Getting Started

This chapter provides an overview of the Enterprise Mobility Services Platform Studio along with the process flow and system requirements for the Studio.

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Overview

Cisco Enterprise Mobility Services Platform is a mobile-application platform that enables you quickly create and deploy context-aware experiences that engage people on their mobile devices. The cloud-based Enterprise Mobility Services Platform more securely integrates with your existing Cisco mobile network infrastructure. It uses context-aware data, like location and user profile information, to deliver personalized experiences that engage people on their mobile devices.

With this software platform, you can create captive portals or splash pages for guest Internet access and authentication. You can also develop native and web-based mobile apps, or add context-awareness to your existing mobile apps. Organizations can push personalized content to visitors and customers on their mobile devices to create new opportunities for engagement and revenue.

Enterprise Mobility Services Platform helps you:

- Quickly build context-aware mobile experiences using drag-and-drop design tools.
- Simplify Internet access and authentication with custom or social Wi-Fi access.
- Send personalized notifications to visitors based on their real-time location.
- Easily integrate mobile experiences with your existing native apps using SDKs.

The platform includes adapters to interface with Cisco Meraki Cloud controllers, the Cisco Connected Mobile Experience, and Cisco wireless LAN controllers. In this way, it more securely integrates with your existing mobile network infrastructure.

The Enterprise Mobility Services Platform Studio is used to create and publish mobile sites across multiple devices, operating systems, and browsers. The Cisco Enterprise Mobility Services Platform Studio includes a set of out-of-the-box (OOB) modules that facilitate the user to build and manage mobile sites.

This document describes how to use the Studio application.

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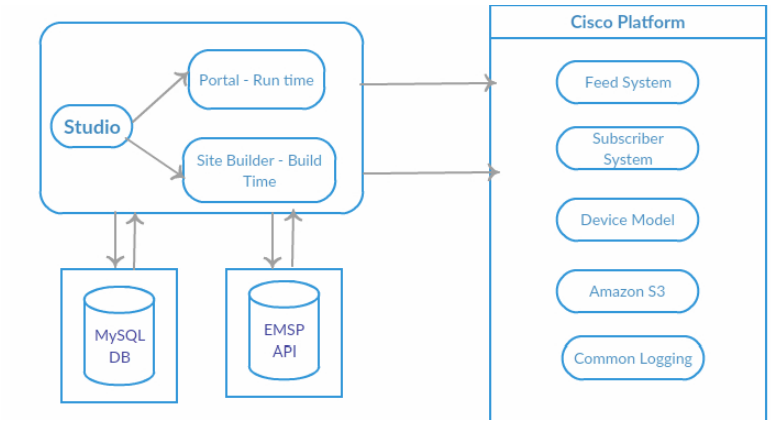
Process Flow

The Cisco EMSP Studio communicates with the interfaces shown in Figure 1-1.

Figure 1-1 System Architecture



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System Requirements

Before installing the Studio, ensure that all of the following system requirements are met.

Table 1-1 System Requirements

Item	Supported Requirements
Operating System	• Microsoft® Windows® XP or later • Mac OS X 10.6 or later
Browser	Windows OS • Internet Explorer version 9 or later • Firefox version 30 or later • Chrome version 34 or later • Safari version 5.1.7 or later Mac OS • Firefox version 30 or later • Chrome version 34 or later • Safari version 5.1.7 or later
Runtime Environment	Adobe Air version 3.0 or later
Java	Version 6.0

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