

Mobile App Development Options

The main options for developing Mobile Apps are :

- **Custom Development**
By internal IT personnel or an external App Developer *With specs, design, coding, Programmer Tools, etc.*
- **MEAP / MADP Product**
Mobile Enterprise Application Platform / Mobile Application Development Platform *A systems environment for developing Apps*
- **RMAD Product**
App Design and Deploy Platform (i.e. Tablika) *Create Apps with forms, drag-and-drop, point-and click*

The chart below summarizes the respective characteristics and rating for each scenario :

CRITERIA	CUSTOM	MEAP / MADP	RMAD
A. Suitability for creating Apps	Yes	Yes	Yes
B. Provides Quick Gratification	No	No	Yes
C. Delivers a Great User Experience	Yes - Eventually	Yes - Limited	Yes
D. Enables Business Innovation	?	?	Yes
E. Ability to Create Apps by - Business People	No	No	Yes
F. Ability to Create Apps by - Technical People	Yes	Yes	Yes
G. Quick Integration with Current Systems	No	Limited	Yes
H. Creating Complex Apps	Yes	Limited	Limited
I. Support for BYOD, Security, MDM, MAM	Limited	Yes	Yes
J. Support of APIs	?	<u>Yes</u>	<u>Yes</u>
K. Time to Deliver an App	4 - 12 mo.	3 - 9 mo.	min/hours/days
L. Cost to Create an App	\$100 - 500K	\$50 - 400K	\$5 - 15K
M. IT effort to Create an App	Immense	Immense	Nominal
N. Delivers Competitive Advantage	**	**	****
O. ROI	Very long	Long	Fast
P. Deployment Options	In - house	Limited	Many

Note: Rating based on responsiveness to a new requirement including the time, effort and cost to deliver / change an App – satisfactory to a Business User or a Customer request. The higher the rating and appeal of the other criteria, the better the solution.