Mobile Application Development Platforms: a Telco use case

Anna Lidén Mobile Specialist
aliden@redhat.com

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ENTERPRISES TODAY NEED TO QUICKLY ADJUST TO:

- **EVER-INCREASING DIGITALIZATION**
  
is changing society and economy through new business models

- **CHANGED CUSTOMER BEHAVIOUR**
  
due to increasing numbers of mobile devices and social media

- **NEW MARKET PLAYERS**
  
are changing the game with innovative products and services

- **COMPLEX IT INTEGRATION**
  
remains an issue, although dedicated IT budget is available for web services
TELCOS MUST STAY AHEAD TO SERVE THESE DEMANDS
THE POTENTIAL FOR NEW REVENUES COMES FROM:

**IoT & M2M Service Platform**

Red Hat and Eurotech Launch End-to-End, Fully Open Source IoT Cloud Platform Project
OpenShift Ecosystem: Roambee and T-Systems AppAgile – Delivering IoT with OpenShift

**Mobile App Development Platform**

Telefonica and Red Hat sign global agreement to help companies mobilize their business
Focus of this presentation: O2 UK & Ireland (now 3) use case / success story

**Scalable PaaS Web-Development & Infrastructure**

T-Systems AppAgile also: [https://www.youtube.com/watch?v=WVrS7UOdxI8](https://www.youtube.com/watch?v=WVrS7UOdxI8)

**Cloud Self-Service for their customers**

Swisscom Elastic Cloud Offering on Red Hat OpenStack
Nokia Telco Cloud Offering called NCIO
HOSTING A MOBILE APP DEVELOPMENT PLATFORM:

• Start a new line of business in a hot spot with large revenue and market growth potential

• Three core elements to the proposition:
  • Cloud-hosted integration and business logic
  • Out-of-the-box and custom mobile solutions for business and consumer audiences
  • Hosting & support: recurring revenues through fees

• Goal: Build a multi-million Euro recurring business in the next 3 years
  Reduce Churn while increasing ARPU

• Attractive commercial model with a proven ROI (9 months on average)

• All revenues from customers booked via the Carrier
  • Recurring software revenue
  • Professional services
  • Support contracts
  • Full through revenue – SIM cards, smart devices, M2M, MDM, data packages, VPN, dedicated lines, hosting, wifi, etc

• Attract new channels & new customers
  • Attractive acquisition model to target new enterprise customers
  • Drive higher-margin revenue through non-core clients
O2 Ireland Service launched in February 2011

Initial customers in April 2011 as follows:
- Diageo project for the Guinness Storehouse (largest tourist destination in Dublin)
- Dublin taxi firm
- POC for Department of Finance (Irish Government)
- O2 Retail

Closed 17 deals in 2011 with 11 new customers

Closed one major landmark deal in Oct 2011 with Road Safety Authority (public sector)
- 5 year managed service contract to design, build & manage the driver license testing process
- Revenues: €1 million in platform and maintenance support contract + project revenues

Good mix of b2c and b2b projects

Based on the huge success of the Irish market, a contract with O2 UK was signed in Jan 2012
O2 / 3 Ireland have won the following new customers:
• Fully featured solution to give Mobile Workers a set of functionality for remote working, including:
  • Work Force Management (Jobs Orders pushed to workers for completion)
  • Timesheets Sign off
  • Expense Submission & Management
  • Non-Productive (e.g. Medical appointments) & Travel time reporting.
Property Management for Retirement Homes

- 1500 retirement developments across the UK with dedicated house managers
- Rationalized 200+ paper forms to 20 app forms to capture personal info, property maintenance etc.
- Huge reduction in paper and postage costs
- Off and off line sync important
- Data held in cloud
Saving time down at the farm

With the help of Three, Zurich’s brokers can now close farm insurance sales within 30 minutes.

Zurich is one of Ireland’s leading insurance companies, with a range of product offerings including property, commercial property and professional indemnity. Farm insurance was one gap in its portfolio that it was working hard to fill.

In 2012, the company launched a farming proposition into a segment dominated by two competitors. Within two years, Zurich had significantly grown its share of the broker market, but Michael Doyle, Head of Agri Business at Zurich, believed there was an opportunity for further growth.

“Insurance is all about protecting what customers’ value and providing an excellent, effortless service. Our product is fantastic and the price is competitive, so we achieved a great footing in a short space of time, but we were convinced there was a better way for brokers to meet the insurance and risk management needs of farmers,” says Doyle.

The rural nature of the farming sector means brokers were travelling long distances to meet their customers. They would survey the property, have a look at the farmer’s current pricing structure, take down the details, return to their office and submit the forms to the insurer before being able to offer a quote. “This was a cumbersome process for insurers, brokers and farm customers.

With Three already providing Zurich’s mobile requirements, the network operator was a natural place to start looking for an improved remote business service. Michael Doyle explained the problem and Three came back with a solution, the Zurich Enterprise Mobility Farming Application, which takes paperwork out of the process. Over a six-month period, Three worked closely with Zurich’s in-house IT department to come up with JavaScript software designed specifically for Apple and Android devices. Using a tablet, the broker is now able to take down all of the farmer’s details electronically, including their signature and photos of the site. This information is sent off to Zurich over 3G or 4G, depending on network availability.

The underwriter can then use this information to better assess the risks and provide a more accurate, as well as timely, quote. It’s also very important if there is a claim to have a visual record of a building to easily assess how much it has been damaged.

The online application process is accessed in two ways. The broker can either work from a downloaded app on their tablet, Apple iPad or Android, or log into the system through a browser. The app is currently limited to Zurich’s leading brokers who are experienced in selling farm insurance, providing them with a fast-track service that helps differentiate them in a highly competitive market. Another 150 brokers use the browser-based version.

Zurich’s, app supplied by Three, has delivered a solution making it easier for farmers to buy insurance, saving them time and allowing them to make an informed decision in the presence of an underwriter or broker.

It enables Zurich’s partner brokers to bind a quote in a single meeting, which means the cover can be in place at the end of the appointment, with the farmer’s policy printed within an hour. The app has been so successful that Zurich has already recouped the development costs as well as seeing a significant increase in farm business.

“Three shared our vision and saw the opportunity to build something revolutionary in the market, and it was tremendously successful from the moment we launched,” says Doyle. “It saves time for us and our brokers, but most importantly it saves time for our customers, the farmers.

“Three is helping companies like Zurich uncover new efficiencies with powerful mobile devices, streamlining processes and taking paperwork out of the business,” says Karl McDermott, Head of ICT at Three. “And there’s more to come. Down the line we have plans to add analytics and deliver reports that help identify emerging market trends.”

Doing business with Three is easy. Call our dedicated team on 1800 200017

-Michael Doyle
Head of Agribusiness
Zurich Insurance
• Patients can book appointments with their local family General Practitioner online
• Patients can have either consultation through video conferencing facilities.
• Payment facilities.
MOBILE CUSTOMER SELF-CARE

• Native iOS & Android Mobile Application allowing authenticated users to:
  • Pay bills & Top up their credit
  • View data & call/SMS usage statistics
  • Add/remove add-ons, e.g. add 4G or roaming
  • Live chat with customer services & access online Help
  • Access & Send Webtext
  • Save and view Contacts
The Mobile Application Development Platform Architecture
RED HAT® MOBILE APPLICATION PLATFORM

APP DEVELOPMENT
- Templates
- Codeless apps
- Online/offline workflow
- SDKs and Templates
- Credentials Management

CORE MOBILE APPLICATION PLATFORM
MOBILE BACKEND-AS-A-SERVICE (MBaaS)
- Data sync
- Storage
- Security
- Authentication
- API management
- Microservices
- Lifecycle Management
- Analytics & Alerts
- Build farm
- Private App store
- Git repositories
- Node.js modules
- User management

CLOUD DEPLOYMENT
PUBLIC, PRIVATE, HYBRID, PaaS

COLLABORATION AND LIFECYCLE MANAGEMENT
Mobile Backend-as-a-Service APIs

A set of server-side functions, exposed as RESTful APIs and optimized for mobile, that a client side developer uses for common mobile features.
THE ENTERPRISE MOBILE APP PLATFORM OPPORTUNITY FOR OPERATORS

THANK YOU

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