

CHART YOUR COURSE

Know – and avoid – the biggest mistake with mobile sites, mobile apps and SMS.

First there are mobile sites – scaled-down versions of websites with scaled-down functionality for smartphones and tablets. Then there are mobile apps – native Internet applications for individual smartphones and tablets. And finally there are SMS-enabled request/response apps – text messages that request simple responses from users.

Businesses are headed down the wrong path if they create “pretty,” one-off, standalone apps that don’t integrate with their back-end IT systems. Mobile must be considered a subset of existing systems. That means mobile sites, mobile apps and SMS apps must talk to – and be integrated with – IT systems such as ERP, e-commerce or inventory control.

Plenty of companies have developed apps. But fewer have integrated those apps with their back-end systems – a bit trickier than app development itself depending on the state and configuration of a company’s IT systems.

Standalone apps are inefficient, cost more money and take more time to maintain. That’s because separate, manual processes are required to update and manage data collected by standalone apps. A standalone e-commerce app, for example, might push a customer’s order to an individual’s email inbox, which must be handled individually, while an integrated e-commerce app pushes an order directly to the order fulfillment department.

The bottom line: Avoid developing standalone apps. Instead, devote the time and expertise required to integrate apps with your back-end IT systems.



Local Touch - Global Reach

Sogeti USA is a premier provider of information technology services to businesses and public sector organizations. Operating in 23 U.S. locations, Sogeti’s business model is built on providing customers with local accountability and vast delivery expertise. Sogeti is a leader in helping clients develop, implement and manage practical IT solutions to help run their business better.

Everyone’s talking about mobile. But what does the mobile space encompass? And where do some businesses go wrong?