

Rohde & Schwarz cuts mobile development costs by 60 percent



IBM MobileFirst solution speeds creation of mobile applications for multiple platforms

Overview

The need

Rohde & Schwarz wanted to create a mobile enterprise infrastructure that would support multiple devices and create applications for customers, partners and employees.

The solution

Using the IBM MobileFirst Platform Foundation tools, the organization can develop and deploy hybrid HTML5 applications to deliver content across multiple mobile platforms.

The benefit

The IBM solution helps reduce the cost of development by as much as 60 percent when creating apps for five platforms.

Rohde & Schwarz is one of the world's leading manufacturers of wireless communications technology, electromagnetic compatibility (EMC) test and measurement equipment, and broadcasting equipment for digital television. An independent, family-owned company, Rohde & Schwarz has approximately 8,700 employees. Almost 5,500 of these employees work in Germany, including around 2,500 at the company's headquarters in Munich.

Mobile content delivery

Rohde & Schwarz needed to build, run and manage a range of applications for customers, partners and employees within an aggressive timeframe. However, the organization had certain challenges, including a need for cross-platform development as well as integration with back-end systems such as SAP and an existing mobile device management infrastructure. Rohde & Schwarz needed to offer these applications on tablets and smartphones across five platforms—iOS, Android, Blackberry, Windows 8 and Adobe AIR—and developing natively for each platform would be costly and unmanageable over time.

“After lots of evaluations, we decided that the IBM MobileFirst solution seems to fit best with our environment and our needs. Now we are able to deliver exceptional apps in weeks instead of months.”

— Manfred Metz, corporate mobility manager, Rohde & Schwarz



Rapid mobile development

Rohde & Schwarz evaluated several mobile platform solutions before choosing IBM MobileFirst Platform Foundation (formerly IBM Worklight) software.

Rohde & Schwarz used the solution to integrate rapidly with enterprise systems and securely reuse this integration layer in multiple applications. The development team also used third-party user interface libraries and easily crafted a unique, branded user interface library to serve as a standard for all future mobile application development initiatives.

Using the MobileFirst Platform Foundation software, Rohde & Schwarz can create a tablet application version of its magazine to allow customers to access technical articles. It can incorporate the articles into the application as HTML5 pages and then deliver this content to multiple mobile platforms. Rohde & Schwarz also created two applications for internal use using the platform. The first, Sales Web Mobile, enables employees to access the company's product background, inventory and marketing information. The information is synced to employees' mobile devices, so employees can use the application even when they're not connected to the network. The second application, Sales Circulars, provides just-in-time product information. It pushes news and updates to sales personnel, but users can select specific areas of interest so they receive only information that's relevant to them. For the development of Sales Circulars, Rohde & Schwarz was able to reuse the existing interfaces of Sales Web Mobile, so the company was able to deliver the application to the sales team within three weeks for five different platforms.

Solution Component

Software

- IBM® MobileFirst® Platform Foundation (formerly IBM Worklight)
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Faster time to market at reduced cost

The IBM MobileFirst Platform Foundation solution reduces the cost of multiplatform development by 60 percent when developing for five platforms. It provides open interfaces, allowing Rohde & Schwarz to connect to and use resources within its existing infrastructure. In addition, it shortens the time to market with hybrid development of applications across multiple mobile operating systems.

For more information

To learn more about IBM MobileFirst Platform Foundation software or to download a developer edition at no charge, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

ibm.com/mobilefirst



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