

# **Mobilize Your Enterprise App To All Smartphones**

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# Rhomobile's Mission

***“To mobilize enterprise applications...  
cost-effectively and with a great  
user experience”***

- Provide the high level productivity and portability of web programming
- Device optimization and offline capability of “native mobile apps”

# Background

- Smartphone sales are exploding
- Five major smartphone operating systems: iPhone, BlackBerry, Windows Mobile, Symbian, Android
- “native apps” have won the day
  - *>1 billion iPhone app downloads on a platform with a great browser installed*

***But ...how do you write an app for all popular devices?***

# A Better Way... Rhodes

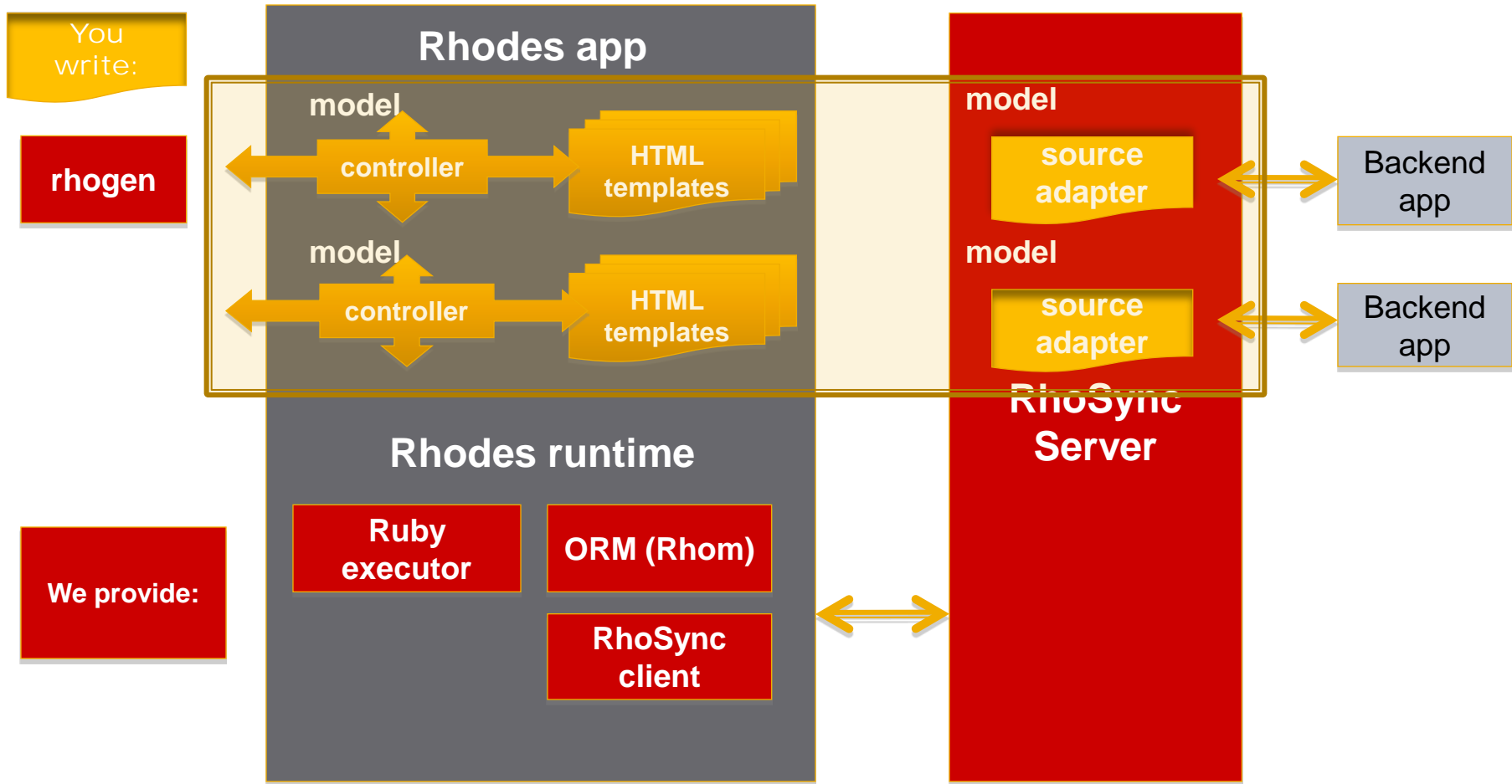
- Build the app quickly in HTML and Ruby
- Write it once and it runs on all smartphones: BlackBerry, iPhone, Windows Mobile, Android, Symbian
- Work with synchronized local data even when offline
- Exploit device capabilities (GPS, PIM data, camera, push/SMS)

*No one else provides **productivity, portability and performance** equivalent to Rhodes*

# The Rhomobile Components

- Rhodes
  - “microframework” for building locally executing natively optimized mobile apps
  - Developers run app generator for their objects of interest and then edit HTML templates
  - Contains first mobile Ruby implementation
- RhoSync
  - Sync focused on web service data (needed in the age of SaaS)
  - Handles keeping your data local on the device

# Rhodes Architecture



# Some Customers

- OpenHealth – Mobile SugarCRM
- McKesson – home healthcare point of care
- InfusionSoft – mobile CRM for iPhone, Android and BlackBerry
- Aeroprise – mobile BMC Remedy for BlackBerry and iPhone
- Koombea – Track-R, mobilized PivotalTracker for iPhone and Android
- WikiPedia – #53 public app on AppStore
- John Deere –mobile AgSoft
- Sungard – university portal

# RhoHub

- First and only “Development as a Service for mobile”
- Launched November 4<sup>th</sup>
  - Over 1300 developers signed up since then
- Hosted development
  - IDE for ease of use
  - Build for all smartphones online
- Hosted runtime
  - No need to set up RhoSync server
- Collaboration
  - Work with other developers on same project over the web

# Summary: Why Rhomobile?

- Write it once and it works on all smartphones
- Declarative tag-based approach (web programming) is more productive
- Native client against local data much better than mobile web apps
- Hosted development for rapid ramp