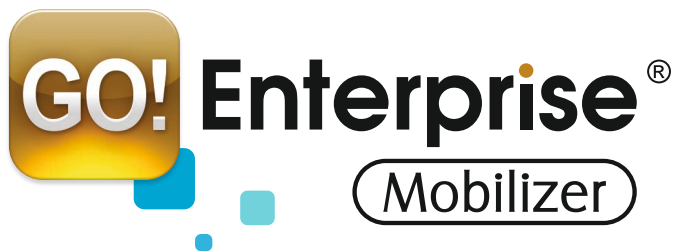# GO!Enterprise® Mobilizer

Mobilize Any Business Application Rapidly, Securely, Cost-efficiently

GO!

YOUR Enterprise
GO!es MOBILE

The Challenge

Today's enterprises are increasingly leveraging mobility solutions to improve productivity, decrease response times and streamline operational processes. However, they face considerable costs and technical difficulties in development, deployment and management of enterprise mobile apps because traditional tools and systems do not cope with the proliferation of mobile device platforms and the inherent security and management challenges of mobile devices. Adoption of a Bring Your Own Device strategy makes things even more complex, demanding enterprise control over employees' individual liable mobile devices in order to allow access to enterprise systems and information.

The Solution

GO!Enterprise Mobilizer is the perfect choice for development, deployment and management of enterprise mobile apps. **GO!Enterprise Mobilizer** solutions are built rapidly using a codeless development studio which produces cross-platform mobile GO!Apps with a native look & feel. **GO!Enteprise Mobilizer** enables centralised distribution of GO!Apps on any mobile device and provides enterprise-grade functionality for end-to-end management of enterprise mobility solutions. The use of **GO!Enterprise Mobilizer** ensures secure and centrally controlled mobile access to any enterprise system like ERP, CRM, ordering, billing, ticketing etc. and is ideally suited for the implementation of Bring Your Own Device (BYOD) mobility strategies.

GLOBO™

GO!Enterprise Mobilizer solutions are based on the **GO!Enterprise Server** unified mobility platform which consists of three main components:

- **GO!Development Studio**, for codeless and rapid development of mobile GO!Apps;
- **GO!Enterprise Mobile Client**, a secure container which hosts GO!Apps on mobile devices;
- **GO!Enterprise Server**, the versatile middleware server which enables secure communication with back-end systems, data synchronisation and enterprise-grade management of mobile GO!Apps, users and devices.

GO!Development Studio

GO!Development Studio is a powerful integrated development environment (IDE) for rapid visual development of GO!Apps. It provides rich functionality and advanced features which enable even novice developers to build secure mobile business apps which communicate with back-end systems and run on any mobile device. Key features include the following:

- **Codeless development.** GO!Apps are built in a configuration-based environment without the need to write code. Developers drag and drop components on mobile forms, configure their properties and define event-based actions in order to get the required functionality. Mobile app development has never been faster.
- **Out-of-the-box connectors.** Developers can seam-lessly integrate their GO!Apps with enterprise systems using the ready-made connectors of the **GO!Enterprise Server** platform. It is possible to send data, receive data or issue commands to back-end systems using web services, native database connections, ODBC or RSS. There is practically no system which a GO!App cannot connect to.
- **Device agnostic design.** Developers do not have to cater for a specific mobile platform or device while designing GO!Apps. Using **GO!Development Studio**, they can focus on the functionality of their apps and rest assured that the interface will be automatically rendered on any mobile device with a native look & feel. **GO!Development Studio** enables a build once, run anywhere approach to mobile app development.
- **Data synchronisation design. GO!Development Studio** provides a number of data synchronisation options which can cover any online or offline use case scenario. Data can be delivered to GO!Apps upon request or pushed from the server and data updates can be sent on developer-defined time intervals. Developers can also use the embedded store & forward mechanism of **GO!Enterprise Mobile Clients** to implement GO!Apps which are occasionally connected to enterprise systems.

KEY BENEFITS

Unified solution for development, deployment and management of B2E & B2B mobile apps

Build once, deploy on any major mobile platform

Seamless integration with any back-end system

Secure container segregates personal and enterprise data on mobile devices

Ideally suited for BYOD initiatives

End-to-end encryption

Centralized management of users, apps, mobile clients, security policies

Advanced access control and security policies

Future-proof architecture minimizes TCO

- **True IDE. GO!Development Studio** allows design, compilation and testing of GO!Apps from a single integrated environment. There is no need for third-party development tools or platforms to build a fully functional GO!App.
- **Flexible UI design.** The user interface of GO!Apps can be adjusted during runtime according to specific business conditions, data values or user actions. Hence, developers can build engaging GO!Apps which incorporate business rules at the mobile presentation layer.
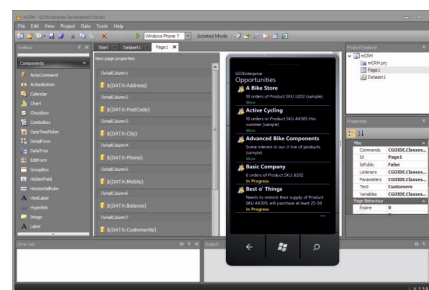
A powerful IDE for rapid mobile app development

- **Workflow support.** Apart from typical menu-driven applications, GO!Apps can also support complex workflows based on business rules or user actions. Mobile apps for approval and audit processes, surveys and case management are easy to build using **GO!Development Studio**.

- **Icon editor. GO!Development Studio** includes an icon editor which allows the developer to select icons from a library or develop tailored eye-catching icons using a wizard-like interface.

- **Visual application diagrams. GO!Development Studio** provides developers with informative visual diagrams which depict application structure and flows. Maintaining or extending a GO!App developed by somebody else is immediately possible because there is no need for mapping of the app.

- **Security design. GO!Development Studio** enables the design of mobile apps with fine-grained security features. Developers can select which forms or components of a GO!App should be security-enabled so that administrators can grant appropriate access rights before distribution. Separate authorisation mechanisms can be enforced per GO!App and validation tokens can be used to further secure mobile transactions.

- **Rich set of form components.** GO!App developers can leverage a complete set of form components to build visually appealing apps with charts, pickers, tree views, actionable lists and embedded HTML content while having access to local device resources like the GPS receiver.

- **Emulator support. GO!Enterprise Studio** integrates with most of the major mobile platform emulators which are available for the Windows OS. Testing of GO!Apps is an one-click process which loads the selected emulator and automatically launches the GO!App.

GO!Enterprise Mobile Client

GO!Enterprise Mobilizer solutions are deployed to mobile devices via **GO!Enterprise Mobile Client**, a secure native container which provides controlled access to GO!Apps and segregates enterprise and personal data. For the user, **GO!Enterprise Mobile Client** is just another mobile app with encrypted data whereas for system administrators, it is a fully controlled environment that enables secure authentication, centralised application distribution and configuration management.

From a technical point of view, **GO!Enterprise Mobile Client** is the runtime environment for GO!Apps, providing platform functionality like:

- **Dynamic application rendering.** GO!Apps are dynamically rendered by **GO!Enterprise Mobile Client**, using native widgets and functionality of the underlying mobile OS.

- **Data caching.** GO!Apps boast quick response times, low bandwidth usage and can work offline because of their ability to store data on the device.

- **Queue-based communication. GO!Enterprise Mobile Client** includes a store & forward mechanism which can be used to queue requests from a GO!App to back-end systems when the device is offline.

GO!Enterprise Mobile Client is ideal for the implementation of BYOD (Bring Your Own Device) strategies, since it allows employee owned devices to access enterprise systems in a secure and centrally controlled manner, without imposing limitations on personal applications and device configurations or on the use of personal data.

Supported platforms include:

GO!Enterprise Server

GO!Enterprise Server is a versatile middleware server which enables secure communication with back-end systems, data synchronisation and enterprise-grade management of mobile GO!Apps, users and devices. **GO!Enterprise Server** acts as a proxy for all communication between GO!Apps and enterprise systems, providing advanced functionality like:

- **Integration engine. GO!Enterprise Server** handles all the complexity of communication with enterprise systems using web services, native database connections, ODBC and RSS. GO!Apps send and receive data from **GO!Enterprise Server** in a unified and transparent manner.

- **Data synchronisation. GO!Enterprise Server** supports a number of data synchronisation options which can cover any online or offline use case scenario. Data can be delivered to GO!Apps upon request or pushed from the server and data updates can be sent on developer-defined time intervals.

- **Push notifications. GO!Enterprise Server** can monitor specific data sources for changes and alert the end-user by sending customisable push notifications and applying notification badges on the icons of the respective GO!Apps.

- **User authentication.** User authentication can be performed against LDAP, Active Directory or **GO!Enterprise Server**'s internal directory. **GO!Enterprise Server** can be extended to support two-factor authentication.

GO!Enterprise Server Administration environment
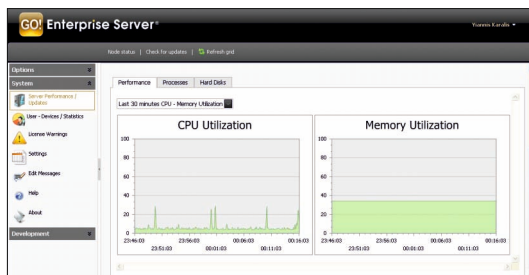
GO!Enterprise Server provides the **GO!Enterprise Server** Administration web console for the configuration and management of **GO!Enterprise Mobilizer** solutions. Key functionality of **GO!Enterprise Server** Administration includes:

- **Application management.** Uploading, publishing, configuration and distribution of GO!Apps.
- **User & client management.** User and device provisioning, remote lock & wipe for **GO!Enterprise Mobile Clients**.
- **Security management.** Assignment of access rights per GO!App to users and groups. Definition of security policies based on IP addresses, connection types, device types, mobile OSs, apps, users and groups.
- **Monitoring.** Access to system performance metrics, detailed logging of user actions, server-side event messages.

Typical GO!Enterprise Mobilizer Solution Architecture

GO!Enterprise Reach for Consumer Mobile Apps

For development, deployment and management of consumer mobile apps, **GO!Enterprise Reach** is the perfect choice. It is based on the same platform like **GO!Enterprise Mobilizer** and provides the same advantages with regard to development and deployment of mobile apps. However, consumer mobile apps have slightly different requirements in terms of management and provisioning when compared to enterprise mobile apps. **GO!Enterprise Reach** provides consumer-oriented functionality like automated license provisioning and decommissioning as well as mobile analytics. **GO!Enterprise Reach** solutions are fully white labelled by default.

End-to-end Security

GO!Enterprise Mobilizer solutions are based on the **GO!Enterprise Server** unified mobility platform which was designed from the ground up with security in mind. Thus, **GO!Enterprise Mobilizer** solutions inherit a wealth of security features that minimise the risk for unauthorised access, data leakages and other security breaches.

Security Feature	Description
Proxy-based communication	GO!Apps powered by **GO!Enterprise Mobilizer** do not communicate directly with back-end systems. Instead, all communication goes through the **GO!Enterprise Server** host which usually resides in the corporate DMZ and acts as a proxy for all communications requiring access to corporate email, collaboration and file servers. This architecture eliminates the need and the costs for additional mobile VPN solutions.
Encryption	**GO!Enterprise Server** provides end-to-end FIPS compliant encryption for corporate data. Data on the server component of the platform is protected using 3DES 192-bit encryption. Data sent over the air or at rest on the device is protected using AES 256-bit encryption. Data transmission can be further hardened with the use of SSL encryption.
Authentication	Each user has to provide a username and a password in order to log in to **GO!Enterprise Mobilizer** solutions. Authentication can be performed against LDAP, Active Directory or **GO!Enterprise Server**'s internal directory. **GO!Enterprise Server** can be extended to support two-factor authentication.
Access Control Management (ACM)	Access can be controlled from the **GO!Enterprise Server** Administration web console on the basis of user roles, connection types and devices: • System administrators can assign access rights and permissions to user groups (managers, staff, etc.) and apply custom permissions to specific users • Access to specific applications can be granted according to the type of connection (WiFi or cellular) or the network used • Access to specific applications can be granted to approved devices only or to specific device types
Containerisation	GO!Apps powered by **GO!Enterprise Mobilizer** are accessible via **GO!Enterprise Mobile Client**, the secure native container which ensures segregation of enterprise and personal data.
Mobile Client Management (instead of traditional expensive Mobile Device Management)	System administrators have full control over every **GO!Enterprise Mobile Client** in order to: • Wipe data remotely for lost devices • Lock-down access from specific devices • Update security policies and user access rights • Lock application functionality (e.g. copy-paste) to prevent data leakages • Manage application security configuration • Enforce new application settings
Logging	**GO!Enterprise Server** provides extensive logs and log management functionality for tracking and monitoring illegal and fraudulent access in a secure and tamperproof environment.

GO!Enterprise® Mobilizer

Mobilize Any Business Application Rapidly, Securely, Cost-efficiently

System Requirements

Platform Component	Requirements
Server	- Intel® Pentium® IV, at least 2 Ghz - At least 4GB RAM - MS Windows Server 2003 or 2008 - Microsoft .NET framework 3.5 - IIS 6.0 or later
Repository	- MS SQL Server 2005 Standard, Enterprise, or Express editions - MS SQL Server 2008 Standard, Enterprise, or Express editions
Mobile Client	iOS, Android, Windows Phone, Blackberry, HTML5, WAP

All brands, products, service names and logos used in this brochure are registered trademarks of their respective manufacturers and companies.

About GLOBO plc

As a leading provider of mobile services to the enterprise, **GLOBO** is pioneering a new era in mobilizing business. Its revolutionary products enable businesses to become more competitive, by giving staff secure access to critical applications whilst on the go using their mobile phone or a tablet PC. Founded in 1997, the company is listed on the London Stock Exchange (GBO.LN). **GLOBO** is widely regarded as one of the most innovative companies, due to its ongoing investment in research and development.

Visit our site **www.goenterpriseserver.com** to learn more about **GO!Enterprise Server** and **GLOBO**'s unified mobility solutions.

New York
48 Wall Street
Suite 1100, NY 10005
Tel: +1 646 561 8934

London
36 Tanner Street
SE1 3LD U.K
Tel: +44 (0) 207 378 8828

Athens
67 E. Antistaseos Street
152 31 Halandri, Greece
Tel: +30 21 21 21 7000

GLOBO™

New York ¦ London ¦ Athens ¦ Dubai ¦ Singapore ¦ Nicosia ¦ Bucharest
globoplc.com, **info@globoplc.com**