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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

Solution Overview



Mobile & Cloud Computing



➤ 90% of CIO expect to deploy more than 25 mobile apps in 2014.

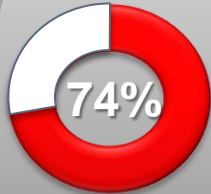
➤ By 2015 mobile app development projects will outnumber native PC projects by a ratio of 4-to-1.

➤ Market for Cloud-based Mobile Apps is expected to grow by 88% from 2009 to 2014

Source: Forbes: Mobile Business Statistics For 2012

Mobility Presents Challenges to IT

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.

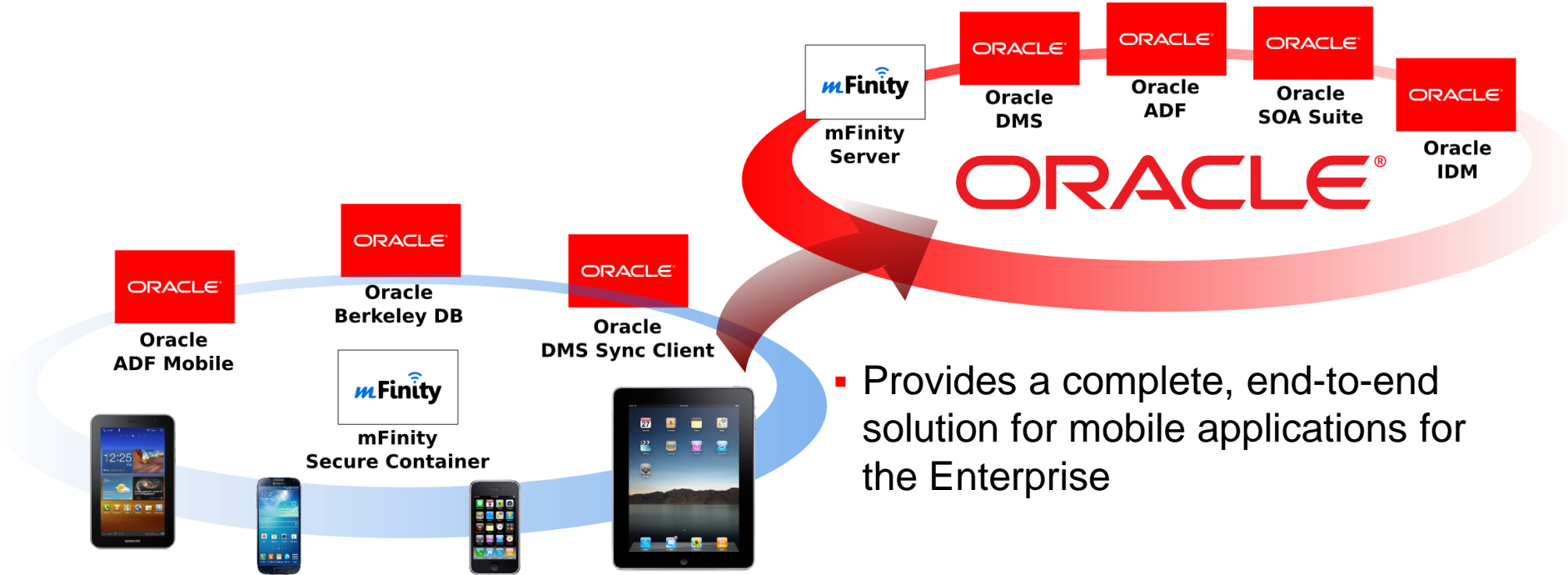
Up to \$250
per device annually

Includes cost of connectivity, infrastructure and support

McKinsey, 2012: Mobility Disruption: A CIO Perspective

Solution Overview

Oracle Mobile Suite plus mFrontiers mFinity



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

Solution Overview

Oracle and 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

Solution Benefits



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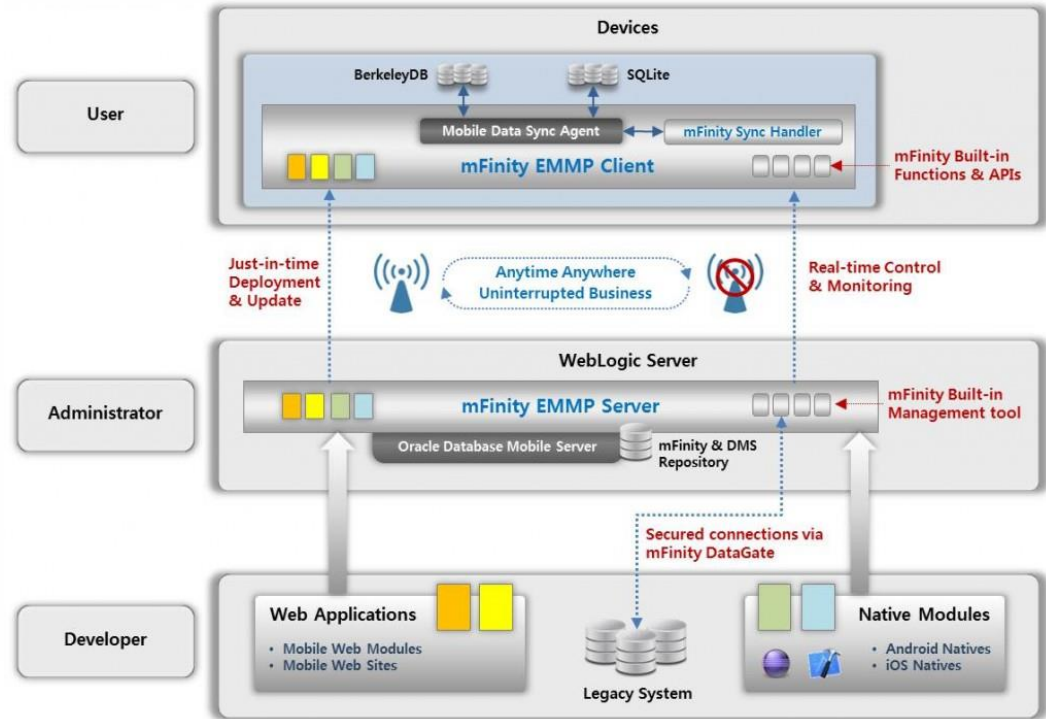
Solution Benefits

Maximum Value

mFinity Architecture

Complete End-To-End solution: mFinity and Oracle

- mFinity EMMP
 - Administrators
 - Users
 - Developers



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

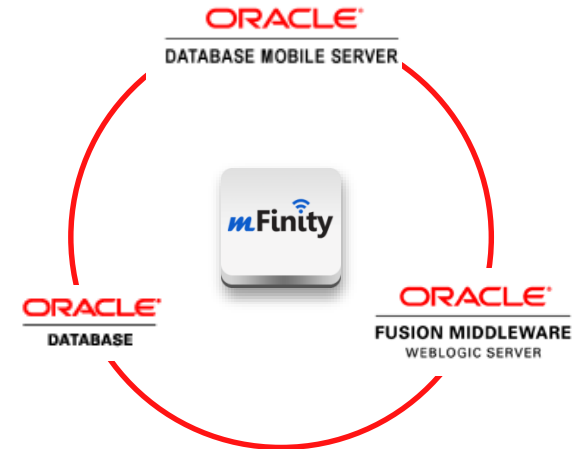


Solution Benefits

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



mFinity Key Features



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

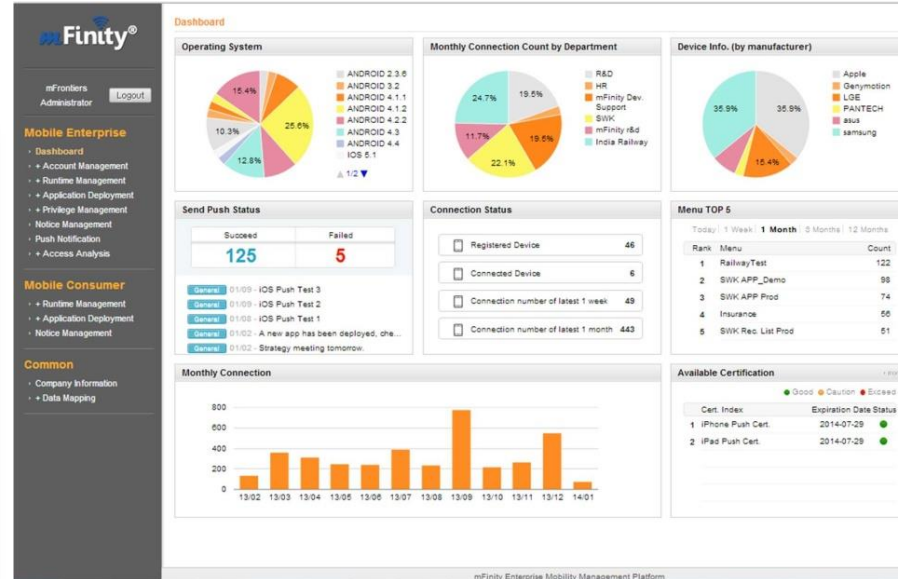
- Simplified mapping between server and mobile databases.
- Single Source Code solution.
- Development tool independent.
- Rapid application development environment
- Oracle Database Mobile Server maintains data integrity
- GEO Fencing

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



mFinity Key Features

Administrators

Account Management

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

The screenshot displays the 'Account Management / User' interface. It features a navigation sidebar on the left with sections for 'Mobile Enterprise' (Dashboard, Account Management, User, Device, Runtime Management, Application Deployment, Privilege Management, Notice Management, Push Notification, Access Analysis) and 'Mobile Consumer' (Runtime Management, Application Deployment, Notice Management). Below these is a 'Common' section with Company Information and Data Mapping. The main content area shows a table of users with the following data:

Organization	User Type	Department	Role	User Name	Status	Device	Remark
1 mFrontiers	Internal	India Railway		ABC(ABC)	Active	Device	
2 mFrontiers	Internal	mFinity Dev.		Administrator(admin@orc	Active		
3 mFrontiers	Internal	mFinity r&d		brian(brian)	Active	Device	
4 mFrontiers	Internal	HR	DBValley	CJ Kim(cjkim)	Active	Device	
5 mFrontiers	Internal	Marketing		Cris Cutas(ccutas)	Active	Device	
6 mFrontiers	Distributors	mFinity Dev. Support		Dae-sung Lee(dslee)	Active	Device	
7 mFrontiers	Internal	Marketing		Dan Test(daniel)	Active	Device	
8 mFrontiers	Internal	mFinity Dev.		daniel lee(dslee2)	Active	Device	
9 mFrontiers	Internal	mFinity r&d	DBValley	Daniel Pahng(dan)	Active	Device	
10 mFrontiers	External	SWK		Don Arnold(Don)	Active	Device	
11 mFrontiers	Internal	mFinity Dev.		jayjaypad(jaypad)	Active	Device	
12 mFrontiers	Internal	mFinity r&d		JH Park(jhark)	Active	Device	
13 mFrontiers	Internal	Marketing		John Doe(Johnny)	Active	Device	
14 mFrontiers	External	SWK		Johnson Marta(marta)	Active	Device	
15 mFrontiers	Internal	Marketing		Jommar Lodoniaz(jlodonia)	Active	Device	

The interface includes search filters for Organization (mFrontiers), User Type (Select), Status (Select), and Search Criteria (Name). A pagination bar at the bottom shows 'Records from 1 to 15 of 35' and a 'New' button.

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.

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.

The screenshot displays the mFinity Administrator interface for 'Application Deployment / DataGate'. The organization is set to 'mFrontiers'. A form at the top allows for defining a connection with the following details:

Connection Name	EZPRO_INS	Server	localhost
Port	1521	Service Name	EZPRO1
Schema Name	insuser	Password	*****
DBMS Type	Oracle	Remark	11g

Below the form is a table listing existing connections:

Ser.	Connection Name	Server	Port	Service Name	Schema Name	DBMS Type	Remark
1	EZPRO_PRO	localhost	1521	ezpro1	prouser	ORACLE	11g
2	EZPRO_INS	localhost	1521	EZPRO1	insuser	ORACLE	11g
3	EZPRO_PRO2	localhost	1521	ezpro1	prouser	ORACLE	11g
4	EZPRO_SVY	localhost	1521	ezpro1	sp_survey	ORACLE	11g
5	EZPRO_PRO	50.62.141.102	1521	ezpro1	prouser	ORACLE	11g
6	EZPRO_BC	localhost	1521	ezpro1	redcross	ORACLE	11g
7	EZPRO_OMAMP	localhost	1521	ezpro1	omamp	ORACLE	
8	EZPRO_OMAMP2	localhost	1521	ezpro1	omamp2	ORACLE	
9	EZPRO_SVY2	localhost	1521	ezpro1	SP_SURVEY2	ORACLE	

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.

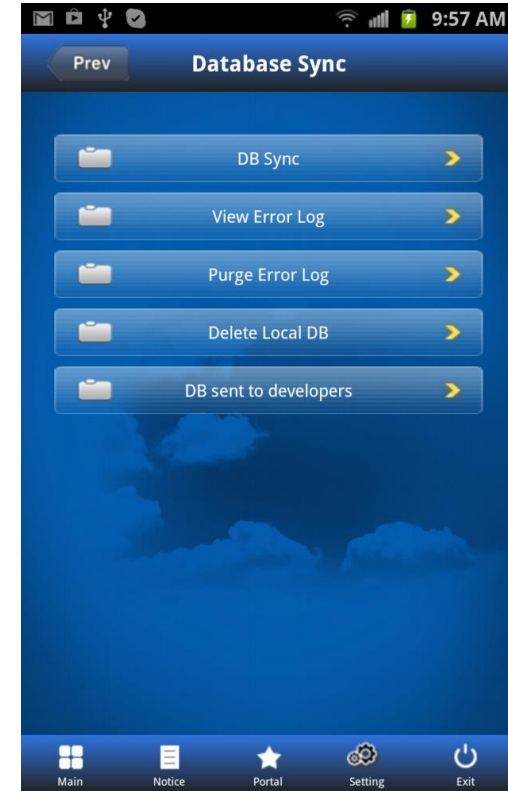


mFinity Key Features

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.

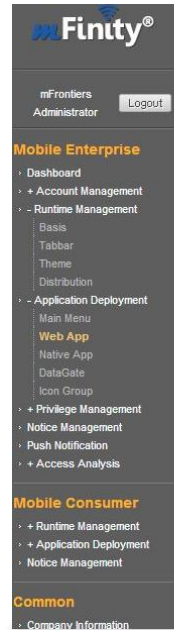


mFinity Key Features

Developers

Simplified Data Mapping

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



Application Deployment / Web App / Data Mapping Setting

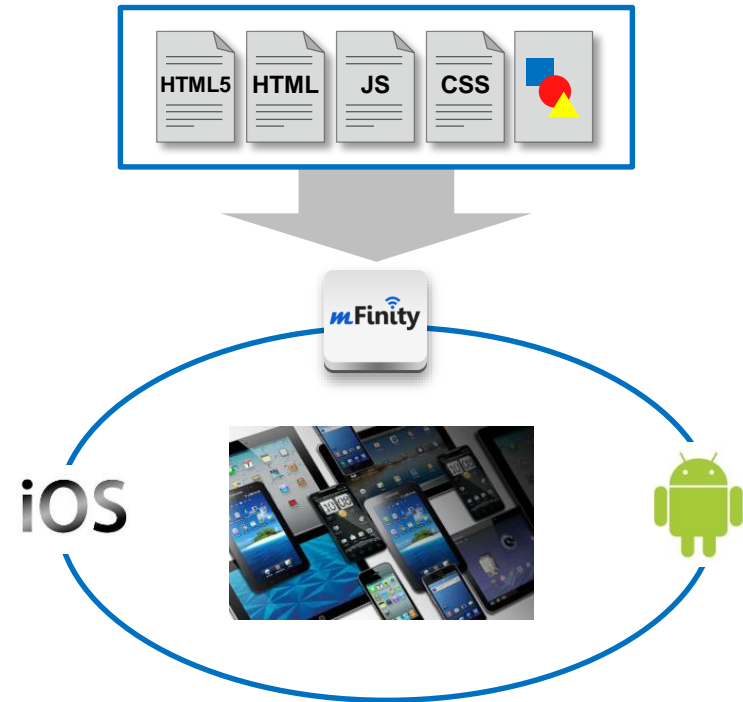
Web-App Name	<input type="text" value="RailwayTest"/>
Description	<input type="text"/>
Client DB Type	<input type="radio"/> Berkeley DB <input checked="" type="radio"/> SQLite
Database	<input type="text" value="MAIN"/>
Owner	<input type="text" value="SP_RAILWAY"/>
Table / Application	<div style="border: 1px solid #ccc; padding: 5px;"> <ul style="list-style-type: none"> <input type="checkbox"/> CAR INFO <input checked="" type="checkbox"/> CAR INFO TEST <input type="checkbox"/> DRIVE INFO <input checked="" type="checkbox"/> DRIVE INFO TEST <input type="checkbox"/> RESERVE INFO <input checked="" type="checkbox"/> RESERVE INFO TEST <input type="checkbox"/> TRAIN INFO <input checked="" type="checkbox"/> TRAIN INFO TEST </div>

mFinity Key Features

Developers

Single source code

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



mFinity Key Features

Developers

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.



mFinity Key Features

Developers

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?";

CLLocation(latitude, longitude)

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

eck_serialnumber();

Barcode
getbarcode_Device()

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

CBBBarcode(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!');
```



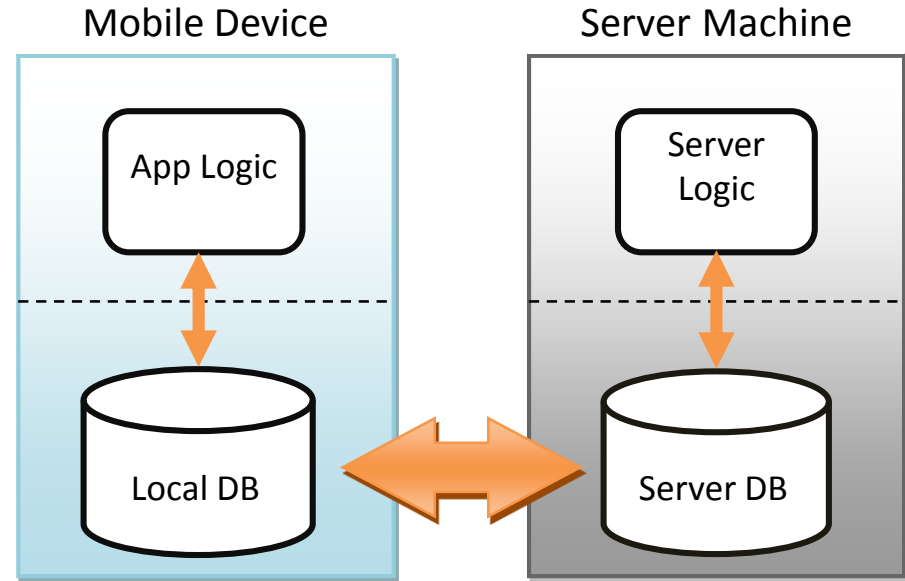
Simplifies
Development

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.



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.

The screenshot displays the mFrontiers GEO Fencing interface, which is split into a web-based editor and a mobile app view.

Web Editor Interface:

- Buttons:** Save, Create Area, Set Default, Delete.
- Area Name:** xyz location
- North-East Point:** 42.301142746330385, -87.91444948959361
- South-West Point:** 42.30390425804724, -87.9100055332184
- Area List:**
 - xyz location (selected)
 - Factory 1
 - mFrontiers
 - DBValley HO
 - Oracle HO
 - DBValley Busan
- Map:** A Google Map showing a geographic boundary around Oak Grove Elementary School. The boundary is a black rectangle with white dots at the corners. The map includes labels for streets like Buckley Rd, Placid Ln, and Cranbrook Dr, and landmarks like Abbott Park and Abbott Laboratories.

Mobile App View:

- Header:** Prev, GEO Fencing, <
- Coordinates:** Lat 42.3091519, Lng -87.9066845, GPS
- Status:** State Out of range
- Map:** A smaller version of the map from the web editor, showing the same geographic boundary and landmarks.
- Bottom Bar:** Map, Home, Alert, Settings, Exit

Summary



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



Value,
Impact,
Advantage

Questions



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