



Beyond Angry Birds: The Rise of the Enterprise App Store and How it is Changing the World of Field Service

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Introduction

It is just five years since Apple launched its AppStore for the iOS platform, sparking a revolution in the way mobile applications are developed, bought and used.

Consumers were able to instantly download free or paid apps to their smartphones, covering everything from games to productivity from a choice of thousands.

In those five years the AppStore has seen more than 850,000 apps and 50 billion downloads, with the rival Android store Google Play predicted to pass the same download mark this year as well.

This is truly the era of the app economy, but it's not just about consumers. Consumerization of technology is impacting all spheres of corporate IT and app stores are also now changing the way we develop and buy enterprise software.

In fact, in the enterprise market it was the cloud software upstart salesforce.com that actually launched its AppExchange three years before Apple's consumer AppStore back in 2005.

Now, with the perfect storm of cloud and mobile, the enterprise app store is on the rise.

Tablet sales are set to outstrip those of the traditional desktop PC by the end of 2013 and portable notebooks in 2014 (IDC)¹, with more than 15 billion devices worldwide forecast to be connected to the internet by 2015 (Intel)².

Mobile devices are becoming increasingly sophisticated, connectivity is improving with developments such as 4G and widespread wi-fi

availability, and the need to equip a rapidly expanding mobile and flexible workforce is pushing the issue of mobile enterprise apps up the corporate IT agenda.

With more employees bringing and using their own mobile devices for work as part of bring-your-own-device (BYOD) programmes, enterprise app stores offer organizations a one-stop shop to quickly deploy new apps and also monitor and control which apps employees can download and access.

These app stores can give staff instant access to both in-house developed apps and those available through both consumer and business third-party platforms.

Nowhere is this more evident than field services and workforce management where the availability of business applications on mobile devices has the potential to deliver cost savings, improve customer service and responsiveness and boost productivity for everyone from field service technicians to sales reps.

The forces of cloud and mobile also enable organizations to quickly develop and roll out sophisticated mobile workforce management applications in response to rapidly changing business and market needs.

Organizations can build their own internal app store, use an external app store such as the Salesforce AppExchange, or a combination of both. On the Salesforce AppExchange, for example, not only can organizations buy salesforce.com apps but apps from other software providers who can develop cloud-based apps using the Salesforce Platform.

Mobility and the Rise of the Enterprise App Store

- More than 200 million mobile workers will be using mobile business apps in 2013 (Strategy Analytics)³.
- Worldwide app store adoption in large enterprises will triple by 2018 (ABI Research)⁴.
- A quarter of organizations will have an enterprise app store for managing corporate-sanctioned apps on PCs and mobile devices by 2017 (Gartner).⁵
- The number of CRM mobile apps available for download on app stores will grow 500% to more than 1,200 by 2014 (Gartner)⁶.
- 75% of CIOs said they are embracing a mobile strategy because a flexible workplace delivers a 20% improvement in employee productivity (IBM)⁷.

App stores have developed and flourished as the adoption of mobile devices such as smartphones and tablets increased.

For consumers they provide a convenient way of instantly downloading a useful app or software tool to a mobile device.

And as consumerization has penetrated the corporate IT department, so the enterprise app store is on the rise as the need grows to cater for an increasingly mobile workforce, particularly in the field services industry.

It is a sector where workforce productivity, higher first-time fix rates and lower fuel and parts costs are critical.

Getting it right first time is an oft-repeated mantra for those in field services and workforce management. Making sure the right field employee gets the right job and is equipped with the right information and tools is essential to deliver high levels of customer service and avoid costly and time-consuming repeat visits. Mobility is the key to achieving those goals.

By 2014, close to 90% of organizations will implement workforce management systems with mobile device integration, according to analyst Gartner⁸.

Field services organizations rely on mobile workers and it's a constant battle to assign jobs and track schedules.

The benefits of a truly mobile-enabled field services organization include enhanced customer service through better allocation of resources and higher first-time fix rates, increased productivity through improved scheduling and dispatching and better communication, faster deployment of apps and tools, and reduced IT costs.

That is backed up by the stats with a survey by Aberdeen Group⁹ finding that organizations with best-in-class mobile workforce management saw first-time customer satisfaction levels of 88% versus 71% of the other companies, and year-over-year resolution time improvements of 10%.

In the real-world of field services Direct Energy reduced cancelled jobs by 50% and increased serviceable jobs by 20%, while Vivint cut field servicing costs by 40% and improved fuel efficiency by 32% using ClickSoftware solutions.

We are rapidly moving to a post-PC 'mobile first' era, where tech-savvy employees demand the same ease of use and choice from their consumer mobile experience when they come to work.

Mobile phones are predicted to overtake PCs as the most common web access device worldwide in 2013 (Gartner¹⁰) and employees will want to choose what devices they use, what applications they can access on those devices and where they conduct work.

For businesses that means getting to grips with the complexities of BYOD programmes and embracing mobile app stores and platforms to equip their workforce with the tools to improve customer service, boost productivity and lower costs.

What is an Enterprise App Store?

At its most basic level an enterprise app store can simply be a list of approved apps that have been tested by the IT department that employees can download to their work mobile device.

At a more complex level, organisations can build their own internal enterprise app store to promote a more agile development environment that gets software in the hands of users much faster.

App stores not only give the IT department greater control over what mobile apps are used by employees, it gives them a better way to manage and monitor software expenditure. For example, apps with low usage rates can be deactivated to save on licence fees.

Organisations often also choose to use external third-party enterprise app stores, either on their own, or in conjunction with an internal app store.

The difference between consumer apps and mobile apps for businesses is that business apps need to connect to back office systems and data in real-time.

One of the big advantages of using apps from an enterprise app store is the 'drag and drop' style rapid deployment of new tools that require no coding and no development. These can be standalone apps, or ones that add on to existing implementations and extend and enhance their functionality.

The large IT vendors have created enterprise app stores to sell their own software and allow partners to develop complementary and value added apps for their platform and ecosystem.

Some of the biggest third-party enterprise app stores include:

Salesforce AppExchange

One of the longest established and most popular of these external app marketplaces is Salesforce.com's AppExchange, designed to allow partners and third-party developers to offer apps that can be added to the Salesforce.com environment. The apps range from customer service and marketing to collaboration and finance, and just under half are free.

SAP Store

Enterprise Resource Planning (ERP) giant SAP made the bold move to open up its ecosystem and launched the SAP Store for Mobile Apps in 2011, supporting apps for Android, iOS, BlackBerry and Windows. These are a mixture of SAP and third-party apps sourced from SAP's partners, such as ClickSoftware, which has 12 apps available on the store. The store covers a wide range of enterprise apps from sales and productivity to healthcare, field service, logistics and government. The SAP app store now contains more than 3,000 apps.

What is an Enterprise App Store?

IBM MobileFirst

IBM's mobile app showcase features applications from IBM business partners that use the Worklight mobile platform. This allows partners to expand their own industry-specific software to integrate with IBM's MobileFirst technology, giving users a wider choice of apps tailored to their business's needs.

Beyond the big IT vendors, specialist technology companies are also building their own app stores to complement and enhance existing industry-specific software for their customers.

In the field services sector, for example, ClickSoftware launched its own enterprise app store in 2012 offering mobile software across analytics, collaboration, field scheduling, health and safety, navigation and productivity.

There are now more than 100 apps in the ClickAppStore with several dozen more currently in the making. The apps have been created by ClickSoftware to enhance existing implementations, with production-ready pre-built starter kits providing easy and rapid initial configuration.

The apps enable every mobile worker, from field service technicians, insurance agents, healthcare workers and public safety providers, to sales reps, bankers and business executives to boost their productivity with a device of their choice.

Case Study: The Original Enterprise App Store Platform - salesforce.com

Oracle veteran Marc Benioff founded salesforce.com in 1999, with its famously bullish mission statement pronouncing 'the end of software'.

Salesforce.com introduced the software-as-a-service (SaaS) model, allowing customers to use cloud-based customer relationship management (CRM) software on a pay-as-you-go basis.

The Salesforce AppExchange was launched in 2005, opening up the Salesforce Platform to partners and third-party developers to create a wide range of cloud-based apps for customers.

For example, ClickSoftware offers its own ClickWorkforce app through the Salesforce AppExchange. The app incorporates advanced decision-making algorithms and artificial intelligence to automatically deliver an optimized mobile workforce schedule with the click of a button.

As of July 2013 there are more than 1,800 apps available on the Salesforce AppExchange, covering everything from customer service and marketing to collaboration, IT and finance. Just under half (44%) of the apps available are free.

Salesforce.com is also a pioneer of platform-as-a-service (PaaS), through its Salesforce Platform, which allows third-party vendors to create apps that can be installed by salesforce.com customers.

Organizations and software vendors can quickly create and run custom business apps over the internet using the Salesforce Platform, without the need for up-front software and hardware expenditure, configuration and maintenance. These services can support multiple devices and are easy to upgrade and integrate with other applications.

Salesforce.com claims that using the Salesforce Platform results in five times greater development productivity of new code, 10% less testing effort due to extensive re-use of proven code, and overall project costs reduced by 30-40%.

At the heart of the Salesforce Platform is the cloud-based multi-tenancy approach, whereby multiple organizations share a single physical instance and version of the application but operating in virtual isolation from each other.

More than 220,000 apps have been deployed on the platform, with 99.9% availability. The Salesforce Platform runs across eight datacentres, with each customer fully contained in a single datacentre that is replicated for availability.

Salesforce.com also has Salesforce Service Cloud, a cloud-based hub to manage the modern customer service environment, something particularly relevant to the field services and workforce management industry.

Salesforce Service Cloud combines traditional channels of customer service such as phone, email and chat, with new digital channels such as self-service, online search and social media.

It enables an organization to plan, manage and capture all interactions with customers and in field service it can be used to track and manage an entire field service operation as well as product support. As well as being deployed as a standalone product the ClickWorkforce app can be installed on top of Salesforce Service Cloud to provide extended workforce management capabilities.

Summary

The combination of powerful smartphones, faster mobile connectivity and a vast array of apps that can be downloaded at the touch of a finger have transformed personal computing over the last five years.

Through the consumerization of IT those same trends are now transforming the enterprise world, leading to a sea change in how organizations buy, deploy and use software.

Field services organizations are at the forefront of this change, with mobility and responsiveness critical to productivity and customer service.

The options for organizations are to build their own internal corporate app store, use third party software vendors such as the salesforce.com example explored in this whitepaper or, more likely, a combination of both.

Whichever route they opt for, enterprise app stores enable the IT department to rapidly deploy new apps and enhance the functionality of existing software and better monitor usage and manage fees.

The benefits for field services organizations are greater visibility of the workforce, improved scheduling of tasks and allocation of resources and greater productivity, all of which lead to better customer service and support the goal of 'getting it right first time'.

Enterprise apps are here to stay and on the rise. Whatever your business requirements, to quote Apple's famous tagline, "there's an app for that".

About ClickWorkforce

ClickWorkforce is an advanced scheduling and real-time mobility app for salesforce.com users that is scalable to any size service business. From growing companies to enterprises, one click of a button will instantly deliver an optimized mobile workforce schedule, all within the Salesforce Platform.

- The ClickWorkforce solution touches the entire service team, from sales reps to field employees to call center agents, with efficient task scheduling, real-time mobility tools and insightful service analytics.
- ClickWorkforce enables you to run your business in real-time, delivering improved customer service at a reduced cost. Inherently cloud-based, ClickWorkforce can be implemented easily and rapidly for immediate results.
- ClickSoftware's flexible scheduling solution incorporates advanced decision-making algorithms and artificial intelligence into ClickWorkforce to formulate and optimize the fundamental questions of Who does What, for Whom, with What, Where and When.

Learn more about ClickWorkforce and view an exclusive demo at:

www.clicksoftware.com/clickworkforce

About ClickAppStore

The ClickAppStore is an enterprise mobility app store made exclusively for ClickSoftware solutions. From this unique repository, users and implementers can build business processes through mobile ClickApps to provide additional, completely integrated functionality without having to write code or go through a lengthy upgrade process.

All of the ClickApps have been created to ensure you get the most out of your mobile implementation, by: streamlining communications, increasing productivity and empowering mobile users with modern tools that help to provide great customer service.

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About us

ClickSoftware (NasdaqGS: CKSW) is the leading provider of automated mobile workforce management and service optimization solutions for the enterprise, both for mobile and in-house resources. As pioneers of the “service chain optimization” concept, our solutions provide organizations with end-to-end visibility and control of the entire service management chain by optimizing forecasting, planning, shift and task scheduling, mobility, and real-time management of resource and customer communication.

Available via the cloud or on-premise, our products incorporate best business practices and advanced decision-making algorithms to manage service operations more efficiently, in a scalable, integrated manner. Our solutions have become the backbone for many leading organizations worldwide by addressing the fundamental question of job fulfillment: Who does What, for Whom, With what, Where and When.

ClickSoftware is the essential choice for delivering superb business performance to service sector organizations of all sizes. The company is headquartered in the United States and Israel, with offices across Europe, and Asia Pacific. For more information, please visit www.clicksoftware.com. Follow us on Twitter.

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