

# CA Mobile App Services

Accelerate IoT and Mobile App Development

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# Alignment: Expectations are Changing

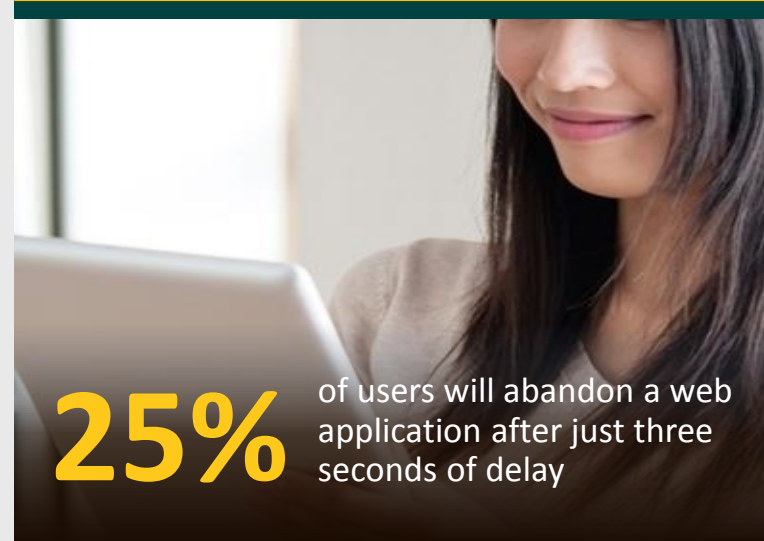
**Digital Transformation:** *“the realignment of, or new investment in, technology and business models to more effectively engage digital customers at every touch point in the customer experience lifecycle”*

## UNPRECEDENTED SPEED



2014 Vanson Bourne study commissioned by CA

## EXCEPTIONAL CUSTOMER EXPERIENCE



Source: [Reaching the Top of the Web Performance Mountain](#)

# To Win In the App Economy

## SPEED & QUALITY

Improve

- Competitive Advantage
- Customer Loyalty
- Customer Acquisition
- Delivery Costs

Evolution

## BUSINESS INNOVATION

Create

**New Business Channels ...**  
**... Even New Business Models**

Through **DIGITAL TRANSFORMATION**

# Mobile Apps become Strategic Assets

Strategic initiatives for growth, innovation & service delivery

As companies embrace mobile technologies development organizations must provide:

-More apps	}	Faster ... Cheaper
-More features		
-More integrations		

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# CA Mobile App Services

- CA Mobile App Services accelerates the development of mobile apps with mobile SDKs and APIs. These are essential mobile services made simple and secure for the enterprise developer.
- Product was made GA on Jan 22<sup>nd</sup> 2016

# Mobile App Services at recent events

## CA World Nov '15

- High-level of interest amongst customers
- Live demo showcasing key features
- Tech talk session by Product Manager
- Theater session on IoT and home security by Scott Morrison

## Gartner AADI Dec '15

- Good number of overall leads with scans crossing 200+
- Session on IoT and Mobile apps by Scott Morrison
- MBaaS transforming to Mobile Application Services

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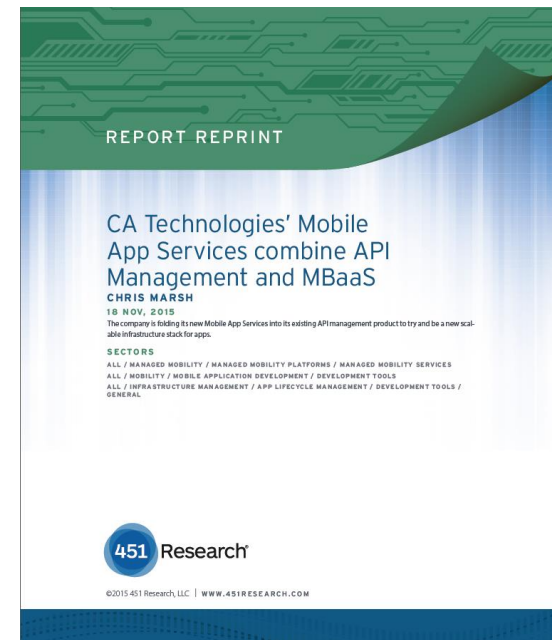
"I absolutely think you guys have differentiators ... there's lots to like here."

Van Baker, VP & Research Director,  
Mobile and Client Computing Services

# 451 Research on Mobile App Services

## CA Technologies' Mobile App Services combine API Management and MBaaS

“CA Technologies has been bullish in its acquisitive stretch away from its core product territory and into the software-development lifecycle. With its new Mobile App Services, it is following the trend of cloud-based back-end application services and integration connectors that was originated by pure plays such as StackMob and Parse, followed by a raft of enterprise-focused MBaaS (mobile-back-end-as-a-service) vendors, and since copied by other vendors as a core part of how to execute modern mobile app back ends. By integrating the new services into its API Management product, and with synergies across its capabilities, it should have a ready market of existing interested customers, and a good chance to apply pressure on the long tail of vendors with competing offerings. The competition is growing, and these releases should be seen as a necessary part of CA staying relevant in the emerging market of mobile infrastructure services.”



# Why Mobile App Services?

All enterprise mobile apps require standard backend functions to be implemented

Mobile apps use APIs

Developer Experience (DX) is critical for boosting productivity

Reduced backend development effort for the developer means more time for sophisticated UX development

Developers do not like vendor lock-in

Need strong mobile security capabilities as well



# Use Cases



Address Book  
Collaborative Applications  
Onboarding Application  
Ad-Hoc groups for social apps



Messaging to users (chat application)  
Messaging to groups  
Messaging based on conditions  
Collaborative applications



Consumption of IoT data  
Smart homes  
Healthcare application  
Travel & Hospitality  
Retail  
Automotive



Notifications and Event based applications  
observe, get notified, react

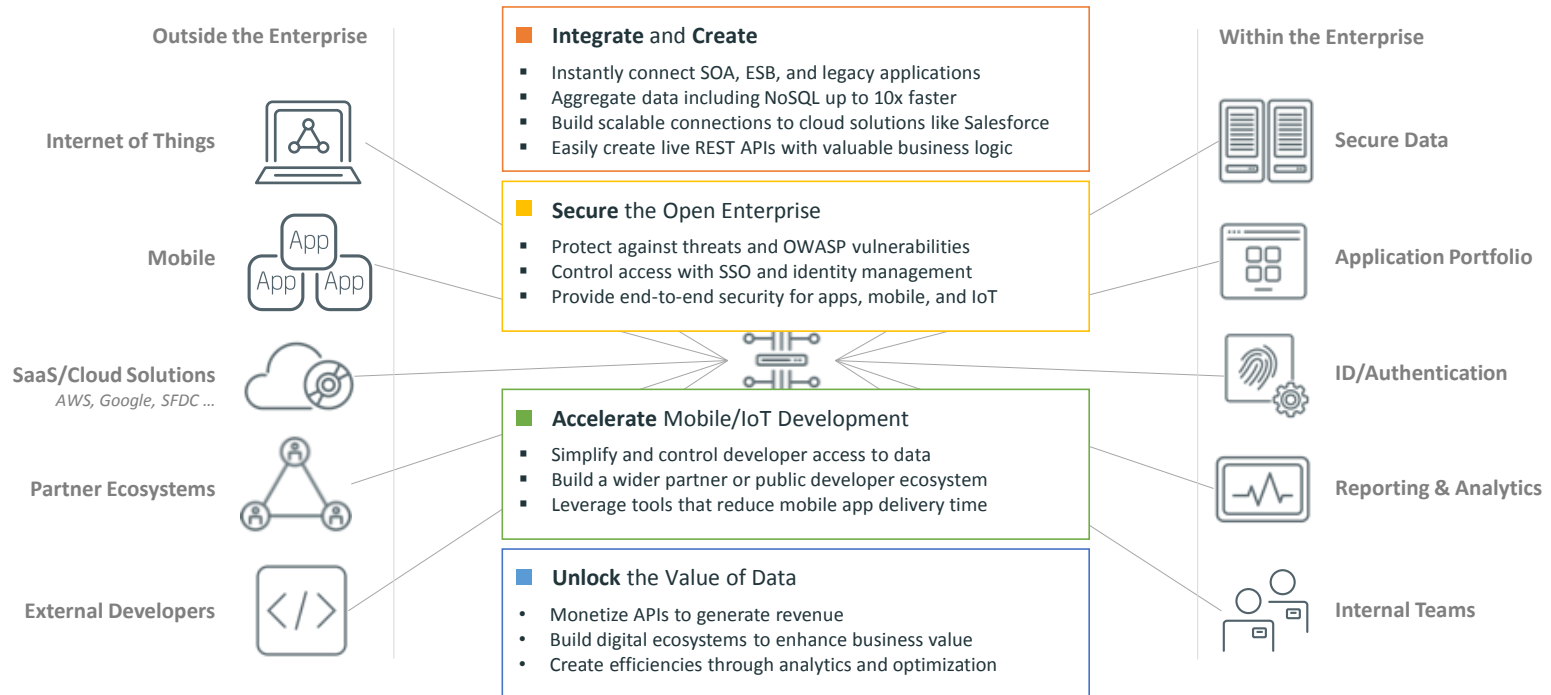


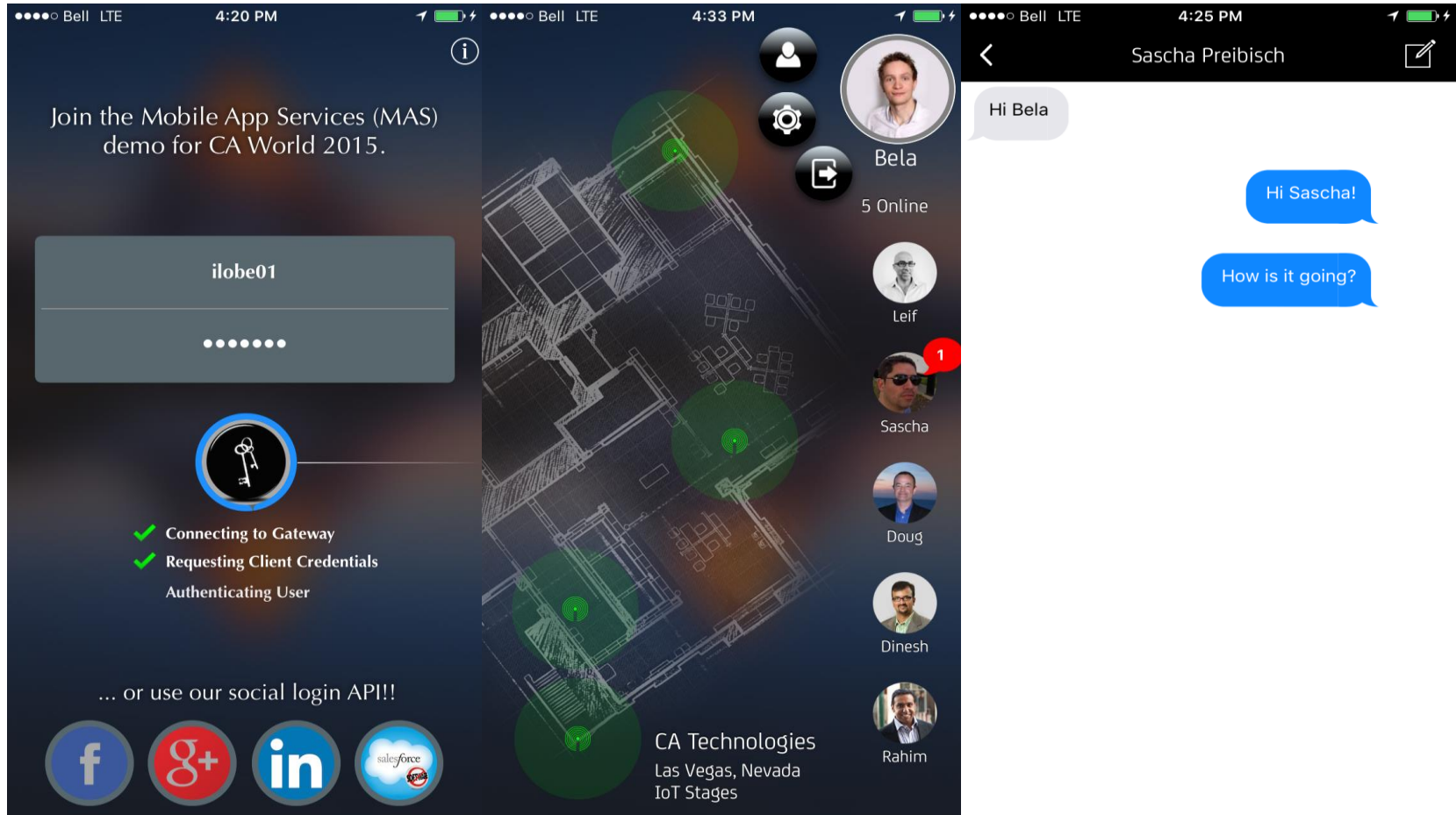
Applications that handle confidential data  
Application/user data backup  
Applications that share data and sessions across devices  
Personalization of app for accessible from any device



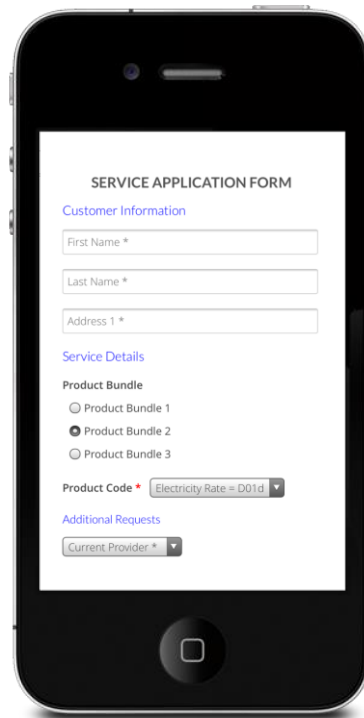
# CA API Management

## Building Blocks of Digital Transformation





# Sample enterprise mobile app – Customer Service



Backend functions –

- User management
- Chat with supervisor / customer
- Send service policy update to regional customers
- Download training documentation locally
- Connect / test customer devices from mobile app

Security functions –

- Authentication / Authorization
- Single sign-on with CRM app
- Protect customer data

Data functions –

- Access customer database
- Lookup product details

**CA Mobile App  
Services**

**CA Mobile API  
Gateway**

**CA Live API  
Creator**

Download these assets

[www.ca.com/mobileapps](http://www.ca.com/mobileapps)



# Datasheet for CA Mobile App Services

- Product data sheet (2-pager)

- Key Benefits
- Key Features
- Business Challenges
- Solution Overview
- Critical Differentiators
- Features (in detail)
- Related Products / Solutions

DATA SHEET

## CA Mobile App Services

**ca**  
technologies

**At a Glance**

Enterprises in the app economy are building dozens of apps to reach out to their customers, partners & employees. App developers are under tremendous pressure to deliver these apps to market faster than ever before. In this cycle of constant development, enterprises struggle to offer a great developer experience to their developers. As a result, developers spend a lot of time on building repetitive backend services than focusing on building immersive user experiences for their customers.

CA Mobile App Services accelerates the development of mobile apps with mobile SDKs and APIs. These are essential mobile services made simple and secure for the enterprise developer.

**Key Benefits/Results**

**Accelerated App Development.** Develop mobile app backend services quickly with open APIs and SDKs.

**End-to-End Security.** Out-of-the-box standards based security weaved into the app & API fabric.

**Common App Building Blocks.** Quickly build collaborative apps using advanced user, group, messaging and storage services integrated to enterprise infrastructure.

**Key Features**

**User Management.** Retrieval and management of users via SCIM 2.0 APIs & native mobile SDKs.

**Group Management.** Management of enterprise and ad-hoc groups via SCIM 2.0 APIs & native mobile SDKs.

**Publish/Subscribe.** Messaging based delivery of events and data with MQTT 3.1.1 support, MQTT APIs and SDKs.

**Messaging.** User messaging across the Enterprise via messaging APIs & SDKs with built-in security.

**Secure Storage.** Easy to use local and cloud data store for developers via standards-based APIs & SDKs.

**End-to-end Security.** Standards based mobile security using OAuth 2.0, OpenID Connect & PKI for mutual authentication and SSO.

**Open SDK and APIs.** Mobile SDKs for developer convenience. RESTful API endpoints and SDKs for iOS providing extensibility through Open Source.

**Business Challenges**

Enterprises are facing challenges in the ability to go to market faster with mobile apps to reach out to employees, partners and customers. Customer apps require an immersive user experience (UX), but developers spend a lot of time on building a strong backend for such customer apps to offer strong security, access control, reliable messaging and local storage. Hence, they have a poor developer experience (DX) leading to low productivity levels.

**IoT Part of App Economy.** Today's enterprises are not just building mobile apps; they are integrating IoT devices, events and data as well. Developers need SDKs that can span across devices for messaging and management while retaining control of the data flow.

**Lack of Availability of an Open Toolkit:** Developers need an open SDK that can simplify redundant app development tasks. A standards-based open SDK cuts down development time by a significant time as well as avoids vendor lock-in.

**Difficulty In Collaboration:** Enterprise apps require user messaging with data security. Developers need SDKs that can quickly build them out to boost productivity.

**Building Reactive Apps:** Businesses need to utilize near real-time propagation of events and data via publish/subscribe.

**Solution Overview**

**Accelerate App Development**

CA Mobile App Services offers common backend services in the form of SDKs/APIs that can be used/shared across multiple mobile/IoT apps and can enable an enterprise to develop, deploy and manage multiple mobile/IoT apps rapidly, reducing the go-to-market time as well as reducing development time in creating repetitive, common functions through its APIs.

**Essential mobile services for the enterprise developer made simple and secure**

CA Mobile App Services extends CA API Management product capabilities, further supporting the needs of the developer. The open SDK that is part of CA Mobile App Services enables:

- User and group management through SCIM 2.0 interfaces
- Publish/subscribe management and message control with MQTT interfaces
- User messaging
- Local and cloud storage with data encryption

The SDK uses key standards like OAuth, OpenID Connect and PKI to leverage the underlying security in mobile operating systems, making it simple for developers to add SSO, mutual authentication and encrypted local storage to their apps.

## eBook – Selling to VP of App Dev

- Key messages
  - Why Developer Experience (DX) is important
  - Challenges for developers during app development
  - Business growth impacting app development
  - Introducing Mobile App Services and why it matters
  - Solution details and benefits



# CA Mobile App Services

## A detailed look

