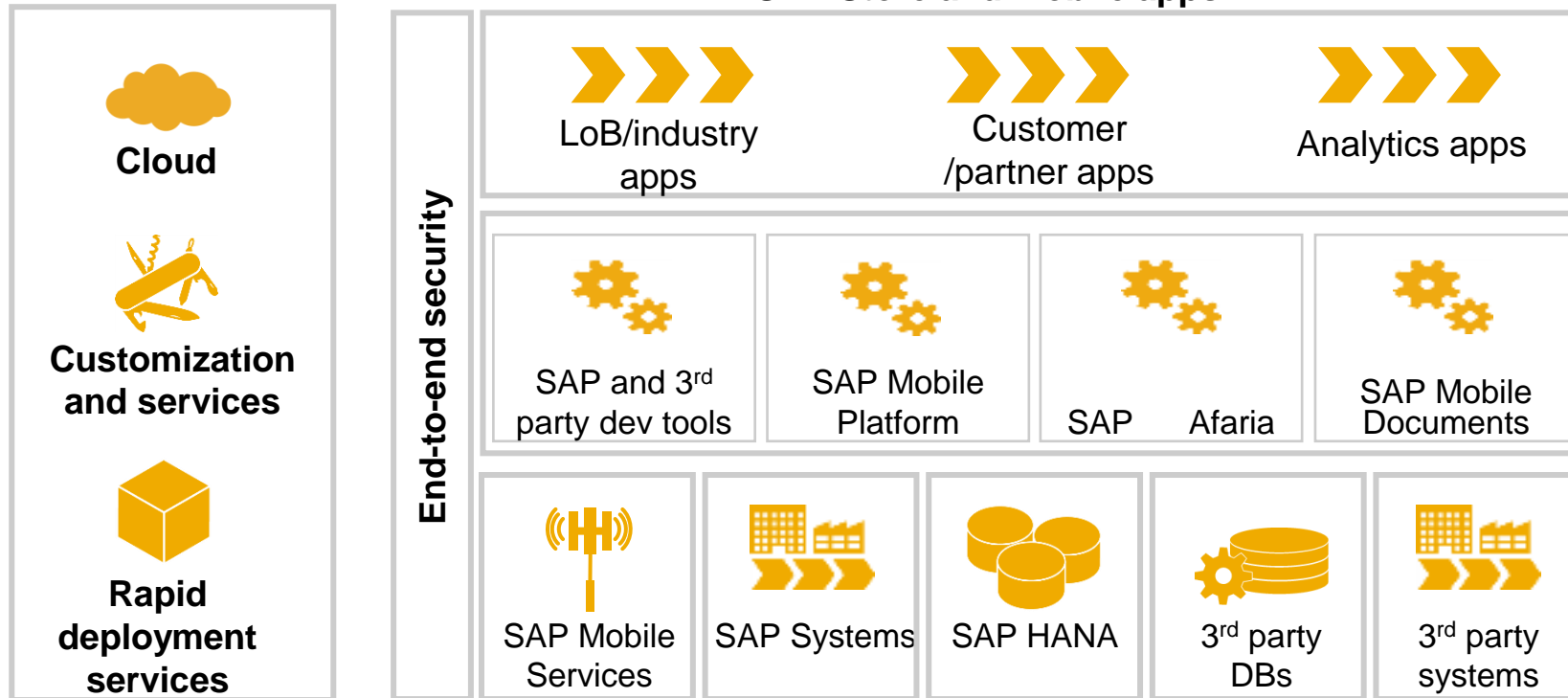- **Full service platform cloud or on-premise**
- **Backend agnostic**

Why is a Platform Needed?

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A comprehensive and open mobile portfolio

SAP Store and mobile apps

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SAP Mobile Platform

SAP   Afaria

SAP Mobile Documents

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3rd party systems

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Mobile application management
Understanding the total picture

20%
deployment cost

80%
implementation cost
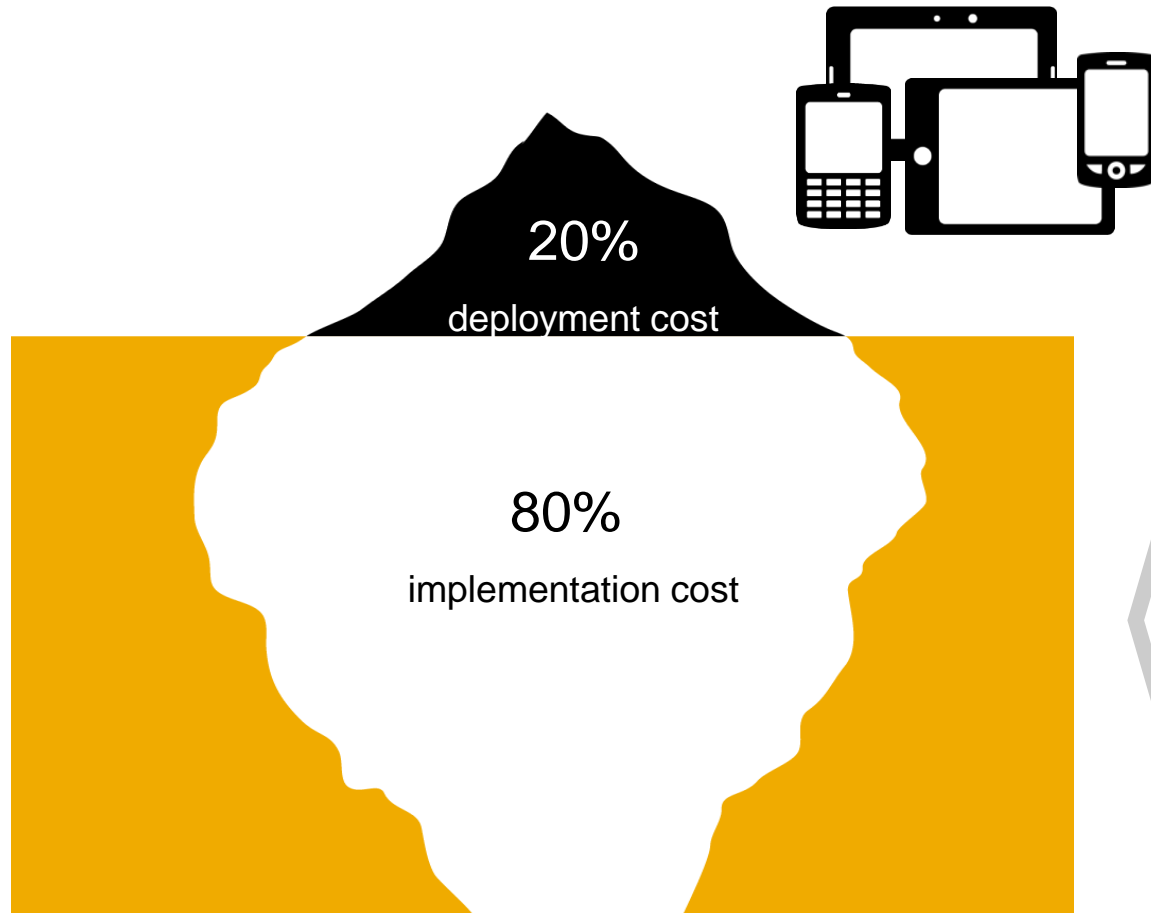
- Business and consumer apps
- Devices platforms (Android, BlackBerry, iOS, Windows, Windows Phone & more)
- Native/HTML5/UI frameworks

SAP Mobile Platform value-add

- Authentication
- Business application integration
- Security – devices, data, content
- Offline access and synchronization
- Administration
- Application versioning and lifecycle mgmt
- Push notifications
- Proxy
- Reporting and analytics
- Multi-platform support

Aligning SAP Mobile Platform with market
To deliver real value

1 **Flexible, yet powerful**
Build simple apps quickly, yet have the flexibility and extensibility to build more complex apps

2 **Mobile as a service**
Build and deploy mobile apps without worrying about infrastructure

3 **End-to-end enterprise solutions**
Not just a developer toolkit, supports enterprise security, application lifecycle management, cross platform capabilities & more

4 **Platform embraces open standard**
BYOT = bring your own tools, the way that developers want to build, reusing their skillsets & tools, reducing dev time, effort & cost

5 **Advanced capabilities**
Differentiated capabilities for the next gen of apps: mobile application framework, 3D visualization, HW/sensors integration & more

App development: Faster, lower TCD

App maintenance: Easier, lower TCO

End user: Consistent and better UX

IT: More robust, scalable, and manageable

SAP Mobile Platform
Value to all mobile stakeholders

Developer

Total cost of development

- Pre-built components & services
  - App UI: mobile app framework
  - Functionality: app services

- Simplify the difficult
  - Traceability
  - Security

- Comfort zone
  - Familiar environment (BYOT)
  - Debugging and tracing
  - Offline w/sync (OData and Agentry)

Admin

Total cost of ownership

- Lights stay on
  - Identify and fix problems
  - Usage analytics, bug reporting, logging, traceability
  - Scalability

- Protect the enterprise
  - Single sign-on, certificates, username/pwd authentication
  - Data encryption in motion & at rest

- Leverage existing infrastructure
  - Any back-end
  - New UX for older systems

User

Always on – never seen

- Easy as buying Angry Birds
  - Download app
  - Provisioned automatically
  - Login and use

SAP Mobile Platform

Product road map overview - key themes and capabilities

Develop & deploy

- RESTful interface for application services
- Multi-backend data modeling

Administration

- Enhanced logging and tracing
- Unified admin for all mobility services & apps (SCC based)
- Multi-tenant improvements

Enterprise integration

- x.509 cert-based mutual authentication
- HTML5 HWC w/full app lifecycle management

Client OS support

- Android 4, BlackBerry 7, iOS 6, Windows 8, Windows Mobile 6.5

Today
(Release 2.3)

Develop & deploy

- Additional SDK tools
- SMP Cordova plugins (Kapsel)
- OData offline support
- Metadata client (Syclo)

Administration

- Unified server platform
- Scalability
- Usage analytics
- Unified management frameworks

Enterprise integration

- Data integration services
- Process integration services

PLANNED INNOVATIONS

Develop & deploy

- Enhanced SDK additions (MAF)
- Offline support for Kapsel
- Performance enhancements

Administration

- Extended support for additional authentication provider
- Optional staging DB for scalability improvements
- Enterprise integration
- SAP Solution Manager integration
- Enhancement to support any mobile deployment

Future Direction

This is the current state of planning and may be changed by SAP at any time.

Planned innovations
Admin and enterprise integration

Product capabilities

- Unified server platform
- Scalability
- Usage analytics
- Unified management frameworks
- Data integration services
- Process integration services

Key benefits

- Common platform services to unify all applications, unified authentication framework, policies, user/role management
- Enablement to scale to millions of users through the various deployment options
- Simplified OSGi architecture w/o mid-tier staging DB allowing more flexible and scalable, lower TCO, upgrade w/o downtime
- Simplified integration of back-ends through the Odata standard
- Support of non-SAP back-ends through integration services on the SAP Mobile Platform

This is the current state of planning and may be changed by SAP at any time.

Planned innovations
Development & deploy

Product capabilities

- Additional SDK tools
  - AppBuilder
  - MAF enhancements
- SMP Cordova plugins (Kapsel)
- OData offline support
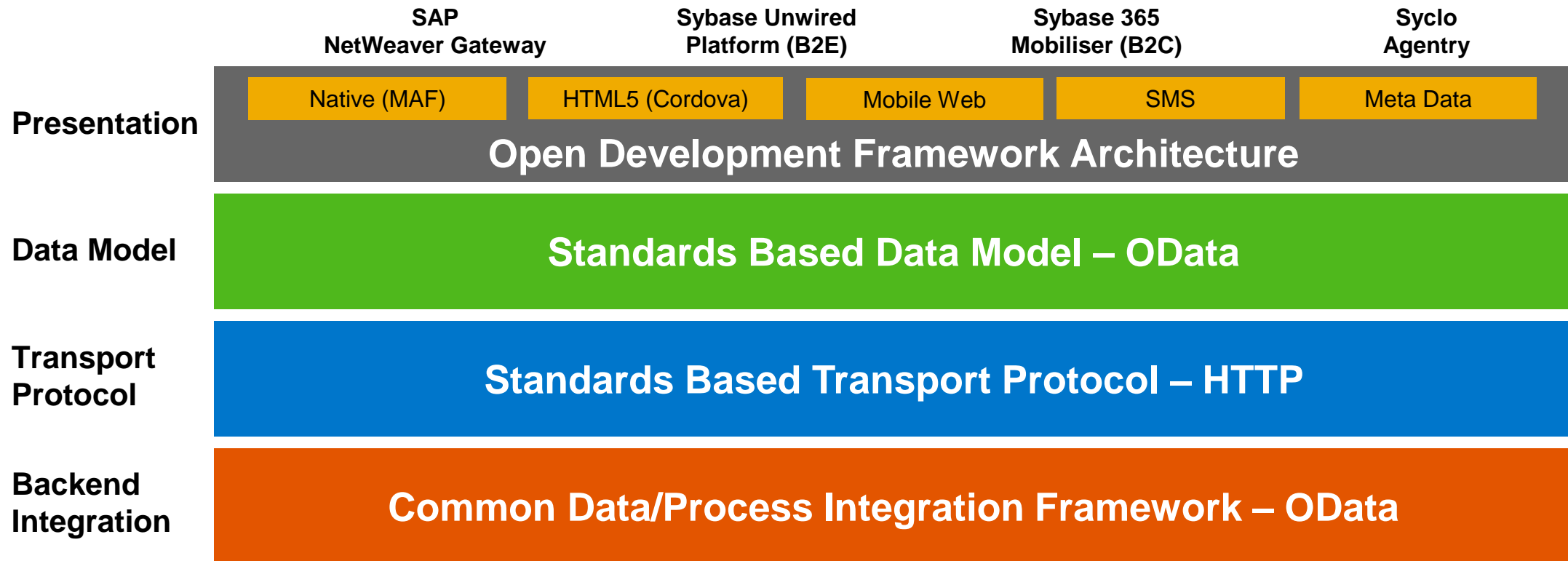- Metadata client (Agentry)

Key benefits

- Rapid application development (AppBuilder) with end-to-end application development in HTML5
- Consistent multi-platform support (client SDK, MAF), common API and SDK stack across different device platforms
- Common standards (HTML5, REST, OData, Apache Cordova); faster to onboard developers, easier to build/debug
- Enhanced functionality through platform services and SDK
- OData offline, encrypted storage, application lifecycle management (LCM), multiplatform push

PLANNED INNOVATIONS

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Convergence of three leaders
Open and standard

	SAP NetWeaver Gateway	Sybase Unwired Platform (B2E)	Sybase 365 Mobiliser (B2C)	Syclo Agentry

Presentation

Native (MAF)	HTML5 (Cordova)	Mobile Web	SMS	Meta Data

Open Development Framework Architecture

Data Model

Standards Based Data Model – OData

Transport Protocol

Standards Based Transport Protocol – HTTP

Backend Integration

Common Data/Process Integration Framework – OData

SAP Mobile Platform
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Today
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Planned Innovations

FUTURE DIRECTION

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SAP Mobile Platform
Future direction

Development and deployment

- Unified SDK that handles cloud/on-premise, B2E/B2C/B2B, online/offline, native/hybrid
- Productivity improvement tools (RAD), frameworks and libraries for HTML5 and native apps

Administration

- Unified administration across on-premise and cloud
- Improved support for supportability, debugging and traceability
- Managing very large productive deployment and life-cycle
- Integration with analytics and reporting

Client OS/device

- SLA's for support of new mobile device platforms
- Enhancements to device SDK to support on-device application collaboration, social API's etc.

FUTURE DIRECTION

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Cloud edition

SAP Mobile Platform Cloud Edition
Overview

Afaria

internet

SAP Apps	Custom Apps	Partner Apps

SAP Mobile SDK	3rd Party SDK

SAP Store

on-demand

SAP Mobile Platform Cloud Version

SAP HANA DB Services	SAP HANA App Services

SAP HANA Cloud Platform

3rd Party Backend

on-premise

SAP HANA Cloud Platform Connectivity Service

SAP HANA	SAP Business Suite	3rd Party Backend
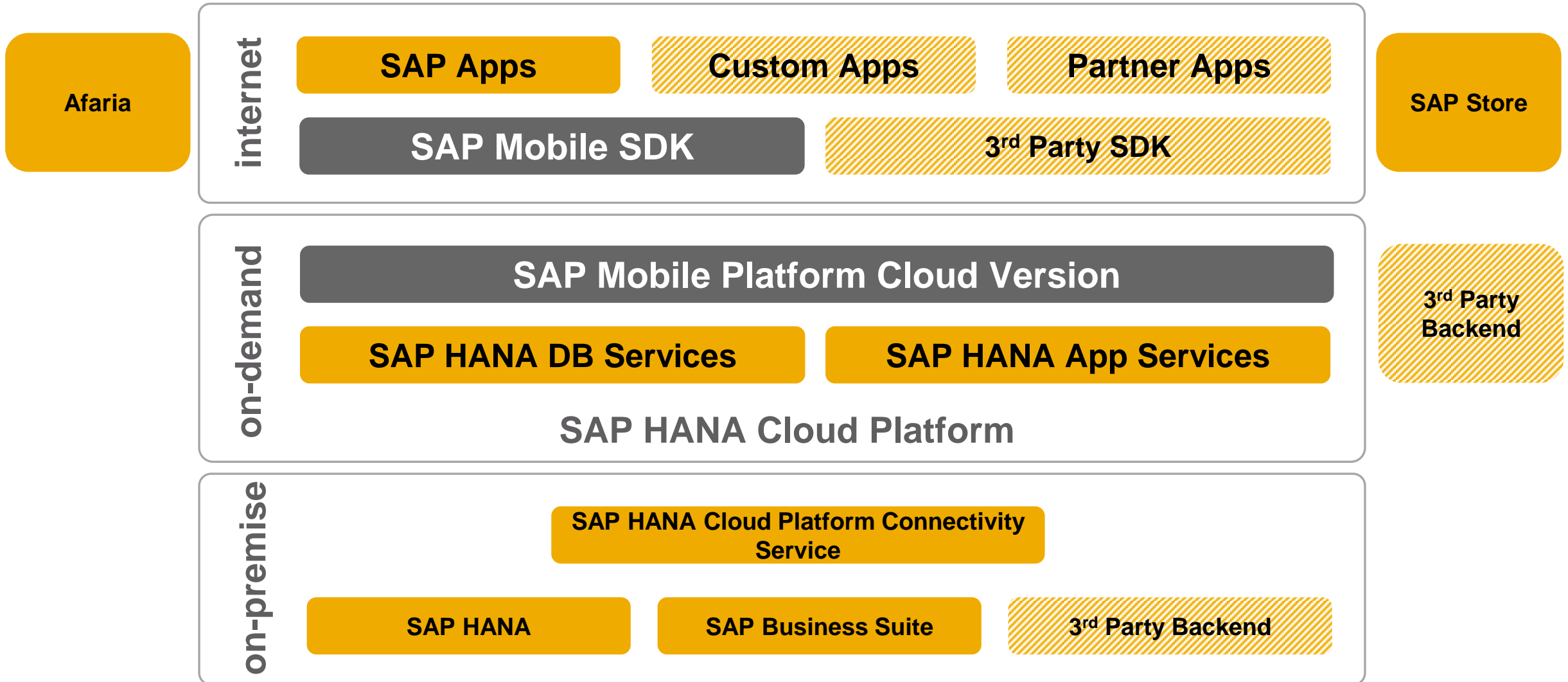
SAP Mobile Platform Cloud Edition
Roadmap overview – key themes and capabilities

Windows 8 Push Support

• Windows Push Notification (WNS) Service (Windows 8 Store Apps)

• Windows Push notification for Windows Phone 7.1,8.0 (MPNS)

US Datacenter added for reduced latency

Kapsel support

OAuth support for social integration

Persistence API to allow server sided persistence from device

Over The Air Distribution facilities for iOS and Android native Applications (for Dev and Q teams)

Comprehensive development process for developing HTML5 Kapsel applications on SMP Cloud without the need for eclipse IDE

Better integration for non-OData datasources like SOAP - Webservices

Sharing more and more features with SMP on-premise version

Today
(Release June 2013)

Planned Innovations

Future Direction

This is the current state of planning and may be changed by SAP at any time.

Mobile Secure

SAP Mobile
SAP Afaria

What Is It?

SAP Afaria is the trusted mobile device management solution to manage and secure deployments of mobile devices for any size of company – in the cloud or on-premise

What value does it deliver?

Remotely lock and wipe devices, control security settings for BYOD or corporate-owned devices

Quickly self-enroll devices; pre-configuring settings, enforce security/compliance policies; built-in robust analytics for instant insight into mobile device usage

Today	Planned	Future
• End-user self-service portal & enhanced app management portal	• Cloud & scalability enhancements	• Expanded app containerization & app portal enhancements
• Integration with SAP Mobile Documents and NitroDesk for secure managed content and email	• Samsung SAFE enhancements and KNOX support	• Evolution of compliance engine
• Android, iOS, Windows & Windows Phone 8 support	• iOS 7 support	• Day1 platform support & development of future platform capabilities
	• Windows Phone 8 app management	
	• App management and containerization	

This is the current state of planning and may be changed by SAP at any time.

SAP Afaria
Product road map overview - key themes and capabilities

Enterprise ready in minutes
- End-user portal
- Simple device enrollment
- Certificate creation & distribution
- Cloud or on-premise

Application management
- Rich application portal
- Application on-boarding
- SSO certificate distribution

Enterprise integration
- Analytics
- Compliance and remediation
- Cisco ISE support
- Certificate proxy and native AD support
- SAP Mobile Documents support
- Secure email container

Platforms
- Android, iOS, Windows 8, Windows Phone 8

Enterprise ready in minutes
- Enrollment improvements
- Enhancements to certificate support
- Expanded localized SSP
- Continued UX enhancements

Application management
- App containerization
- Windows Phone 8 app portal
- Support for Samsung KNOX

Enterprise integration
- Afaria cloud advancements
- Performance and scalability enhancements
- SAP Mobile Documents enhancements

Platforms
- Android, iOS 6.x and 7, Windows Phone 8 advancements

Enterprise ready in minutes
- Evolution of user experience
- New enrollment capabilities
- Advanced certificate management

Application management
- App containerization expansion
- App portal enhancements

Enterprise integration
- Compliance and remediation engine
- Cloud and scalability enhancements

Platforms
- Development of future platform capabilities
- Day one platform support

Today
(Release 7.0 SP3)

PLANNED INNOVATIONS

Future Direction

This is the current state of planning and may be changed by SAP at any time.

Planned innovations
Enterprise ready in minutes

Product capabilities

- Improvements to Android enrollment process and SSP enrollment configuration

- Enhancements to certificate support including certificate tracking

- Expanded localized SSP

- Continued UX enhancements including improved admin console performance and expanded role permissions for policy types

Key benefits

Easily enroll users with minimal interaction, ensuring user adoption and few help desk calls

Improve security and keep users productive

Enable your global workforce to interact in their native language

Easier for administrators to use & manage Afaria

PLANNED INNOVATIONS

This is the current state of planning and may be changed by SAP at any time.

Planned innovations
Application management

Product capabilities

- App containerization using SAP Mobile App Protection by Mocana

- Windows Phone 8 app portal

- App containerization using Samsung KNOX

Key benefits

Deliver robust application security with containerized applications

Add support for Windows Phone 8 app management

Leverage leading secure Android platform

Planned innovations
Enterprise integration

Product capabilities

- SAP Afaria cloud optimizations

- Continued scalability & performance improvements

- Enhancements to support next versions of SAP Mobile Documents

Key benefits

Reduce operational complexity and cost

Provide customers with choice – on premise or on cloud, SAP cloud or managed partner cloud

Scales to meet customer needs – trial, to test, to rollout – 100's or 1,000,000's

Provide a secure container for enterprise documents to provide your mobile workforce with the necessary tools to perform

PLANNED INNOVATIONS

This is the current state of planning and may be changed by SAP at any time.

Planned innovations
Platforms

Product capabilities

- Day one support of iOS 6.1, 6.x and 7.0

- Windows Phone 8 enhancements

- Latest Samsung SAFE support

- Samsung KNOX support

- Day one Android Key Lime Pie support

Key benefits

Continuous and day one support for the mobile ecosystem as it expands into your BYOD environment

Broad Android support with largest number of extended management capabilities implemented

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SAP Afaria
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Platforms
- Development of future platform capabilities
- Day one platform support

Today
(Release 7.0 SP3)

Planned Innovations

FUTURE DIRECTION

This is the current state of planning and may be changed by SAP at any time.

Platform support

- Leveraging our strong contacts with the big players in the mobile space, we will ensure that we will always support the most used mobile OS devices in the enterprise space. We will continue to focus on implementing newly released platform features that provide benefit to the mobile user and overall organization

Application management

- The ability to understand and analyze application usage will allow mobility to have a greater business impact. This will enable application developers to build-in the necessary application management features that will separate their mobile applications from others in the market

Compliance engine

- Focusing on providing enhanced triggering that can enable a variety of remediation events will allow organizations to ensure compliance with the strictest of industry regulations, in addition to creating the most secure mobile landscape

FUTURE DIRECTION

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SAP Afaria

Cloud enhancements

- Enhancement of our cloud offering to provide the complete separation needed to ensure a secure, scalable, multi-tenant solution for any organization. It provides an enterprise connector that will securely extend the necessary behind-the-firewall services to be leveraged by the cloud

Containerization

- Providing tools that can enable complete separation of all types of data while adding an extra layer of security to any application necessary for any organization. This will greatly enhance all types of mobile offerings, especially bring-your-own-device mobile programs

FUTURE DIRECTION

This is the current state of planning and may be changed by SAP at any time.

Summary

Afaria provides enterprise mobility management
- *Frictionless self service* – to manage complexity
- *Actionable insight* – through business intelligence
- *Flexibility* – in deployment models
- *Enterprise-grade* – scalability and integration

Afaria will provide deep enterprise integration
- *Directories and PKI* – for security and extensibility
- *Enterprise portals* – for ultimate user experience
- *Asset security* – automatic protection

Deeper application and content management
- *Usage monitoring* – track applications
- *Application portal* – ensure user adoption
- *Content distribution* – security and usability
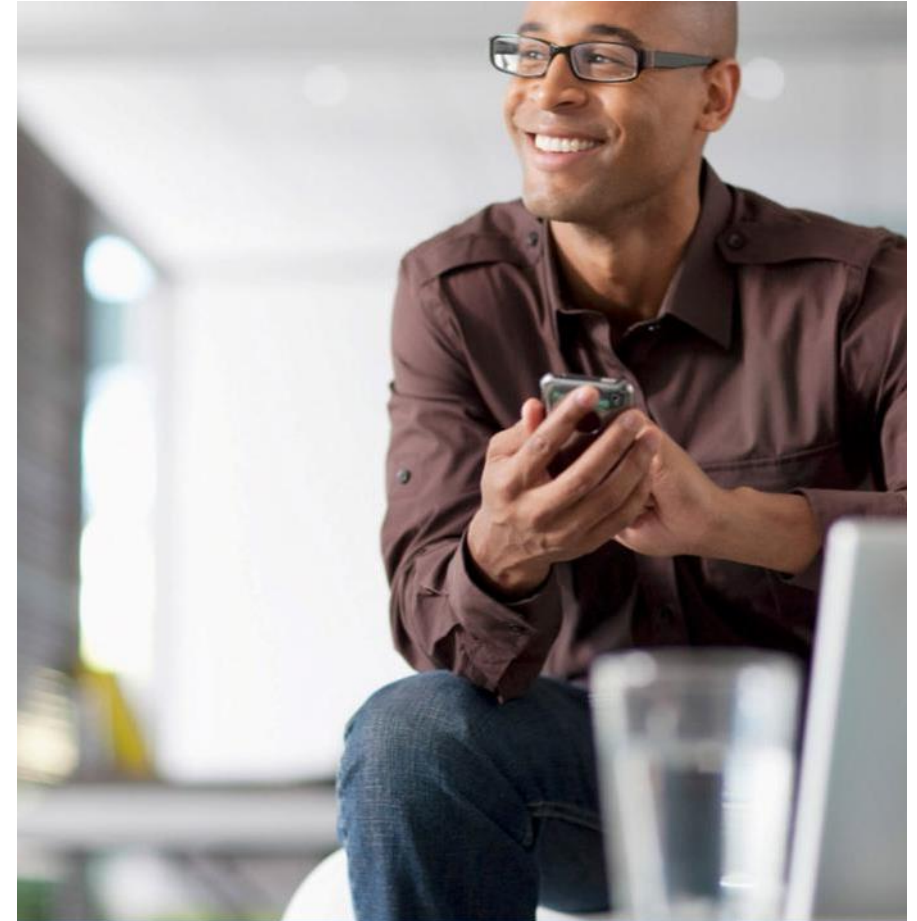
This is the current state of planning and may be changed by SAP at any time.

SAP Mobile
SAP Mobile Documents

What Is It?

SAP Mobile Documents is a mobile content management solution designed for enterprise deployments where collaboration, security, and control of business content are critical.

What value does it deliver?

Access personal business documents instantly on your laptop or any mobile device
Discover and access content from corporate document management systems
Share files with teams, colleagues, and business partners from anywhere

Today	Planned	Future
▪ Supports 'My Documents' scenario	• Apple iPhone Client	▪ Internal Team Sharing
▪ Runs on SAP HANA Cloud	• Android Super-Phone Client	▪ Native Android Tablet Client
▪ Runs On-Premise on SAP NetWeaver Java	• New iPad-App Design	▪ Microsoft Windows 8 Tablet / Phone
▪ Mobile Client for iPad	• Custom Branding	▪ Annotations
▪ Windows & Mac Desktop Client	• On Premise Connectivity for Cloud	
▪ HTML5 UIs for Laptop/Desktop	• Usage Reporting and Statistics	
▪ SAP NetWeaver Portal KM and MS SharePoint access for On Premise	• Alfresco connectivity for on premise	

This is the current state of planning and may be changed by SAP at any time.

MCM: SAP Mobile Documents

The SAP Mobile Documents mobile app is designed for enterprise deployments where collaboration, security, and control of business content are critical. Users enjoy anytime, anywhere access to view and collaborate on personal and corporate content, in an easy-to-use, native mobile app.

My files – any device	**Corporate content access**	**Share my files**

Access personal business documents instantly on your laptop or any mobile device.

Discover and access content from corporate document management systems.

Share files with teams, colleagues, and business partners from anywhere.

Thank you

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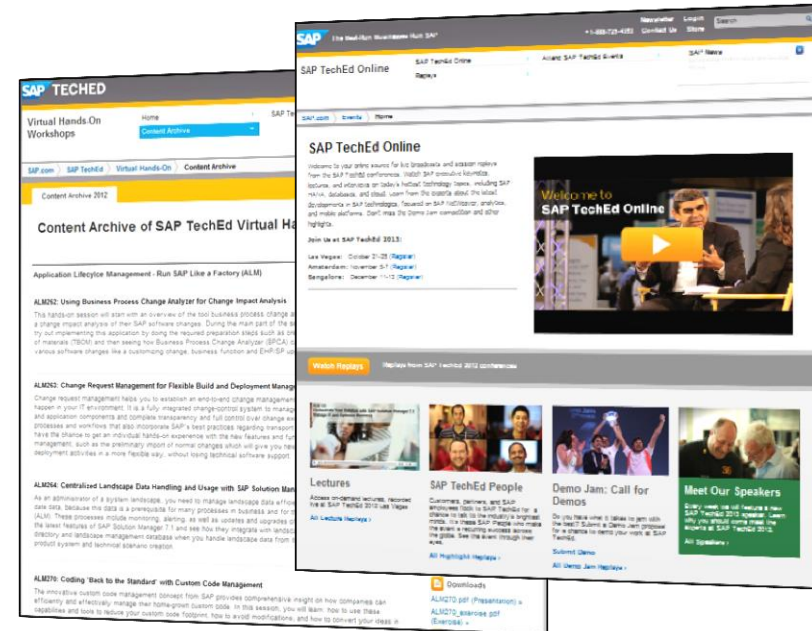
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