



Mobile Delivery of Content: Technology Challenges

By Nathan Clevenger

key points

- The Impact of Mobile on Consumerization of IT
- The Need for Cross-Platform Mobile Apps
- The Significance of Widespread WebKit Adoption
- Understanding Native vs. Hybrid vs. Web Apps

remember 2008



24 months



80% FORTUNE 100

mobile landscape



platforms today



mobile apps



What challenge does this introduce?

cross-platform development



mobile approach

Strategy

- Organizational Mobile Strategy
- Mobile Application Roadmapping
- Internal vs. External Facing Apps

Architecture

- Native vs. Web vs. Hybrid
- Platform-specific vs. Cross-platform
- Usability Prototyping

Development

- Android, BlackBerry, iPhone, Web OS, and Windows Mobile Native Development
- Cross-Platform Development

webkit support



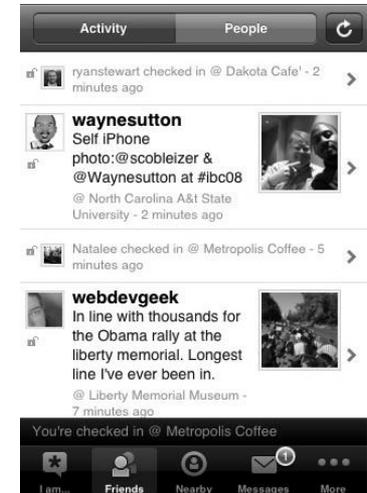
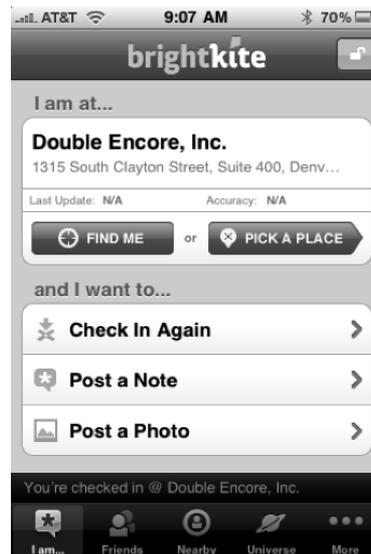
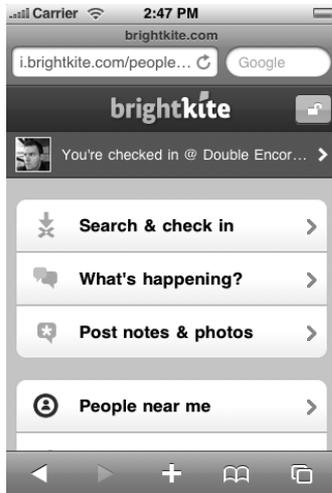
hybrid spectrum

100% Web App

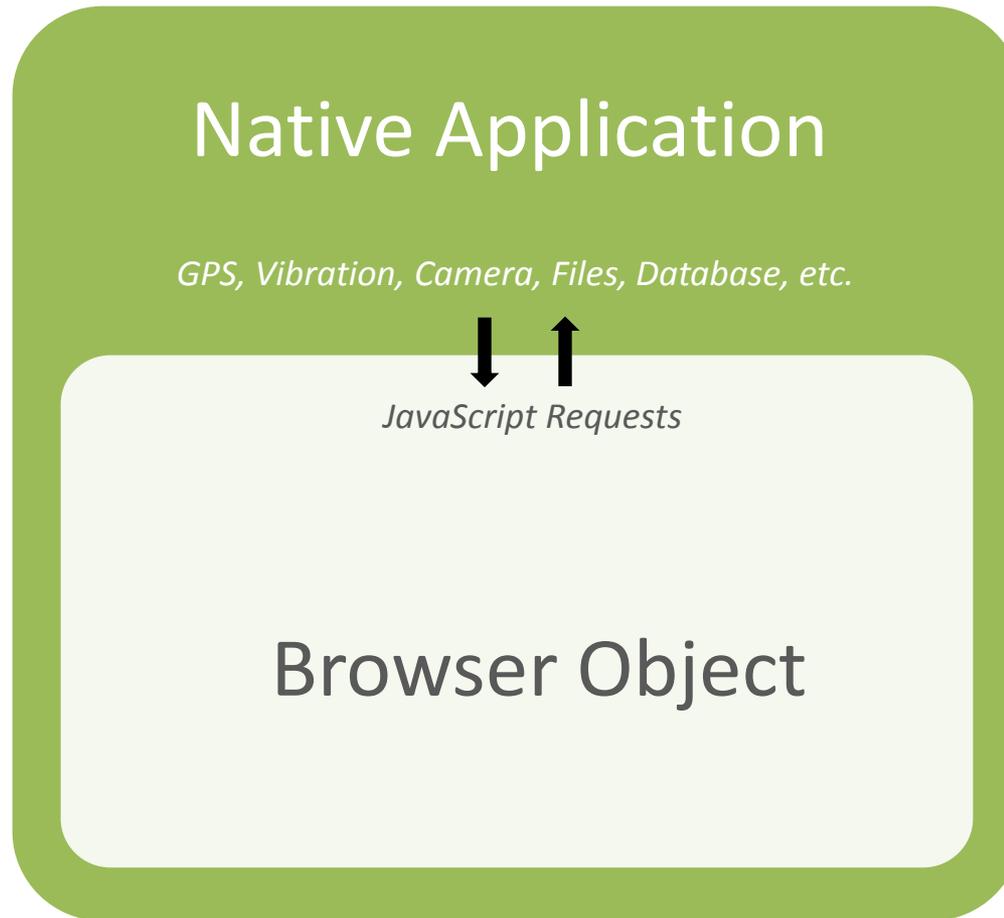
100% Native App



Hybrid App



hybrid client



Questions?

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