

Smart business apps on the go *Yes*

Mobile Apps for Business, powered by the MicroStrategy platform, helps organisations build and deliver business intelligence, workflows, transactions and multimedia in compelling customer native apps.

Act now to make a difference

- **Do something about removing costly bottlenecks** – Business apps, built quickly and deployed via the MicroStrategy Mobile App Platform, can arm your employees and executives with smartphone and tablet apps that mobilise critical processes and assist with adding more value to their customers.
- **Inject intelligence at the point of decision making** – The smartphone and tablet revolution can help you to make business decisions on the go, in executive boardrooms and face to face with clients.
- **Say goodbye to clumsy** – Don't short change your users with an awkward web experience ported to mobile. Provide them with native, touch optimised mobile Business Intelligence.

MicroStrategy provides a high performance, Mobile Applications and Business Intelligence platform, capable of delivering deep insight through web browsers, mobile devices and office applications.

The platform supports a full range of mobile application development and analytic functionality, from stunning business dashboards to sophisticated statistical analysis and data mining. And you can start small and seamlessly scale to an enterprise deployment.

We can help you build

Native apps – provide users with great experience.

Compelling workflows – gracefully present processes on the mobile phone and tablet.

Contextual apps – absorb contextual inputs like location (GPS), barcode (camera), device orientation (rotation), and user (personalisation) to drive the app experience.

Secure apps – protect your data with a combination of sophisticated security capabilities – both as the data travels to and from the device and as it's stored on the device.

Systems apps – transact with operational systems allowing you to build compelling OS Apps for new or existing business processes.

Integrated native mapping – plots geo-locational data directly onto integrated native maps.

Fast apps – handle the complex questions and transactions from thousands of users concurrently.

Offline, online capabilities – optimise the user experience for the varying levels of connectivity (strong 802.11 a/b/g/n Wi-Fi, LTE, intermittent 3g, or offline).

Let us help you take what's unique and compelling about Mobile Apps for your organisation – embedded with business intelligence, workflows, multimedia and transactions – and bring them to life in an easy, fast and flexible platform. With the MicroStrategy Mobile App Platform, Optus has a powerful set of software tools that can realise these solutions on behalf of our customers.



Great user experience and great development infrastructure brought to life.

Using the mobile apps platform it's quick and easy to develop compelling apps for your business. Here are some examples:



Apps for
CRM/SFA

Apps for
Expense Submission

Apps for
Sales Messaging
Cheat Sheets

Apps for
Approvals and Team
Management

Apps for executives and employees

The tablet is a revolution device that is suited right across your business from the boardroom to employees on the move.

Executives who previously relied on staff to deliver business intelligence to them in paper reports feel at home manipulating the information at their fingertips. MicroStrategy Mobile Native iOS Apps are so easy to use, executives can take actions within the apps, helping them to control the business immediately, and cut out the middleman from their decision making.

Employees on the go can use their mobile phone or tablet to complete HR tasks, such as submit expenses, approve requests, request time off, or reserve facilities. You could also track each employee's location and activity through the usage of these apps (data usage charges may apply).

Apps for the sales force

The sales force can leverage smartphones to mobilise everyday processes and tasks that previously had to be performed on a computer at their desk. Tablet apps can help drive spontaneous, interactive information exchange with customers – share the latest collateral, access customer history, view commercial business intelligence, on-the-go order processing and more. Armed with these tools, we can help you enable a smarter and more effective sales team.

Do your existing apps have these five mobile must haves?

1. No signal? No worries

Unfortunately you can't always have a great internet connection. But with MicroStrategy, there's no need to fear. You'll have your reports and dashboards available in your mobile device.

2. Security you can trust

Mobile apps pose unique security challenges so you need to be protected from the inside out. MicroStrategy employs multi-layered, cutting edge security technology to help keep your data locked down, even if you are on the move.

3. Touch, tap, swipe, scroll

Is your mobile app native, or does it look and act like it was built for a web browser? Make sure you are taking full advantage of the mobile experience, including access to GPS, camera, and more.

4. Information-driven

Post content, upload photos, add comments and ratings, and much more. Multimedia support lets you mobilise your most important video and documents and access them on the go.

5. Big data performance

Got lots of data and content? Deliver essential data to iOS devices overnight with automatic download while you're sleeping, for great performance when you're awake.