TEC109
SAP Mobility Road Maps and Strategy

Tony Kueh
Global VP, Product Management, SAP Mobile Platform
SAP Mobile Strategy Overview
SAP provides a broad, end-to-end mobility solution
A comprehensive and open mobile portfolio

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

<table>
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<tr>
<th>Cloud</th>
<th>End-to-end security</th>
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<td>SAP and 3rd party dev tools</td>
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<td>SAP Mobile Platform</td>
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<td>SAP HANA</td>
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<td>3rd party DBs</td>
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<td>3rd party systems</td>
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SAP Store and mobile apps
- LoB/industry apps
- Customer/partner apps
- Analytics apps

Customization and services
Rapid deployment services
Why is a Platform Needed?
SAP provides a broad, end-to-end mobility solution
A comprehensive and open mobile portfolio

- Support for all devices
- Instant mobilization and ecosystem
- Full service platform cloud or on-premise
- Backend agnostic
Mobile application management
Understanding the total picture

- 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

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

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

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

**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

**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**

**Future Direction**
- 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

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

Admin and enterprise integration

<table>
<thead>
<tr>
<th><strong>Product capabilities</strong></th>
<th><strong>Key benefits</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Unified server platform</td>
<td>• Common platform services to unify all applications, unified authentication framework, policies, user/role management</td>
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<tr>
<td>• Scalability</td>
<td>• Enablement to scale to millions of users through the various deployment options</td>
</tr>
<tr>
<td>• Usage analytics</td>
<td>• Simplified OSGi architecture w/o mid-tier staging DB allowing more flexible and scalable, lower TCO, upgrade w/o downtime</td>
</tr>
<tr>
<td>• Unified management frameworks</td>
<td>• Simplified integration of back-ends through the Odata standard</td>
</tr>
<tr>
<td>• Data integration services</td>
<td>• Support of non-SAP back-ends through integration services on the SAP Mobile Platform</td>
</tr>
<tr>
<td>• Process integration services</td>
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</table>

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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
This is the current state of planning and may be changed by SAP at any time.
Convergence of three leaders
Open and standard

<table>
<thead>
<tr>
<th>Presentation</th>
<th>SAP NetWeaver Gateway</th>
<th>Sybase Unwired Platform (B2E)</th>
<th>Sybase 365 Mobiliser (B2C)</th>
<th>Syclo Agentry</th>
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<tbody>
<tr>
<td>Native (MAF)</td>
<td>HTML5 (Cordova)</td>
<td>Mobile Web</td>
<td>SMS</td>
<td>Meta Data</td>
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</table>

Open Development Framework Architecture

- Standards Based Data Model – OData
- Standards Based Transport Protocol – HTTP
- Common Data/Process Integration Framework – OData

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SAP Mobile Platform
Product road map overview - key themes and capabilities

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Today
(Release 2.3)

Planned Innovations

FUTURE DIRECTION

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

This is the current state of planning and may be changed by SAP at any time.
Cloud edition
SAP Mobile Platform Cloud Edition
Overview

SAP Mobile Platform Cloud Version

SAP HANA Cloud Platform Connectivity Service

SAP HANA
SAP Business Suite
3rd Party Backend

SAP HANA Cloud Platform

SAP Mobile SDK
3rd Party SDK

internet

SAP Apps
Custom Apps
Partner Apps

SAP Store

SAP HANA DB Services
SAP HANA App Services

on-demand

3rd Party Backend

on-premise

Afaria

SAP Business Suite
3rd Party Backend

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**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
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
- End-user self-service portal & enhanced app management portal
- Integration with SAP Mobile Documents and NitroDesk for secure managed content and email
- Android, iOS, Windows & Windows Phone 8 support

Planned
- Cloud & scalability enhancements
- Samsung SAFE enhancements and KNOX support
- iOS 7 support
- Windows Phone 8 app management
- App management and containerization

Future
- Expanded app containerization & app portal enhancements
- Evolution of compliance engine
- Day1 platform support & development of future platform capabilities

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

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**Today**

(Release 7.0 SP3)

### PLANNED INNOVATIONS

**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

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**Future Direction**

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

**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
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

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

This is the current state of planning and may be changed by SAP at any time.
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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Today
(Release 7.0 SP3)

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Enterprise integration
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- Performance and scalability enhancements
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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.
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.
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
- Supports ‘My Documents’ scenario
- Runs on SAP HANA Cloud
- Runs On-Premise on SAP NetWeaver Java
- Mobile Client for iPad
- Windows & Mac Desktop Client
- HTML5 UIs for Laptop/Desktop
- SAP NetWeaver Portal KM and MS SharePoint access for On Premise

Planned
- Apple iPhone Client
- Android Super-Phone Client
- New iPad-App Design
- Custom Branding
- On Premise Connectivity for Cloud
- Usage Reporting and Statistics
- Alfresco connectivity for on premise

Future
- Internal Team Sharing
- Native Android Tablet Client
- Microsoft Windows 8 Tablet / Phone
- Annotations

This is the current state of planning and may be changed by SAP at any time.
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**
Access personal business documents instantly on your laptop or any mobile device.

**Corporate content access**
Discover and access content from corporate document management systems.

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