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Mobile Solutions with mFinity® EMMP by mFrontiers

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Presenting with mFrontiers

Program Agenda

- Solution Overview
- Solution Benefit
- mFinity Key Features
- Summary
- Q&A

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Solution Overview

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Mobile & Cloud Computing

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- 90% of CIO expect to deploy more than 25 mobile apps in 2014.
- By 2015 mobile app development projects will outnumber native PC projects by a ratio of 4-to-1.
- Market for Cloud-based Mobile Apps is expected to grow by 88% from 2009 to 2014

Source: Forbes: Mobile Business Statistics For 2012

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Mobility Presents Challenges to IT

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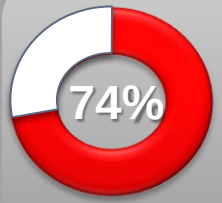
Bring Your Own Device (BYOD) Practices in 2011



74% Allow some sort of BYOD usage.

Less than 10% "FULLY AWARE" of the devices accessing their network

Forbes: Mobile Business Statistics For 2012

Top Mobility Challenges for CIOs

Securing corporate information	41%
Integrating with other systems	31%
Supporting multiple devices	28%

CIO Insight: Top Challenges of Enterprise Mobility, 2012

Mobility is Expensive

41%

of CIOs consider Mobility as both expensive and a critical challenge.

Up to $250

per device annually

Includes cost of connectivity, infrastructure and support

McKinsey, 2012: Mobility Disruption: A CIO Perspective

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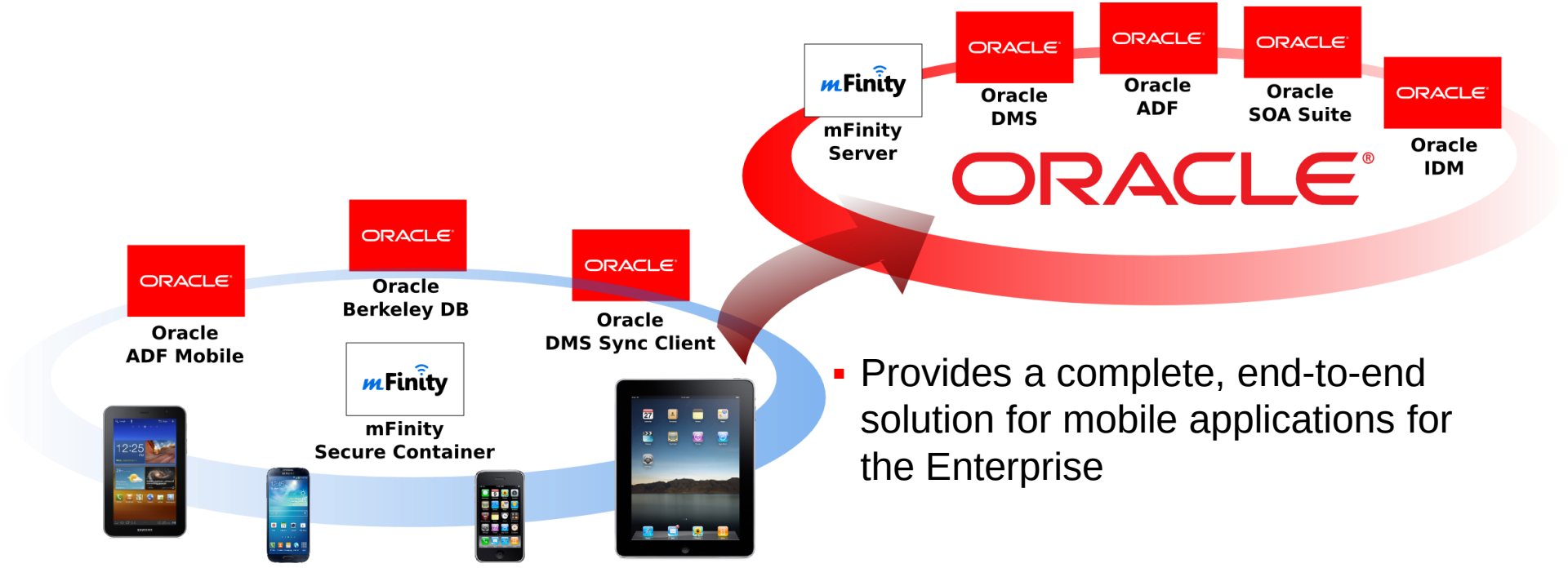
Solution Overview

Oracle Mobile Suite plus mFrontiers mFinity



- Provides a complete, end-to-end solution for mobile applications for the Enterprise

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Solution Overview
Oracle and mFrontiers

mFrontiers

Oracle

- Largest enterprise software provider
- Leadership in full stack of solutions
- Global presence and installed base (370K+)
- Significant global brand equity (#22)
- **Millions of developers**
- Leader in 72 of 137 Gartner Quadrants

mFrontiers

- mFinity is a unique, innovative solution for enterprise level mobile applications
- Extends MDM and MAM into a complete Enterprise Mobile Management Platform (EMMP)
- Enables applications that continue to work when no network is available
- Reduces the complexity of managing devices, users, applications, and data

End-To-End Solution

- mFinity adds MDM and MAM functionality to the Oracle Mobile Suite
- Integrated with Oracle Database Mobile Server, mFinity provides unmatched levels of Data Integrity to Enterprise data
- Enhanced management using role based deployment and provisioning of apps
- Off-line applications with automatic database sync

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Solution Benefits

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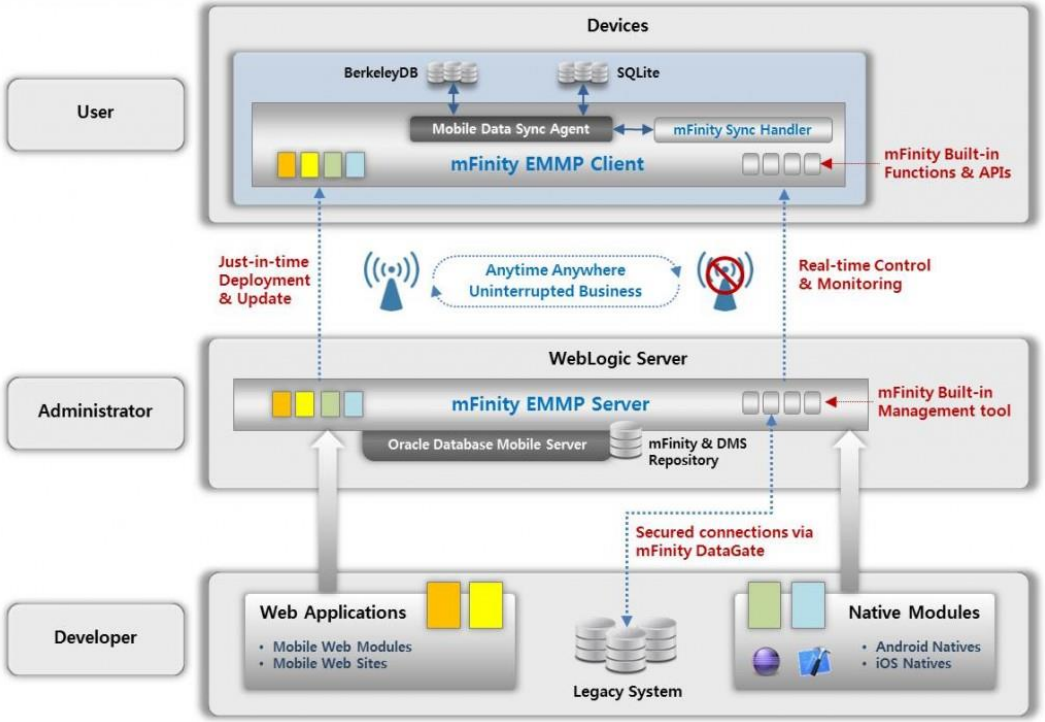
Solution Benefits

Maximum Value

mFinity Architecture

Complete End-To-End solution: mFinity and Oracle

- mFinity EMMP
  - Administrators
  - Users
  - Developers



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Solution Benefits

Maximum Impact

- Manage users, devices, and data.
- Unmatched ease of use and flexibility with Role based provisioning and management
- Unmatched Data Integrity by leveraging Oracle Database Mobile Server
- Unique advantages to develop applications that work off-line

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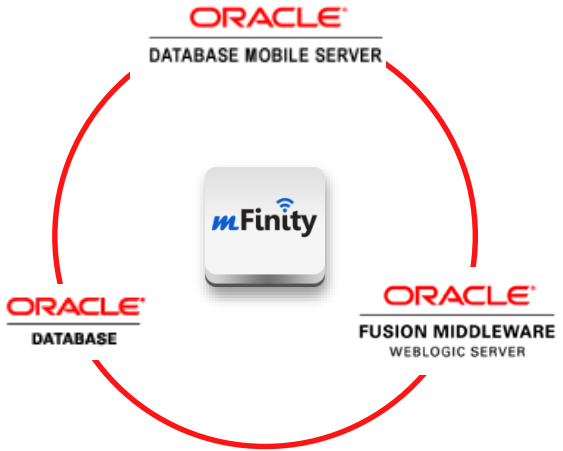
Solution Benefits

Maximum Advantage

Data Integrity should *not* be an option for Enterprise Data.

- mFinity is integrated with Oracle Database Mobile Server (DMS):
  - Simplified Data Mapping
  - Increased Efficiencies
  - Reduced User Error
  - Reduced Management Overhead



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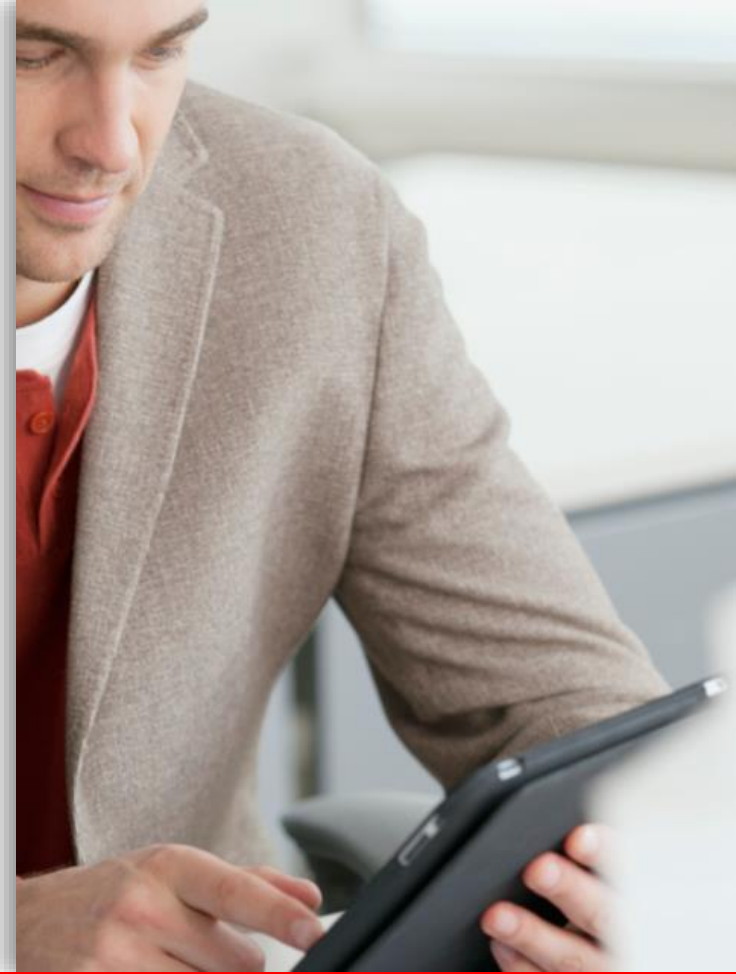
mFinity Key Features



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mFinity Key Features

Key Differentiators

- **Administrators**
  - Dashboard providing Detailed Statistical Summary
  - Account Management via Role based provisioning and deployment
  - Data Gate provides isolation and protection of Enterprise Databases
- **Users**
  - Application and Data security through a secure container
  - Offline access to Enterprise data and Automatic database synchronization
- **Developers**
  - Simplified mapping between server and mobile databases.
  - Single Source Code solution.
  - Development tool independent.
  - Rapid application develop environment
  - Oracle Database Mobile Server maintains data integrity
  - GEO Fencing

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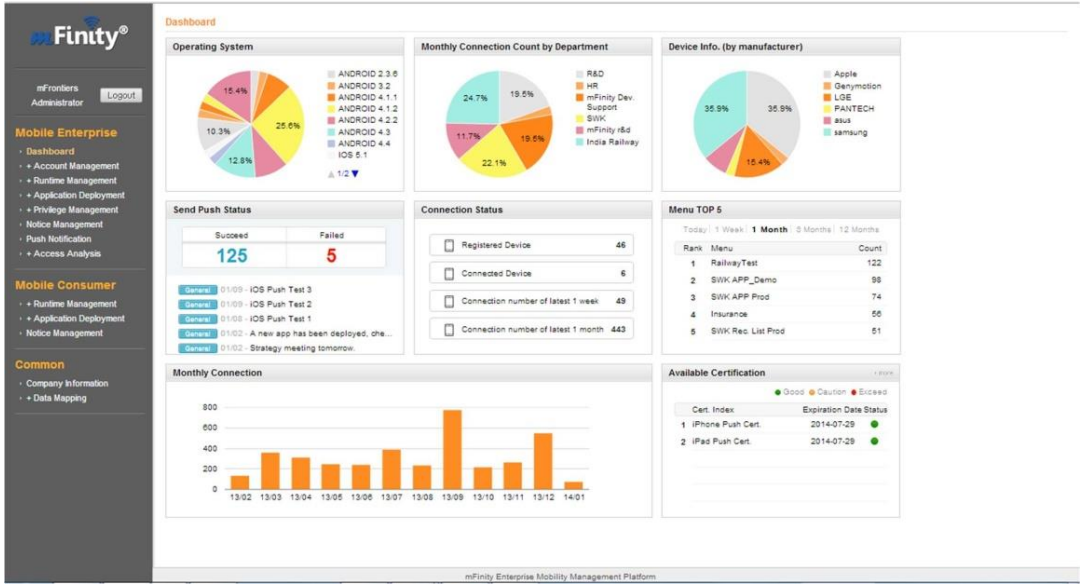
mFinity Key Features

Administrators

Dashboard

- Usage by Operating System
- Access by Department and Period
- Device Manufacturer by Pct.
- Push Completion Status
- Real-time Connection Status
- Top 5 Menu Usage
- Certification Information



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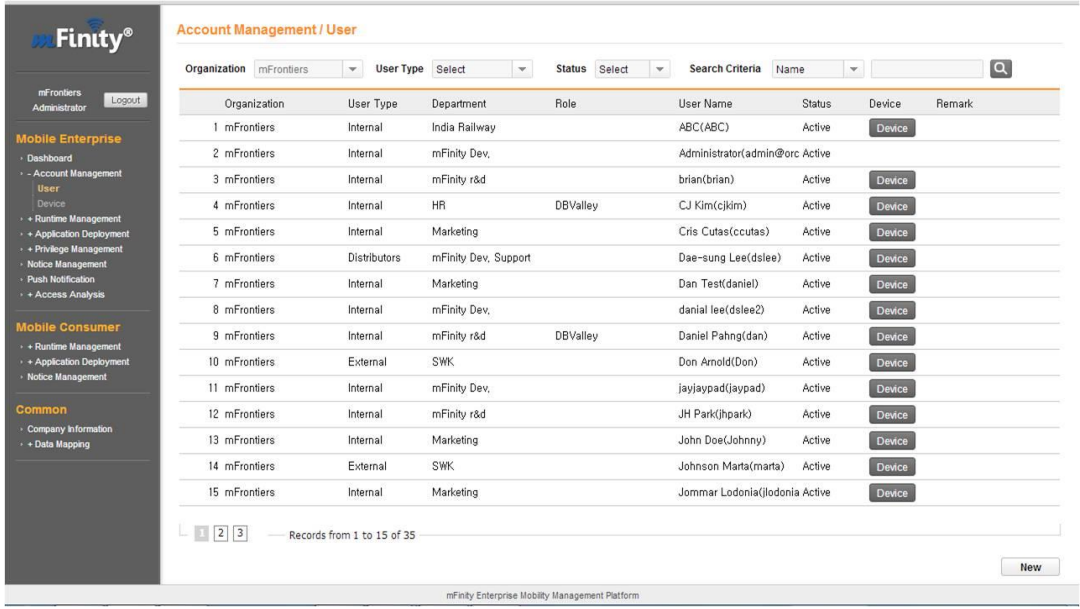
mFinity Key Features

Administrators

Account Management

- User Account Management
- Device Account Management
- Device Registration Management
- Blocking ID or Devices
- Device Information



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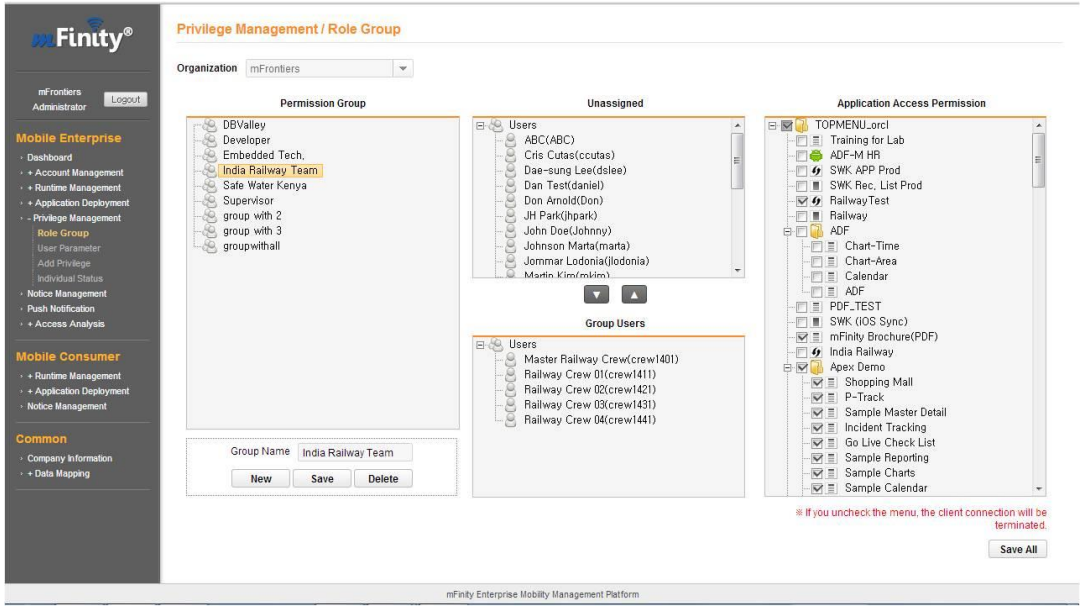
mFinity Key Features

Administrators

Role Based Privileges

- Assign Users to Role Groups.
- Assign Apps to Role Groups.
- Adds exceptional privilege of app to user.
- Real-time user app termination upon permission removal.



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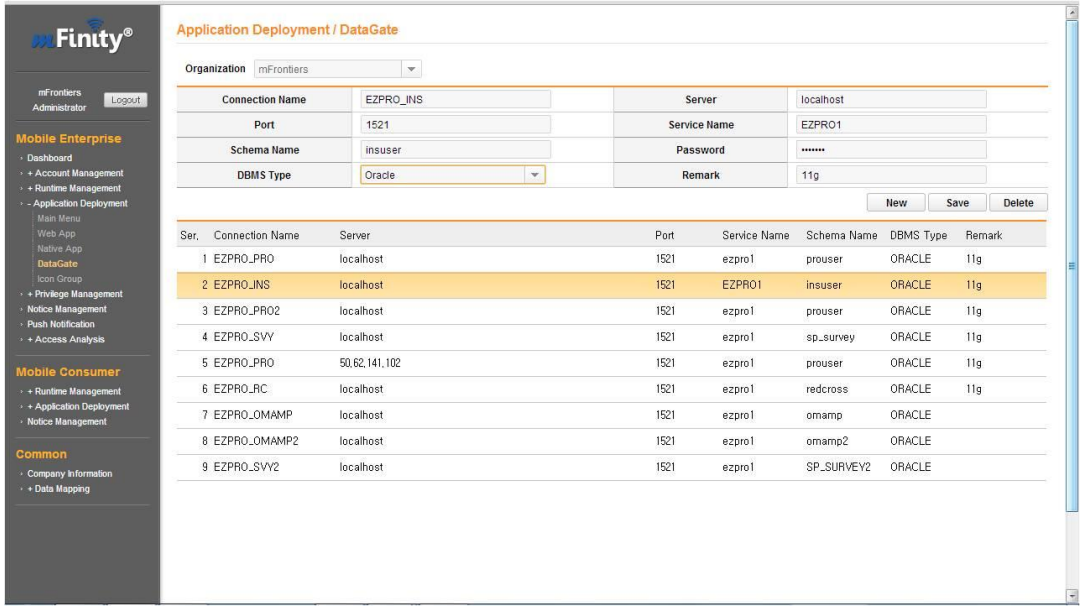
mFinity Key Features

Administrators

Data Gate

- Server-based definition of aliases which are used by developers.
- All mobile enterprise data uses the Data Gate.
- Only alias DB identification is stored on the mobile device.
- Provides protection of legacy DB from mobile environment.



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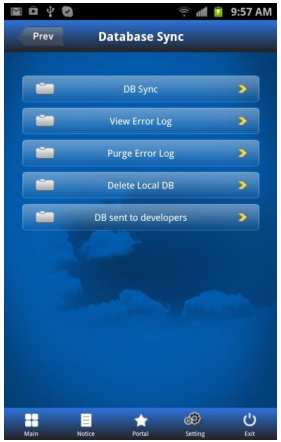
mFinity Key Features

Users

App Container

- Separates business apps and data from personal apps.
- Single login to access all business apps.
- Allows data sharing between business apps.
- Automatic update of business apps.



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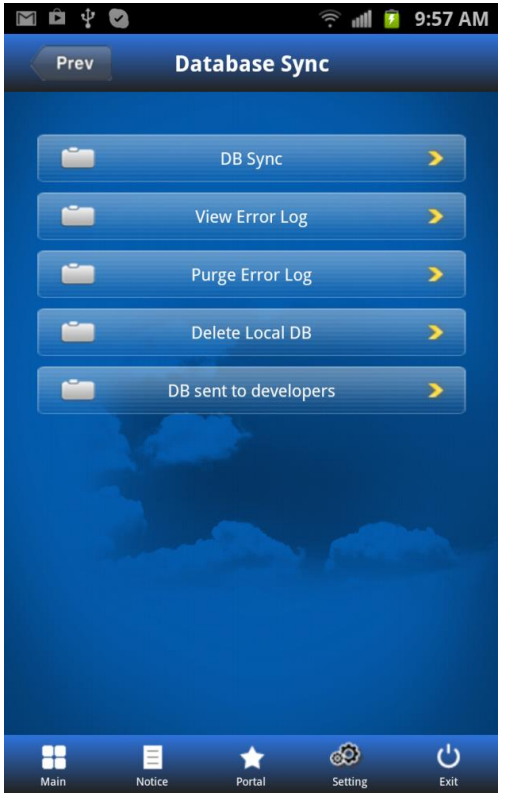
mFinity Key Features

Users

Data Integrity

- Database synchronization is built into the container box.
- Oracle DMS Client's secure, efficient, resilient, robust, and reliable data synchronization provides for **unparalleled data integrity** in mobile applications.



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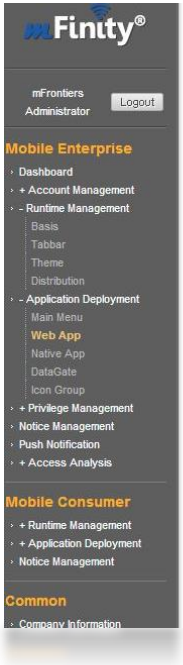
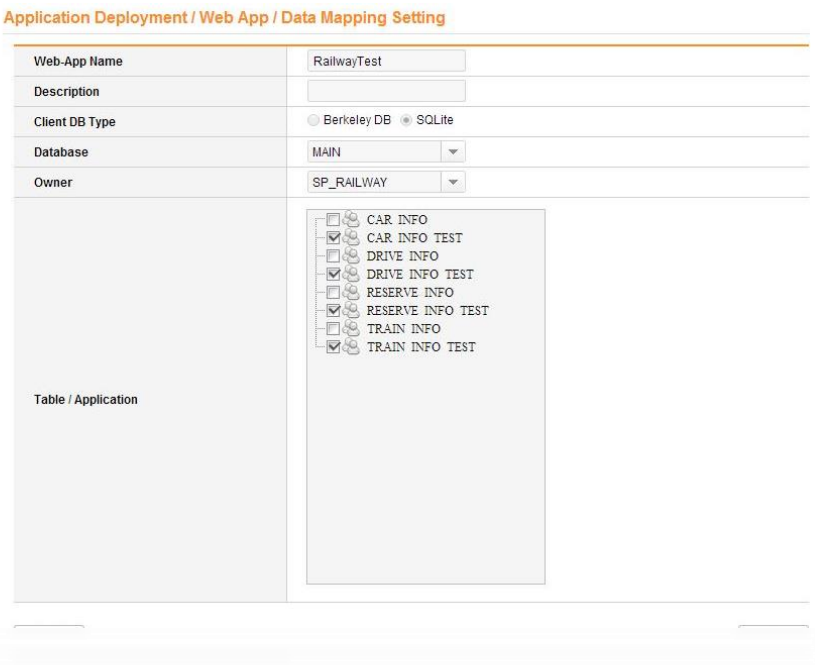
mFinity Key Features

Developers

Simplified Data Mapping

- Select:
  - Web-App
  - Database
  - Tables
- Reduces errors
- Faster setup time





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mFinity Key Features

Developers

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Single source code

- The same web-app source code for iOS phones and tablets as well as Android phones and tablets.

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mFinity Key Features

Developers

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Development tool independent

- Develop mobile apps using any development tools.
- Web apps, native apps, and hybrid apps for iOS and Android are all supported.
- Focus on business needs rather than on learning a new set of development tools.

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mFinity Key Features

Developers

mFrontiers

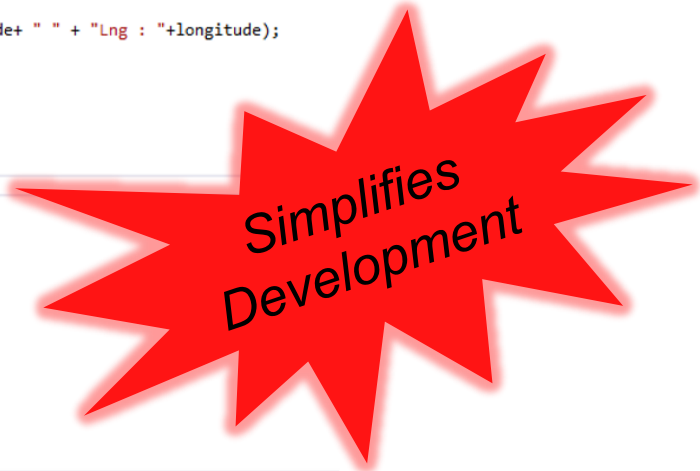
Rapid application development environment

- Complete separation of the mobile client control and the business application logic.
- Easy access to device sensor functions, independently from the device type or OS.

```
GPS
getLocation_Device()

on.href="mfnp://gps?";


CBLocation(latitude, longitude)

put_gps').val("Lat : "+latitude+ " " + "Lng : "+longitude);

#hidden_state').val() == "")

eck_serialnumber();
```

```
Barcode
getbarcode_Device()

on.href="mfnp://barcode?";


CBBarcode(barcode)

put_snumber').val(barcode);
t_filterid').val(barcode);
```

```
onSendClick(page_name, crud, val, dbnm)

:ion.href="dbcall://!@"+page_name+"!@"+crud+"!@"+val+"!@"+dbnm;
:rt('Save Succeed!'));
```



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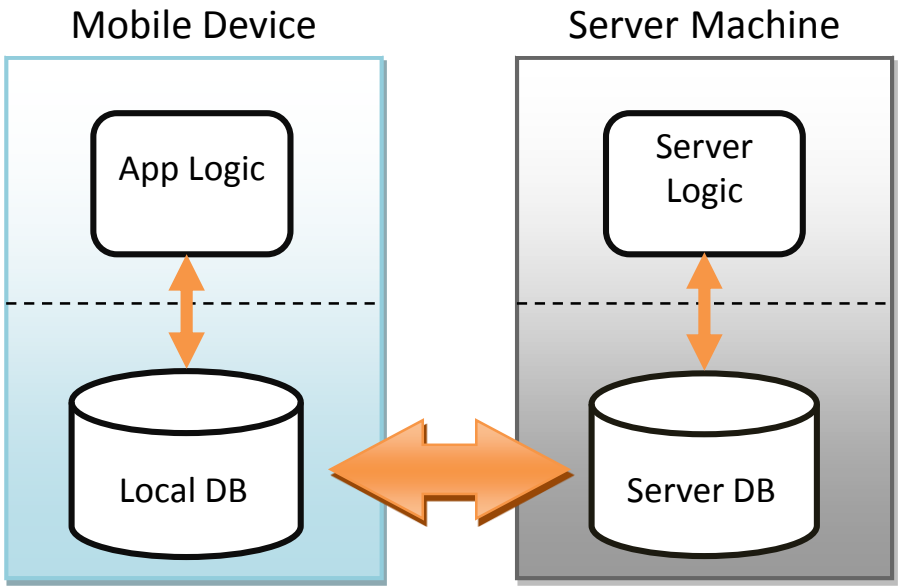
mFinity Key Features

Developers

Oracle Database Mobile Server (DMS)

- DMS Maintains Data Integrity
  - Secure offline access to mobile data.
  - Automatic synchronization when network is available.
  - Synchronization, including conflict resolution, is resolved at the database level.



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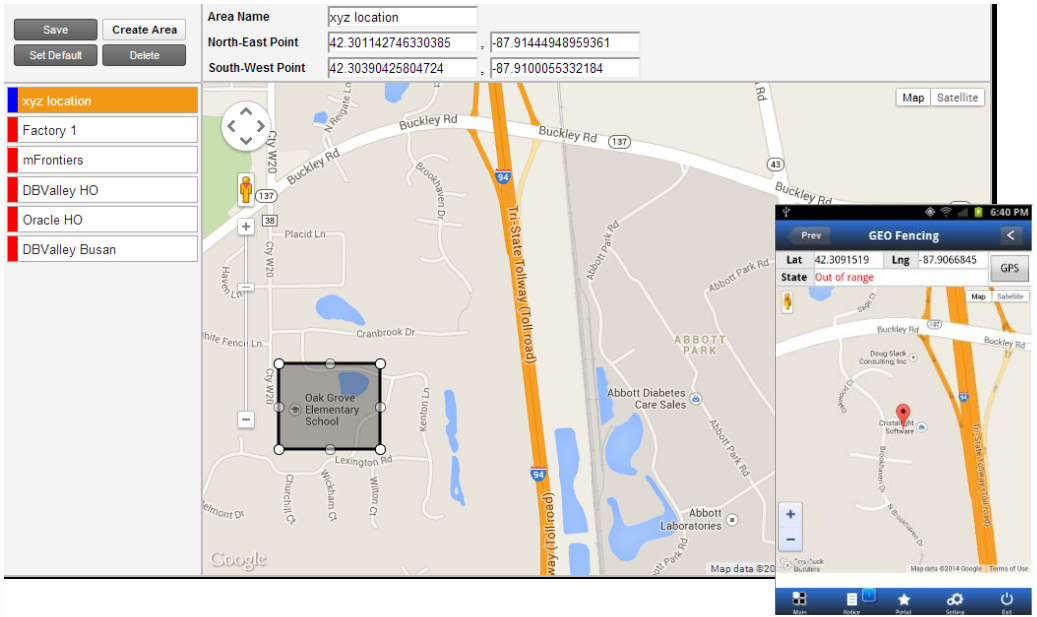
mFinity Key Features

Developers

GEO Fencing

- Define a geographic boundary.
- Restrict authorization to within the geographic boundary.
- Provides an added layer of security for apps and data.



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Summary

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Summary

mFinity EMMP

- When Data Integrity Matters *Most* to your Enterprise
- Delivers Unique Benefits for Administrators, Users, and Developers
- Brings Enterprise Discipline to Enterprise Mobile

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Questions

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