United Planet Helps Businesses to Benefit from the 'Bring Your Own Device' Initiative

The ability to develop web-based applications for all mobile devices will be the key to the emerging ‘Bring your own Device’ (BYOD) initiative, according to United Planet, one of the leading developers of Enterprise Portal software in Europe.

Employees are increasingly using personal mobile devices in the business environment but whilst this ensures that staff are able to use their preferred mobile device and are therefore contactable outside of the office, it does present certain problems. Although BYOD can reduce the purchase and maintenance costs associated with mobile contracts, it requires companies to think carefully about how they provide access to business applications via multiple device types such as the iPhone, Android devices, BlackBerry, iPad and others.

Axel Wessendorf, managing director of United Planet, explains that: “It is vital that employees are provided with the same access to mission critical applications as each other, regardless of which mobile device they use. Companies can only profit from the advantages of BYOD when they are able to provide the same information from the company’s existing ERP or CRM system, for example, to each and every employee – without having to invest in separate software solutions for each device. That’s simply not cost efficient.”

United Planet’s platform-independent software, Intrexx, is designed to solve this problem. Intrexx not only allows the creation of web-based applications without the need for programming. Special page wizards also enable companies to generate mobile application pages for any mobile device with a few clicks of the mouse. One simply selects the target device, the data to be displayed and the required navigation elements - the mobile page is generated automatically. This enables visually stimulating web applications that are optimised for the relevant mobile device to be created in only a few minutes.

“Even applications designed to be accessed using an older Internet-capable device can be created with our software,” adds Wessendorf.

To find out what a complete mobile Enterprise Portal looks like, enter www.intrexx.com/tsum [1] into the address bar of any mobile phone browser.

Source URL (retrieved on *07/23/2014 - 1:42pm*):
http://www.wirelessdesignmag.com/news/2011/07/united-planet-helps-businesses-benefit-bring-your-own-device-initiative?qt-blogs=0

Links:

[1] http://www.intrexx.com/tsum