Mobile Business Intelligence
Instant Business Statistics in the Palm of your Hand

1983 – Motorola releases the DynaTAC-8000X

2007- Apple releases the iPhone

2010 – Apple releases the iPad

Mobile BI Applications include the access and distribution of business information via mobile devices

Mobile phones and their technology have come a long way from the humble beginnings of the DynaTAC-8000X or "Brick" phone released by Motorola in 1983. Arguably one of the greatest innovations in mobile technology came in 2002 when *Research In Motion* introduced the world to the Blackberry phone and its wireless e-mail networking. This set in motion a chain of events which lead to the release of the iPhone by Apple in June 2007. Dubbed the "Smartphone", the iPhone offered users the ability to talk, text, surf the web, take pictures and videos, as well as upload and download information where ever their mobile phone was connected. This, along with the growing market for Smartphones, in turn led to the development and growth in the mobile applications industry (apps) turning the Smartphone into a mobile office with capabilities which formerly required desk-top computers. Paired with the development and launch of tablet computers like the Apple iPad in 2010, consumers are now able to access vital and trivial information alike nearly anywhere.

The Mobile Application Industry

The current mobile application industry runs the gamut in products from video games to diet management programs to business intelligence systems. It is the Mobile Business Intelligence arena that is the focus of this report. For our purposes, Business Intelligence Applications include the

access and distribution of business information, statistics, and data via smart mobile devices such as the iPhone and iPad. The ability to use mobile devices for this purpose has been in existence since 2002, but it wasn't until the release of the iPhone and the iPad that businesses began to look at the use of Smartphones and tablet computers for instant business transactions and information exchange. The ability of a field representative to access real-time information on inventories, distribution schedules and KPI reports is quickly becoming the way of life for many large corporations in order to compete in the global economy. A business that can offer instant information and data to its customers is an invaluable commodity. It shows the willingness to go that extra distance to get their customers' business and keep it.

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The field of mobile business intelligence hit its stride in early 2011 with two forms of applications – web-based solutions, which are accessed through the device's web browser, and device-specific, or "native" applications, which are downloaded to the device via a third-party app store. Each type of app has its advantages and draw backs with considerations being given to security and the need for mobile analytics to be able to "fully interact" with the dynamic business information the app is charged with dispensing.

Applications

Recent mobile business intelligence industry trends show a constant demand for custom mobile applications. It is well documented that the use of mobile devices to access a wide range of both business and personal information is at an all time high. Many businesses are adopting mobile integration solutions into their core components and business processes. This allows the businesses to clearly define the application to their specifications and requirements in order to meet and

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exceed the demands. Businesses can expect these demands to grow among an increasingly wider segment of potential customers and clients.

Mobile Web-Based Applications – These apps are accessible to any mobile device that has web-browsing capabilities and an internet connection. Unfortunately, there is often less interactivity as these apps are very static in both aesthetic design and content. Any information viewed through a web-based app is just as easily accessible via any other web-browser such as the more traditional personal computer. The main difference between the web-app and a typical web-page is reflected in the formatting of content, making the web-app content more easily read.

Custom Devised Applications – This allows or provides for device specified format (screen size, interface, etc.) and thus offers similarity in usage across the myriad of mobile platforms now available.

Mobile Client Application – This is by far the most advanced set up in that it offers the client full interaction with the business data and information and is easily retrieved and viewed on the mobile device.

Dashboards

Dashboards or "dash-boarding" is rapidly taking off as an additional tool in the mobile business intelligence arsenal that enables users to see the entire data and statistics in real-time, on one page using graphs, charts and historical trends of the company's Key Performance Indicators (KPIs). This allows for instant decision making based on current information; all at the click of a button or flick of a finger.

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The Future of Mobile BI

As Mobile Business Intelligence continues to grow, develop and expand, so too will the variations and depth of the

applications being created.

Security is a high priority for any business and the Mobile BI industry is working on new and innovative products designed to minimize the risks of a security breach by instituting authorization and authentication protocols, network security such as firewalls and 24 hour monitoring of all access, and complete control and encryption of Administration passcodes and passwords.

As larger corporations begin to push the boundaries of the Internet and Mobile BI applications, more and smaller businesses will realize their own need for Mobile Business Intelligence solutions so they too can capture new customers and keep abreast in real-time as to their company's KPIs. The adage that "the early bird gets the worm" was never truer than in the current business market. In fact, businesses that have yet to take advantage of the possibilities mobile technology offers are behind the curve.

How Purisolve can help

Mobile BI is the way to improve efficiency and take your business to the next level.

Purisolve, Inc. is dedicated to creating business solutions to improve operational efficiency that will reduce costs and/or increase revenue. **Our driving mission is to provide excellent service while having the highest levels of integrity and professionalism.**

At Purisolve, we make client priorities our priority. We study manual processes or inefficient tasks to design methods of automating processes. Our core services include business consulting with a technical edge.

Security is a high priority for Mobile BI

The need for businesses to institute Mobile BI solutions will continue to increase

Purisolve, Inc. – dedicated to creating business solutions to improve operational efficiency and reduce costs