

# Changing the Game: Monthly Technology Briefs

May 2012

**App Shops for the Enterprise**

Read the Capgemini Chief Technology officer's Blog at  
[www.capgemini.com/ctoblog](http://www.capgemini.com/ctoblog)



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## App Shops for the Enterprise

Enterprise app stores are in Gartner's top ten of technology trends for 2012, but the term tends to be identified as meaning an external public site such as the Apple App Store rather than being an enterprise deployed initiative. The American Central Intelligence Agency (CIA) announced that it would be changing its procurement model from 'purchase' to 'as a service' and would be using an enterprise app shop as the means by which software suppliers would be able to place their 'products' and CIA staff would be able to use it on a 'services' basis.

The COO of UK-based Barclays Bank publically stated much wider intentions for introducing their enterprise app shop and was careful to differentiate it from their existing use of applications. "It's for business-focused apps that employees need for their daily activities, but also for internal social networking and collaboration. The app store will also be used by various layers of the organization, including customer-facing staff. Many of the tasks that happen in the front line of the bank are app-oriented. They are specialized tasks like applying for a mortgage or a credit card," said the COO. "And what are apps? They are deep and narrow. They're not like PC applications which are broad and shallow. You want apps to do one, often complex, task." He added that Barclays cannot upload the apps to Google's or Apple's existing app stores due to security concerns.

Just as in the case of Clouds, these two organizations have stated that their reasons for adoption and use of an enterprise app shop include initiating a shift from the Capital Expenditure (Capex) cost model to an Operation Expenditure (Opex) model for traditional IT, and achieving transformation of the 'front office' with the ability to be flexible in supporting customers with new processes. And of course it is inferred in the Barclays COO's comments that it will also be an issue of supporting non-PC devices as well. Just as with Clouds there are multiple and overlapping definitions of an enterprise app shop, but what they all have in common is that they all provide user selectable and downloadable 'Services' over a Web architecture and therefore are synonymous with Clouds.

There are four major typical and recognizable variations of app stores, each with quite different characteristics and governance models:

**Internal Enterprise** – An Enterprise operated internal web server within the firewall, accessed and used by enterprise users to select and download to whatever devices are supported. The model can be used to create a similar approach for traditional client-server applications as well. Internal enterprise app shops can be combined with authentication and policy management to 'manage' who can load what apps and services, as well as creating a 'as a service' pay by use model. It is also possible to allow users to build and offer their own Apps through this arrangement.

**Externally Facing** – An Enterprise operated externally accessible web server to allow those associated with the enterprise to load and use mutually useful apps and services. Providing enterprise apps for their customers, market, and partners. Access and downloads management can be used to again control who can use what, as the range of users can cover customers, channels to market operators, suppliers, etc.

**Third Party** – The most open and public type of app shop, which is usually associated with Apple and its pioneering initiative the Apple App Store, is the most widely recognized app shop model. Third party app shop are almost invariably related to a specific technology community and this can mean that they are closed and controlled in operation by a specific vendor, as with the Apple App Shop where both developers and users have to work within the strict rules of the vendor. A more flexible and wider community example is around the Android Operating system which allows users of a wide variety of devices from different manufacturers to be able to download the work of developers.

**Vendor Operated** – This is a new and growing type of app shop being offered by vendors of enterprise applications as a new way to offer their products on an ‘as a Service’ basis. There is no standard methodology for this as each vendor offers their customers different terms and methods of use as an ‘enterprise’ customer, but there is a clear shift to a model that allows any user to ‘buy’ and download without a formal enterprise agreement.

Current good practice is to recognize the use of, and value from, enterprise app shops and include their deployment and use as part of a broader strategy for the adoption of tablets, Bring Your Own Device (BYOD), Clouds and Mobility as the major trends. An early and managed adoption should reduce the risks and concerns that widespread user downloads of software from a variety of uncontrolled sources will otherwise introduce. There are several benefits that an enterprise app shop provides, beginning with supporting a shift from Capex to an Opex model. At the same time, the cost of support drops as users self deploy, and decentralization, both in terms of device types and in terms of business model agility, is enabled at no extra cost.

It is this mixture of security and business enablement requirements, along with the need to reduce operating costs and encourage a shift to new charging models, which is driving adoption of enterprise app shops and which strengthens our belief in Gartner’s prediction that by 2015 app shops will be the norm in most enterprises.

The impact of this and other technologies is discussed in the [Capgemini CTO Blog](#).

## Leading Company Results (Revenues)

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Q4	<b>RIM</b> ↓ 25% @ \$4.2bn	<b>Infosys</b> ↑ 10.5% @ €1.77bn	
Q3	<b>Microsoft</b> ↑ 6% @ \$17.4bn		
Q2	<b>Apple</b> ↑ 37% @ \$39.2bn		
Q1	<b>Google</b> ↑ 24% @ \$10.65bn	<b>HTC</b> ↓ 35% @ NT 67.7bn	<b>SAP</b> ↑ 11% @ €3.35bn
	<b>IBM</b> ↓ 7.1% @ \$24.7bn	<b>Yahoo</b> ↑ 1% @ \$1.22bn	<b>Intel</b> ↓ 7% @ \$12.9bn
	<b>Nokia</b> ↓ 29% @ \$7.3bn		

**Cisco is to acquire ClearAccess**, a provider of hardware and software for service providers to provision and manage residential and mobile users. **Cisco and EMC Joint Education Partnership** will provide a new set of educational courses around building cloud-based solutions and will include elements from other vendors including VMware. **Cisco FlexPod modular data center package** in partnership with NetApp has gained a new entry level package for SME users. **Cisco Small Business Products and Service Portfolio** has been subjected to a large overhaul. [www.cisco.com](http://www.cisco.com)

**Oracle Health Sciences Clinical Development Analytics** upgrade offers more than 100 standard reports and 500 predefined measurements out of the box. **Oracle Enterprise Manager Ops Center 12c** converged management platform adds new capabilities for Infrastructure as a Service, IaaS. **Oracle is to acquire ClearTrial** a provider of Clinical Trial Operations, CTO, management applications to the Healthcare industry. **Oracle Sun x86 Server Platform update** features new Intel Xeon E5 chips with optimization of the hardware to Oracle software with claims of significant performance boosts. **Oracle ATG Web Commerce suite** has been updated to run on Oracle Exalogic Elastic Cloud and Exadata Database Machine for increased performance. **Oracle Communications Service Fulfilment Suite 7.2** update includes Communication Order and service management, Unified Inventory Management, Communications ASP, and Communications Design Studio updates. **Oracle Productivity Kit 11.1 introduced** in standard and professional versions for the development, deployment and tuning of provisioning platforms. **Oracle Procurement and Spend Analytics for SAP and Oracle Supply Chain and Order Management Analytics for SAP** add two new applications within the Oracle BI Applications family. [www.oracle.com](http://www.oracle.com)

**HP Enterprise Mobility Platform** is the new HP mobility platform with the proposition that it adds enterprise control of end user devices and is perfect for Bring Your Own Device (BYOD), situations both for large enterprises and telecom service operator subscribers. **HP Enterprise Mobile App Store** for the creation and deployment of Apps complete with catalogues and policy management adds a further set of capabilities to the Enterprise Mobility Platform. [www.hp.com](http://www.hp.com)

**Intel Motherboards for use with Intel 7 Series Chipsets** will ship with USB 3.0 and Thunderbolt technology support in advance of the actual chipsets themselves from April. **Intel is to promote Ultrabook PCs** in its largest marketing campaign for a decade under the title of 'a new era in computing'. **Intel 900 SSD Solid State Drives** adds a new family of ultra high performance SSDs for Data Centers. **Intel 330 SSD Solid State Drives** are new low cost units for 'budget conscious' PC units. [www.intel.com](http://www.intel.com)

**IBM Pure Systems is claimed as one of the most significant announcements of the last twenty years** offering a completely new approach to hardware and software integration and optimization to automate and simplify the delivery of virtualized services and applications. **IBM DB2 v10** adds storage compression, easier data base migration, and increased abilities and tools for unstructured data with Hadoop and Big Data tools. **IBM is acquiring Varicent**, a provider of tools for analytics of sales performance for bonus management. **IBM Retail Point of Sale Business Unit** has been sold to Toshiba TEC with a partnering agreement that makes IBM the partner of Toshiba for all 'smarter commerce' business.

[www.ibm.com](http://www.ibm.com)

**Microsoft is planning to move its European distribution center from Germany to Netherlands** as it fears that German interpretation of Patent laws in its disputes with Motorola could put a ban on product shipments. **Microsoft App v5.0 Virtualization tool** is now available as a public beta with various new features together with a new tool **Microsoft User Experience Virtualization, UE-V**, that ensures a consistent desktop experience however a user logs in. **Microsoft is buying from AOL**, for \$1 billion, 800 patents outright and the licensed use of another 300. **Microsoft Office 2007 support** is to be extended by six months to October 9, 2012. **Microsoft training and certification scheme** has been updated to reflect cloud-based development and delivery methods. **Microsoft Azure Media Services** extends the Azure services to offer streaming media services by acting as a backend platform. [www.microsoft.com](http://www.microsoft.com)

SAP Predictive Analytics update to the BusinessObjects Business Intelligence platform uses data uploaded into HANA to add new prediction capabilities. **SAP is to acquire Syclo** a mobility vendor and integrate its products into the existing SAP platform based on Sybase. SAP makes a change in its database strategy, instead of keeping Sybase IQ, Sybase ASE and SAP HANA as separate data bases, SAP will now be integrating all three to create a single data base able to manage structured transactional data and unstructured 'Big Data'. [www.sap.com](http://www.sap.com)

**Google Android Ice Cream Sandwich upgrade 4.0.4** is now available and a number of devices already using Android 4.0 will be able to upgrade with no problems. **Google Account Activity** is a new service that delivers monthly report on users activities that use Google Services including search and email as well as other tools. **Google Chrome 18** upgrade includes specific security fixes for the hacks discovered pre-launch as well as better graphics and performance. **Google Apps Vault** for business provides an archive for Google docs that are associated with the business users for compliance purposes. **Google Chrome 19 operating system update** supports Chrome browser users on Acer AC700 and Samsung Series 5 Chromebooks but strangely not on Google's own CR48 Chromebook. **Google+ social network** has been updated with new integration and feed capabilities. [www.google.com](http://www.google.com)

**Apple is to release a tool to deal with Flashback infection** claimed to be on more than half a million Mac PCs that will detect and remove the Malware.

[www.apple.com](http://www.apple.com)

**Amazon Kindle Fire 6.3** update is another of a fast moving series of upgrades that are tuning the Kindle Fire as a result of user feedback. **Amazon Web Services CloudSearch** takes Amazon into the enterprise search market and can be integrated with Amazon based software development services to offer search capabilities on data or the application itself. Amazon Web Services **AWS Marketplace** provides an online store of pre-configured software covering business applications to development tools available on an hourly or monthly basis that will run on AWS Cloud. [www.amazon.com](http://www.amazon.com)

### Open Source Update

**Redhat Storage 2.0 appliance beta** is now available and is based on the Gluster Storage Platform aiming at high performance clusters and large scale cloud-based computing. [www.redhat.com](http://www.redhat.com)

**Opera Mini 7 for Android** updates to suit Android updates and from that gains improved browser download speeds and new interface improvements to help users' online browsing experience. [www.opera.com](http://www.opera.com)

**Ubuntu 12.04 beta test** includes a new tool referred to as 'metal as a service' that automates server provisioning of clusters with little to no manual provisioning assistance. [www.ubuntu.com](http://www.ubuntu.com)

**Citrix CloudStack Platform** may be outsourced via an Apache Foundation project following a submission that would see Citrix adopt the role of the Platinum sponsor. [www.citrix.com](http://www.citrix.com)

**OpenStack v5.0 code named Essex** is now available to integrate public and private clouds adding a fully functional dashboard management portal, a new ID authentication capability as well as updates for other elements. <http://openstack.org>

**Canonical Awesome, Any Web Service Over Me**, is a toolset that provides a proxy service to translate requests between Amazon Web Services and the OpenStack. [www.canonical.com](http://www.canonical.com)

**McAfee MySQL free tool** allows auditing of MySQL databases to check for security and compliance issues and is planned to be offered as an Open Source project to develop the capabilities. [www.mcafee.com](http://www.mcafee.com)

### More Noteworthy News

**CNBC All America Economic Survey** states that more than 55 million US households have at least one Apple device and that after the purchase of the first, there is a take-up of further Apple devices that shows the majority own multiple Apple devices. [www.cnbc.com](http://www.cnbc.com)

**Net Applications report Browser market shares** from December 2011 to March 2012 show Microsoft Internet Explorer up slightly with a 53.83% share, Firefox in second place at 20.55% still slowly losing share and Google Chrome still gaining share in third place with 18.57%. Apple Safari has 5.07%. [www.netapplications.com](http://www.netapplications.com)

**The dispute over the use of Java in Android** between Oracle and Android has been ordered to be taken to trial by a US District Judge after examination of the claims and possibilities for settlement without needing a trial. [www.oracle.com](http://www.oracle.com)  
[www.google.com](http://www.google.com)

**Alcatel OpenTouch Unified Communications Platform** now includes the iPad and allows users to shift seamlessly between devices when on calls or change calls instantly into video conference modes. [www.alcatel.com](http://www.alcatel.com)

**Dell is to acquire Wyse** to enhance its range of products and expertise in thin client devices including remote mobility operations to its Cloud technologies portfolio. **Dell OpenManage Power Center design** in partnership with Intel claims to achieve new levels of low consumption. [www.dell.com](http://www.dell.com)

**EMC has acquired Pivotal Labs** a provider of agility tools and services stating that it will aid EMC's offerings and products around Big Data and Mobility from Clouds. **EMC and Cisco Joint Education Partnership** will provide a new set of educational courses around building cloud-based solutions and will include elements from other vendors including VMware. **EMC VSPEX** is a partnership program which puts together complete technology stacks built over EMC Data and Storage technologies and allows EMC to compete with IBM, HP and Oracle. [www.emc.com](http://www.emc.com)

**Dell is cutting back its smartphone range in the US** dropping the Venue and Venue Pro ranges though Dell claims success in the less developed markets with its smartphone ranges. [www.dell.com](http://www.dell.com)

**Blue Coat Systems PacketShaper 9** traffic monitor update adds high network speed monitoring up to 8Gbps and spots IPv6 traffic that may now be bypassing conventional network policy management. [www.bluecoatsystems.com](http://www.bluecoatsystems.com)

**Sophos is to acquire Dialogs** to add their mobile device management products to the Sophos Unified Threat Management platform. [www.sophos.com](http://www.sophos.com)

**Hitachi Global Storage Technologies Ultrastar 7K4000** range offers 2, 3 and 4 TB storage via a 6Gbps serial ATA interface. [www.hds.com](http://www.hds.com)

**RIM Blackberry Mobile Fusion Service** claims to introduce services to support the Bring Your Own Device (BYOD), challenge by managing a single outbound secured connection creating an encrypted VPN for mobile devices. [www.blackberry.com](http://www.blackberry.com)

**Yahoo is to cut 15% of their staff** which is up to 2000 people in a massive exercise to recreate a new leaner and more effective company planned by the new CEO who joined a few months ago. [www.yahoo.com](http://www.yahoo.com)

**ARM Trusted Execution Environment, TEE**, will be the basis for a joint venture with Gemalto and Geisecke & Devrient for a Mobile Banking Services platform that will incorporate a set of standard features for the sector to develop around. [www.arm.com](http://www.arm.com)

**PayPal Here Mobile payments platform** is being extended in the USA to offer a retailer a wider choice of payment methods and associated services including invoicing and a credit card reader as well as acceptance of cheques in addition to credit cards. [www.paypal.com](http://www.paypal.com)

**Nokia Lumia 900 smartphones** have an internet connectivity management software issue that Nokia claim will be fixed with a free upgrade that can be downloaded from Microsoft Zune software. [www.nokia.com](http://www.nokia.com)

**Citrix is acquiring Podio** a provider of web based collaboration platform toolsets to create and manage collaboration networks which it will integrate with its existing GoTo Cloud services. [www.citrix.com](http://www.citrix.com)

**Yammer is acquiring oneDrum** a provider of document and file sharing tools which it plans to use to enrich its collaboration capabilities. [www.yammer.com](http://www.yammer.com)

**Rackspace Next Generation Cloud Computing** updates their current Cloud offerings based on the latest OpenStack release with additions to allow individual clients to have their own control panels to monitor and manage their services.

[www.rackspace.com](http://www.rackspace.com)

**Certes Networks EnforcementPoint, vCEP**, enables security policies to be maintained on encrypted traffic using Virtual machines both on premise and on Clouds. [www.certesnetworks.com](http://www.certesnetworks.com)



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