



Introducing KidoZen: the next-generation, integrated mobile app platform

Most CIOs believe mobility will impact their businesses as much as or more than the Internet did in the 1990s¹. It's no wonder enterprises are quickly moving legacy applications to mobile platforms as well as building new mobile-first applications - with an expected productivity improvement of 36 percent².

THE QUESTION IS HOW? Developing enterprise mobile apps is hard and requires lots of complex infrastructure. The KidoZen mobile platform takes care of all that, making enterprise development teams fast and agile.

Developing enterprise mobile apps requires a complex infrastructure:

- API access to a complex fabric of enterprise and SaaS apps and mobile resources
- A way to efficiently distribute apps to your workforce
- The ability to access business data sources from mobile platforms
- Flexible management abilities that go beyond MDM to allow policies enforced down to the app and data level
- Analytics to understand app performance and problems
- A framework for defining and enforcing robust mobile security policies
- Prototyping and testing tools

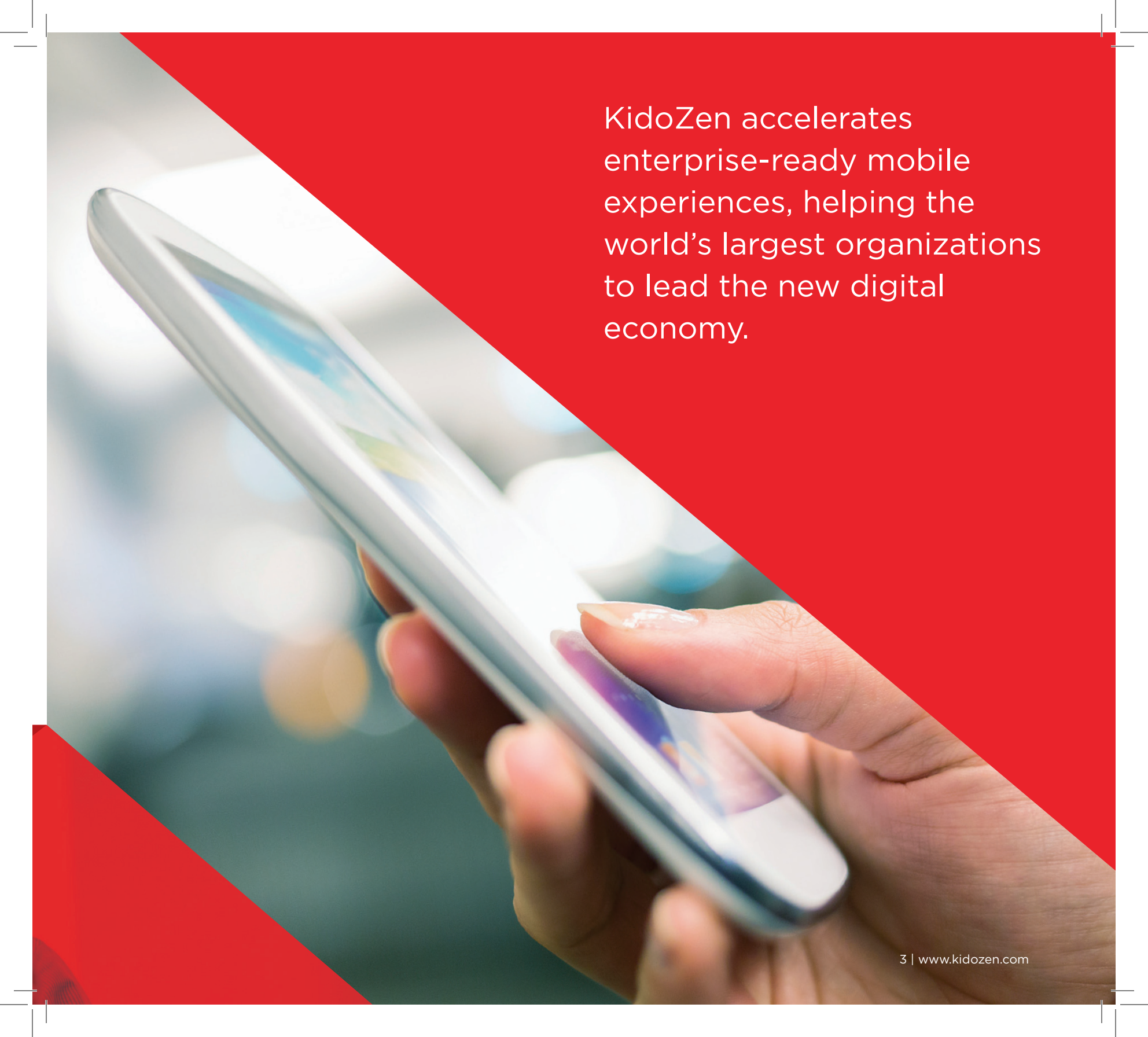
Developing this infrastructure yourself is impractical: That would take too long and cost way too much. Traditional Mobile Application Platforms (MEAPs) provide a rich app development infrastructure, but they are expensive, closed solutions which lack the agility you need to keep up with a rapidly changing mobile ecosystem.

Mobile backend-as-a-service solutions (mBaaS) do offer an agile development path for mobile apps, but are incomplete solutions, missing important things such as analytics, management, testing and more.

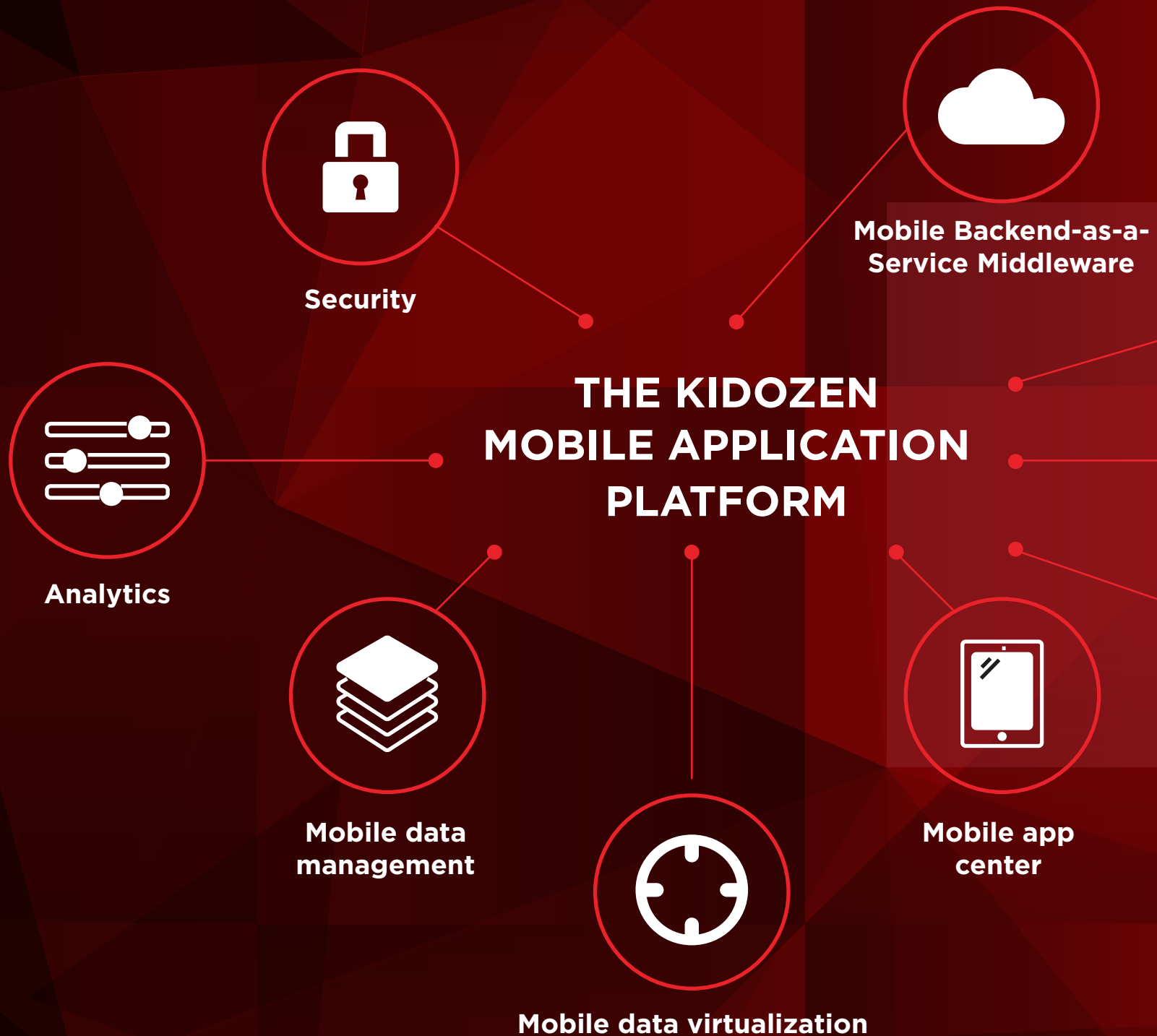
What you need is a complete solution that allows agile mobile development. Complete enough to satisfy all enterprise mobile development, testing, deployment, management and analytic needs across the entire app lifecycle.

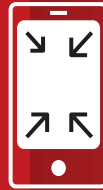
This is precisely what KidoZen™ designed its Mobile Application Platform to provide.



A hand holding a white smartphone, with the screen displaying a colorful, abstract pattern. The background is blurred, showing bokeh light effects. A large red diagonal shape cuts across the image from the top right to the bottom left, creating a modern, tech-oriented aesthetic.

KidoZen accelerates
enterprise-ready mobile
experiences, helping the
world's largest organizations
to lead the new digital
economy.





Mobile content management



Data visualization



Mobile API testing

KidoZen's next-generation, integrated mobile app platform delivers the infrastructure and services you need to connect mobile apps to your enterprise systems, automate critical backend infrastructure, and deliver new levels of security and control over what matters the most — your enterprise data.



KidoZen Mobile Platform

Next-generation platform providing enterprise-ready infrastructure for mobile apps



Mobile Backend-as-a-Service

KidoZen's Mobile Backend-as-a-Service (mBaaS) aggregates APIs and makes them available to developers in a consistent, robust layer that boosts developer productivity. Developers spend less time wiring interfaces to enterprise and SaaS apps and mobile resources and more time working on business logic and the customer experience.



- **Enterprise system APIs**

Broad library of 50+ Connector APIs securely connect mobile apps to enterprise systems and databases, whether SaaS-based or on-premise, using a few lines of code.

- **Abstract mobile services and automate backend capabilities**

Mobile devices have a rich set of services your mobile apps need access to (such as identity, messaging, data storage, etc.). However, with the large number of devices and carriers, accessing these services is difficult and time-consuming. KidoZen abstracts these services and provides a simple way to access these capabilities from your apps.

- **KidoZen works the way you work**

There are hundreds of different permutations of environments enterprises can use to develop mobile apps. KidoZen supports virtually all of these, meaning developers can spend time on features instead of learning new environment platforms.

For example, KidoZen supports on-premise or cloud deployments (public, private or hybrid). We also support dedicated or shared hardware. Our client SDKs offer client application flexibility (iOS, Android, Windows Phone, Windows 8 and Xamarin). KidoZen also supports 10 HTML 5 frameworks, such as  Monaca.



Mobile app center

As enterprises move from a single app to dozens or more, managing app deployment becomes a challenge. KidoZen's Mobile App Center helps centralize the process by providing a way to rapidly prototype and centrally deploy, update, and control access to enterprise mobile apps.

- **Mobile app distribution through the KidoZen app store.** Users can discover and install apps directly from their mobile devices based on their profile. KidoZen also supports public and private app stores.

Connectors:

Microsoft

- Exchange
- SharePoint
- SharePoint Online
- SQL Server
- Office 365
- Skype
- Dynamics CRM
- Dynamics CRM Online
- Dynamics AX
- OneDrive
- MS Yammer

ERP

- Oracle DB
- Oracle E-Business Suite
- Siebel
- Eloqua
- PeopleSoft
- SAP ERP
- SAP Hana
- Dynamics AX
- CRM
- Salesforce.com
- NetSuite
- SugarCRM
- Marketo
- MS CRM
- MS CRM Live
- Oracle CRM On Demand

Database

- MongoDB
- CouchBase
- ElasticSearch
- Hive
- Hbase
- Redis
- MariaDB
- Postgress
- Impala
- BMC Remedy
- SQL Server

CMS

- Alfresco
- Drupal
- SharePoint
- SharePoint Server

Google

- Google Calendar
- Google Drive
- Google Mail

Social

- Salesforce.com Chatter
- Citrix Podio
- MS Yammer

File Management

- Citrix ShareFile
- Google Drive
- MS OneDrive

- **Management console.** This is the command center for everything KidoZen. From here, you can:
 - Manage all the data sources used by your mobile apps via the data source catalog
 - Set mobile-first, context-aware policies that control access to the business data used by your mobile apps
 - Select ways to visualize your data from an extensive gallery
 - Configure analytics reports
- **HTML5 Hosting.** Deploy and host HTML5 apps without the need to provision any on-premise infrastructure.
- **App Designer.** A visual drag-and-drop tool that makes it easy to layout UI and model logic to rapidly build cross-platform HTML5 app prototypes, enhancing collaboration between business managers and developers.



Mobile data virtualization

Your apps run on a wide array of enterprise data sources. Integrating these data sources into your mobile apps can be complex and time consuming. KidoZen's mobile data virtualization provides an abstraction layer that makes it quick and easy for developers to integrate enterprise data sources through a common data source catalog. This makes it easy for developers to provide access from



within enterprise mobile apps to multiple data sources without having to know where each data source resides or the syntax of each source system. The data is securely exposed as a consistent API via the standard Open Data Protocol.

Before Mobile Data Virtualization

```
return kido
  .services('mysharepoint')
  .invoke('query', {
    //get the items from the calendar
    resource: "CalendarListItems",
    //get only the properties that I care to show,
    //this will lower the bandwidth usage
    select: "Title, Location, EventDate, EndDate",
    //order the list server-side
    orderBy: "EventDate"
  });
```

The example above shows the typical code mobile app developers have to write if they want to query all calendar vacation list items on a SharePoint site using the KidoZen enterprise mobile app platform.

After Mobile Data Virtualization

```
return kido.datasources('vacations').query();
```

After the mobile data virtualization layer is added.



Mobile data management

Finally, fine-grained control mobile access of enterprise data. KidoZen's common data source catalog enables enterprises to establish access policies for specific sets of data according to geo-location, device, application, network or mobile client. KidoZen provides development teams with full control, visibility and security of the data being accessed by end users and their devices.

KidoZen mobile data management

GEO-LOCATION BASED MOBILE BUSINESS DATA POLICIES



Require dual factor challenge if accessed outside North America

APP-BASED MOBILE BUSINESS DATA POLICIES



Accessed by the top order app - Require dual factor challenge if accessed from other apps

DEVICE-BASED MOBILE BUSINESS DATA POLICIES



No access from jail broken phones

GEO-LOCATION BASED MOBILE BUSINESS DATA POLICIES



Require encryption when accessed from an AT&T network




Analytics

Analytics for mobile apps have trailed analytics for data center applications, yet in many ways mobile app analytics are even more critical. Mobile apps work with a much wider set of data and APIs, run on a much more diverse set of platforms, and across more networks than data center applications. They need robust analytics to help the enterprise better understand performance and reliability issues.



KidoZen's mobile analytics capture the operational and business behavior of enterprise mobile infrastructure and individual applications. They can also integrate with industry-leading mobile application performance monitoring platforms.

- **Mobile Business Analytics**  KidoZen gives new levels of insight into your enterprise mobile experiences with in-app analytics and mobile application performance monitoring.
- **Crash reporting and analytics.** Determines root cause analysis when apps fail to help pinpoint recurring problems.
- **In-app analytics.** KidoZen's advanced machine learning enables enterprises to discover subtle yet important apps characteristics.



Security

Enterprises view mobile apps as a strategic asset. They allow staff to work closer to the customer, increase business agility and reduce cost. But mobile apps also present risk. They exponentially increase the perimeter an enterprise must protect.

For this reason, security and identity management have been an important focus of the KidoZen platform from day one.

The KidoZen mobile app platform provides sophisticated security capabilities across different areas of an enterprise mobile infrastructure such as identity federation, access control, data privacy and auditing.

- **The KidoZen identity federation gateway.** This is the main component to enable authentication and identity federation capabilities for mobile applications.
- **Mobile data management.** KidoZen offers different levels of access control and authorization capabilities at the app, API or data levels, helping organizations protect business data sources in a more effective and simplified manner than ever before.



Mobile content management

Development teams have a difficult job: Build apps that run equally well on a wide range of device types (smart phones, phablets, tablets). KidoZen's mobile content management empowers developers to quickly and easily implement responsive design, providing a dynamic way to retrieve dynamic content without having to redistribute new versions of your mobile app. KidoZen-powered apps optimize user-experience based on device type in real time, providing a way to manage content without constraining developers.



Mobile API testing

KidoZen allows developers to model and execute API calls on demand or on a scheduled basis, in order to validate backend functionality and test the integrity of mobile apps in real time.



Data visualization

Your mobile apps run on data - all kinds of data. KidoZen's data visualization capabilities allow your development and IT teams to quickly and easily visualize this data a hundred different ways using histograms, line charts, bubble charts, etc.

With KidoZen's data visualization functionality developers can interactively fine-tune charts until satisfied, saving valuable time when compared to the traditional process of manually programming charts.

How much can KidoZen's Mobile Application Platform help your enterprise?

Visit kidozen.com to register for a free provisioned instance of KidoZen and start writing mobile apps that talk to dozens of line-of-business systems, databases and backend services.

This free KidoZen instance supports:

- 100 users
- SaaS systems
- 1 gigabyte of storage
- 25,000 API calls
- Public cloud deployment

Industry Leader:

KidoZen is redefining the enterprise mobile app development world with its mobile platform.

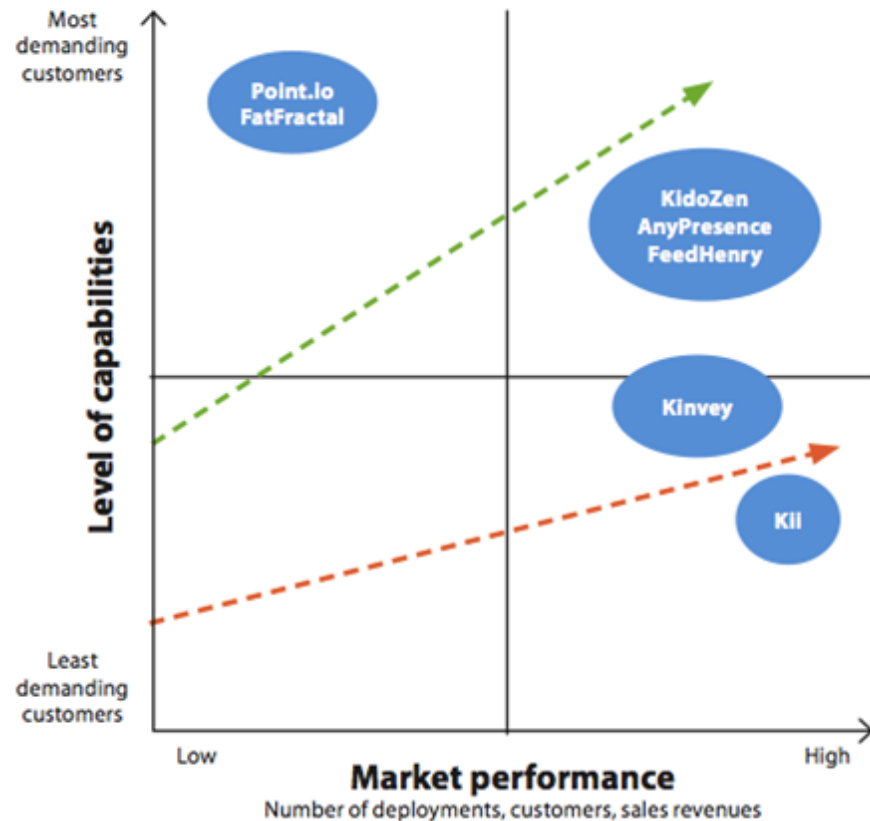
“We believe that the company’s product vision is consistent with the next stage of enterprise mobility, where data-level access and management will be a key capability to provide IT managers with additional tools to apply security policies¹.”

“Yankee Group believes that with a strong product vision, sales traction and focus on the enterprise segment, KidoZen is positioned to be a market leader in this segment.”

¹Yankee Group. 2014 Predictions: Mobility Hits a Tipping Point as Markets Consolidate, Players Build Out Capabilities

Exhibit 6: Market Footprint and Sales Revenues Will Define MBaaS Segment Winners and Losers

Source: Yankee Group, 2013



Customers:

The world's largest organizations use KidoZen to reduce the time, cost and complexity of building enterprise mobile apps. As a result, our customers are boosting employee productivity, streamlining processes, driving new revenue opportunities and delivering improvements in field service and customer engagement.

Agriculture

Kiewit

Automotive

AutoNation
Toyota
Mahindra
Volvo Trucks
JM Family Enterprises, Inc.

Education

University of Manchester
Hillsborough County
Public Schools
Ellucia

Energy

Cameco
HydroQuébec
FPL
OGE Energy Corp.
Shell Oil

Financial

Emirate NBD
Manulife Financial
BMO Bank

Government

Alberta
U.S. Army

Healthcare

Nemours Children's Hospital
Emblem Health
United Healthcare
Tenet
Kindred Healthcare
Covidien
NHS

Hospitality

Accor
Panera Bread

Distribution & Logistics

Xepdx
BSN Sports
DHL
CSX Transportation

Manufacturing

Grainger
DuPont
JF
Boeing
Tyco
Bosch
DOW Corning
Cargill
Newmont
CGI
Rio Tinto
Sonoco
Huawei

Business Services

Tieto
Avanade
Worley Parsons
Arcadis
United Rentals
CGI

Technology

Citrix
Microsoft
Dell
CACI Ever Vigilant
Redhat
ADT
DataScan
Pitney Bowes

Transportation

Carnival
Royal Caribbean
International
JetBlue
American Airlines
Hawaiian Airlines

Mobility is transforming business:

Enterprises are racing to fully mobile-enable their employees, customers and partners. That places tremendous pressure on enterprise development teams.

The KidoZen mobile enterprise platform has helped leading enterprises across the globe reduce the time, cost and complexity of developing and deploying mobile apps.

Visit **kidozen.com** to find out how KidoZen can help your organization execute on its mobility strategy.



About KidoZen

KidoZen is an enterprise mobile app platform company that was founded around a simple, yet powerful goal: to enable the mobile-first enterprise. The company is accomplishing this goal by providing a simple model for IT organizations to incorporate back-end functionality such as security and integration of line-of-business and SaaS capabilities into their enterprise mobile applications.

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¹Accenture CIO Mobility Survey 2012 Citrix Mobility Report: A Look Ahead (December 2013)

²Citrix Mobility Report: A Look Ahead (December 2013)