

SERVICES



MOBILE SERVICES



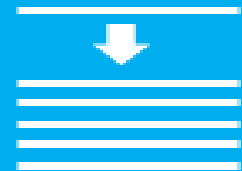
Auth



Server Logic



Notifications



Logging



Data



Diagnostics



Scale

SERVICES : Mobile Banking, Payments

Mobile banking can be done



by accessing bank's web page through the web browser on your mobile phone,



via text messaging



by using an application downloaded to your mobile phone

Mobile Banking Services

- Account information
- Transaction
- Investments
- Support
- Content services



SERVICES :

Location Based Services (LBS)

LBS include services are to identify a location of a person or object, such as discovering the nearest banking cash machine or the whereabouts of a friend or employee.

LBS include parcel tracking and vehicle tracking services.

LBS can include mobile commerce when taking the form of coupons or advertising directed at customers based on their current location.

They include personalized weather services and even location-based games.

SERVICES :

Location Based Services (LBS)

Location Based Services

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graph TD; A[Location Based Services] --> B[Maps & Navigation]; A --> C[Tracking Services]; A --> D[Information Services]; A --> E[Application]; B --- B1[• Maps]; B --- B2[• Routing]; B --- B3[• Assisted Navigation]; C --- C1[• Friends & Family Finder]; C --- C2[• Traffic]; C --- C3[• Vehicle Tracking]; D --- D1[• Yellow Pages (Local Search)]; D --- D2[• City Guides]; D --- D3[• User Generated Content (UGC)]; E --- E1[• Social Networking]; E --- E2[• Context Advertising];
```

Maps & Navigation

- Maps
- Routing
- Assisted Navigation

Tracking Services

- Friends & Family Finder
- Traffic
- Vehicle Tracking

Information Services

- Yellow Pages (Local Search)
- City Guides
- User Generated Content (UGC)

Application

- Social Networking
- Context Advertising

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SERVICES



Cloud Services and Infrastructure

Analytics

Testing and Monitoring

M-Commerce Platforms

Advertizing Platforms and Services

SERVICES :

Cloud Services and Infrastructure

WHAT IS THAT ?

The **Mobile Cloud** is Internet-based data, applications and related **Services** accessed through Smart Phones, Laptop Computers, Tablets and other portable devices.

According to the survey, mobile cloud computing is emerging as one of the most important branches of cloud computing, and is still in its infancy. Therefore it's highly relevant to clarify the confusion that has arisen around mobile cloud computing.



SERVICES :

Cloud Services and Infrastructure

A mobile cloud should be able to sync a wide variety of data and content, between any source and device.

Even with fast 4G networks, there will still be pockets of non-networked areas and times when devices are offline, and people will still want access to their data and content.

Furthermore, for a good user experience, it is necessary for many apps to access local device



SERVICES :

Cloud Services and Infrastructure : Summary

An important aspect of a mobile cloud platform is the ability to remotely manage devices over the air, in terms of provisioning devices, performing diagnostics, updating software and settings, and remotely locking devices and erasing data for security reasons.

These functions are typically found today with higher end SmartPhones such as BlackBerries and iPhones, but they are increasingly becoming expected with other types of portable devices.

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SERVICES :

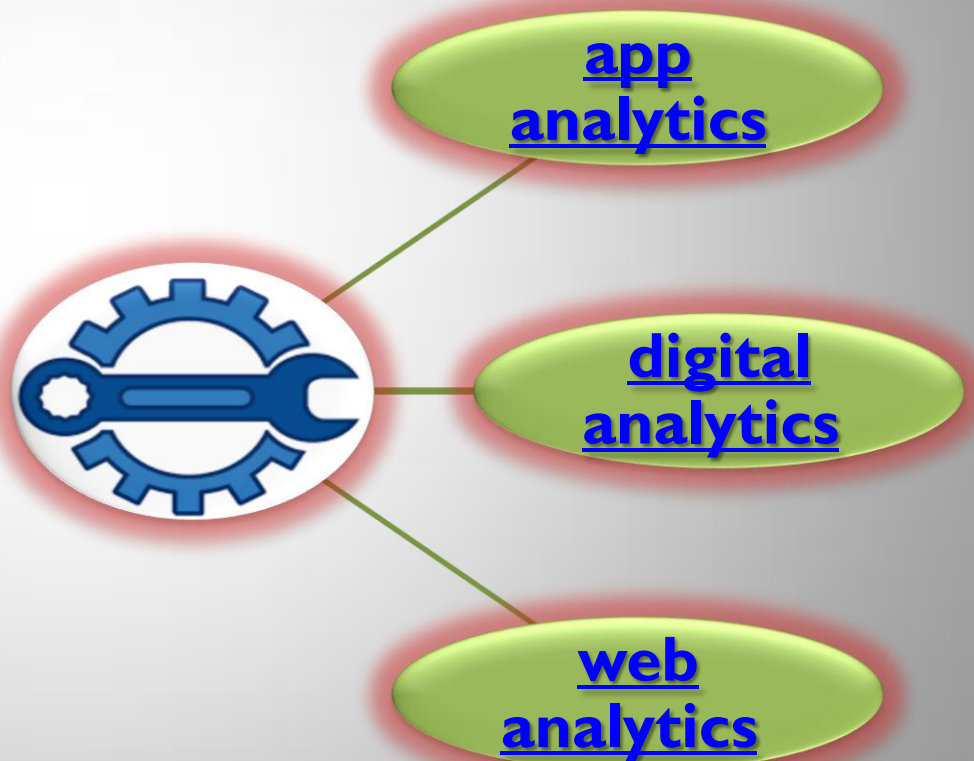
Analytics

WHAT IS THAT ?

Mobile **ANALYTICS** involves measuring and analyzing data generated by mobile platforms and properties, such as mobile sites and mobile applications

It tracks, measures and understands how mobile users are interacting with mobile sites and mobile apps.

It could be separated in these categories



SERVICES :

Analytics

app
analytics

App analytics, or mobile app analytics, is the measurement and analysis of data generated when users interact with your mobile applications

digital
analytics

Digital analytics encompasses the collection, measurement, analysis, visualization and interpretation of digital data illustrating user behavior on websites, mobile sites and mobile applications.

web
analytics

Web analytics groups together the measurement, collection, analysis and presentation of data from the Internet in order to understand and optimize how websites are used.

SERVICES : Analytics TOOLS

- <http://www.bluecloudsolutions.com/blog/app-analytics-tools-developers/>



Check this link to learn
more about TOOLS

"Insights from Google Analytics for Mobile Apps resulted in a 39% increase in store traffic and a more than 5x increase in game tutorial completion."

Mike McCarthy, Senior Brand & Community Manager, Certain Affinity



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SERVICES :

Testing and Monitoring



With limited resources and a need for quality assurance, mobile application testing can be an intimidating task.



Mobile app testing and monitoring provides companies with a way to discover and address the issues that affect mobile app performance, adoption and user retention.



The ability for customers to seamlessly access web-based services at any time, from any location, and on any mobile device is a key revenue enabler.



The logo for AMTEL, consisting of a red triangle followed by the letters "MTEL" in a bold, black, sans-serif font.



The logo for ManageEngine, featuring the word "ManageEngine" in a green, sans-serif font. Below it, the tagline "Powering IT ahead" is written in a smaller, grey font.

The logo for SOTI, consisting of the letters "SOTI" in a bold, blue, sans-serif font.

SERVICES :

Testing and Monitoring : HOMEWORK

- **Perfecto Mobile** is a global provider of cloud-based testing, automation and monitoring solutions for **mobile** applications and websites utilizing a wide selection of REAL and emulated **mobile** devices.
- Please use this link to get familiar with this tool :
- <https://www.youtube.com/user/PerfectoMobile>
- **Keynote DeviceAnywhere**, now known as Keynote Mobile Testing, is a solution made by [Keynote Systems](#), Inc. that provides a service for planning, testing and monitoring the functionality, usability, performance and availability of mobile apps and websites
- Please use this link to get familiar with this tool :
- <https://www.youtube.com/watch?v=rtvz9yrw95Y>



SERVICES



Cloud Services and Infrastructure

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SERVICES :

M-Commerce Platforms

Mobile e-commerce (m-commerce) is a term that describes online sales transactions that use wireless electronic devices such as handheld computers, mobile phones or laptops.



SERVICES :

M-Commerce Platforms

PROS

Increased access to user data (e.g. by requesting Facebook login).

Better use of the screen (not inside the browser window).

Better use of smartphone features/tools (e.g. camera, GPS).

Can access without an internet connection, using 4G for example.

More control on how it is being shown.

CONS

Apps need to be downloaded.

Apps need to be upgraded.

There is a low repeated usage of apps.

Needs to be built for each platform (iOS, Android, Windows).

Needs to be right the first time – reviews stay “forever”.

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SERVICES :

Mobile Advertising Platforms

- Mobile Advertising Platform is a third-party network that allows advertisers to publish text, graphic or animated advertisements on mobile websites and applications.

What does
Mobile
Advertising
Platform mean?



SERVICES :

Mobile Advertising Platforms

PROS

Effective advertisements

Location based advertising

More options

CONS

Lack of actual data on behavior

Privacy Concerns

Cost of adaptation

Mobile Applications Testing

😊 You have survived part I 😊

