Keep Pace with Mobile Demands
Mobility is no longer a nice-to-have. It’s a business necessity. And businesses are responding. A 2014 Cisco Mobility Landscape survey found that 89 percent of businesses surveyed had companywide or specific mobility initiatives. And 65 percent expected to increase productivity through mobile experiences with strategic applications that engage people on their mobile devices.

The Cisco® Enterprise Mobility Services Platform helps organizations quickly create, deploy and manage context-aware mobile experiences. Using data from user profiles combined with location information, organizations are engaging people on their mobile devices and delivering unique services. And both IT and Line of Business leaders are using the platform to implement new strategies to deliver personalized experiences, helping implement new business models and accelerating digital business transformation.

Build Context-Aware Mobile Experiences
What if you could have all the tools needed for context-aware mobile experience development and integration in one place? And what if the tools could capitalize on the intelligent infrastructure capabilities and back-end business intelligence you already have?

With Cisco Enterprise Mobility Services Platform, it’s all possible. With this software platform, you can create captive portals or splash pages for easy guest Internet access and authentication. You can add context-awareness to existing mobile applications. And you can develop web-based and native mobile applications.

The platform integrates Cisco network infrastructure capabilities with enterprise and cloud systems. It includes ready-to-use modules for web, hybrid, and native application experiences. Use a broad range of technology adapters, including Java, Lightweight Directory Access Protocol (LDAP), HTTP(S), Simple Object Access Protocol (SOAP), representational state transfer (REST), and others to mobilize data and features from your business applications.
“By 2017, 80 percent of consumer engagement with brands will occur on mobile devices.”

Gartner, “Digital Ethics, or How to Not Mess Up With Technology,” Frank Buytendijk, September 23, 2014

Use a prebuilt vertical experience kit or build from scratch using the app studio. When using the app studio, you code just once: EMSP automatically renders application code to all device platforms. A system dashboard provides a single point of control for all aspects of mobile app management.

EMSP integrates with your Cisco intelligent infrastructure services, Cisco Connected Mobile Experiences (CMX), and Cisco Meraki cloud-managed networking. The platform enhances mobile applications by recognizing user identities, devices, and locations, and then applying business policies to provide a contextual awareness to the mobile experience. Ready-to-use middleware integration makes it easy to aggregate data and automate functions.

Next Steps
Learn more about Cisco Enterprise Mobility Services Platform by visiting http://www.cisco.com/go/emsp. Or contact your Cisco account representative.

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