ANTENNA™
deploy happiness

With AMP, you can truly transform your business through the power of mobility.

Antenna Mobility Platform

Mobile Web Meets Mobile Apps

Introduction

A sea change is happening. Not just in technology, but in behavior. Not just in business, but also for consumers. The change agent is mobility. The change agent is you.

Cell phones, smartphones, tablets and an increasing number of internet-connected wireless devices are becoming fixtures in our lives. We use them to stay connected with work and friends; we use them to pass the time playing games or catching up on email; we use them to manage our lives, whether to track our social calendars or our projects at work.

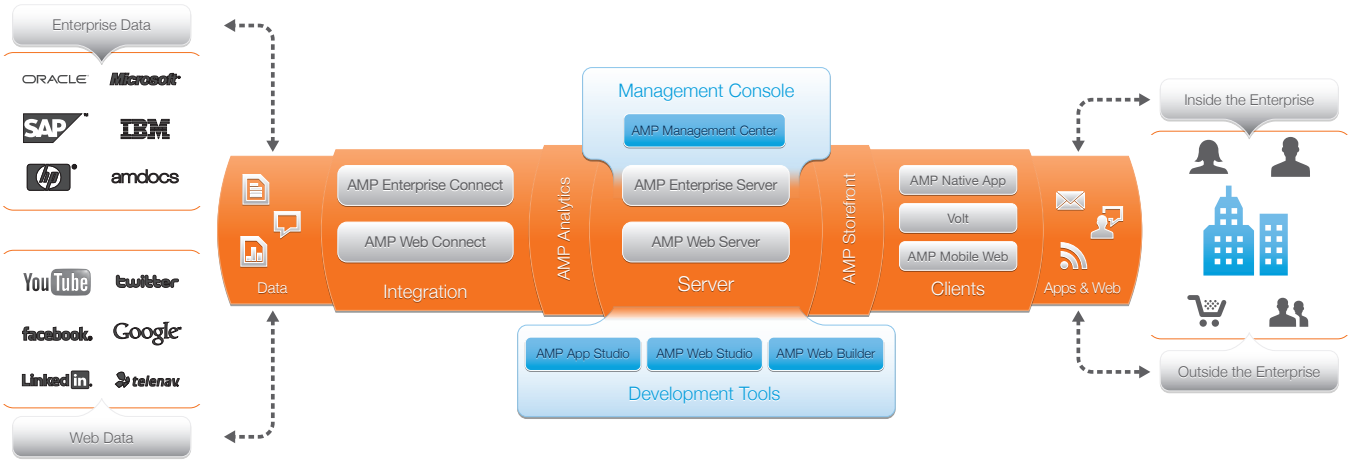
Mobility has given us freedom and power as both consumers and workers. Now there is finally a mobile platform that enables you to harness the full power of mobility—from web to apps, for now and into the future—to truly transform the way you engage customers and empower employees.

Transformational Mobility

AMP ushers in the new age of enterprise mobility, moving mobility away from one-off projects to bringing rich, compelling mobile web and apps to life. AMP enables companies to build a seamless and engaging mobile experience that users love, IT can easily support, and executive trusts.

The technology behind AMP — the Antenna Mobility Platform — is proven and tested with hundreds of industry leading companies around the globe, deployed to millions of users. It has been used to power all sorts of mobile websites and apps, from interactive consumer sites to sophisticated run-the-business apps that touch multiple enterprise systems. With AMP, you can truly transform your business through the power of mobility.

AMP Overview



AMP for Mobile Apps

Building apps that can delight users and endure change is what AMP is all about. It's not just about a beautiful UI, but also the robustness of the platform behind the app.

AMP Enterprise Server

The AMP Enterprise Server is at the core of the AMP platform for mobile apps. It routes and manages all the transactions between the backend systems and mobile devices and is highly secure, flexible, scalable, and configurable. The AMP Enterprise Server guarantees transaction reliability and facilitates data transformation, store and forward, authentication, device management, and other critical features.

AMP Enterprise Connect

AMP Enterprise Connect bridges heterogeneous data sources, inside or outside the enterprise, with the AMP Enterprise Server. It is a lightweight plug-in to an enterprise architecture that interfaces with, transforms and encrypts data from host systems and sends it to the AMP Enterprise Server.

AMP Management Center

AMP Management Center is a comprehensive, role-based web application for the management of users, devices, apps and systems. It enables administrators to centrally initialize, deploy, manage, and update information regarding user and device profiles, application configuration, messaging characteristics, and security settings.

AMP Management Center also offers a rich set of analytical tools that provides detailed mobile app usage data. This data can help improve app usability and drive new ways of using mobile apps.

AMP for Mobile Web

AMP Mobile Web is about optimizing the user experience across more than 8,000 different mobile devices.

AMP Web Server

With AMP Web Server any web site or XML based application can be mobilized to any device, without needing to continuously maintain and update the mobile web site as new devices are launched.

> Using AMP's device-independent design tools and authoring language, developers can design rich and compelling user interfaces, and let the AMP Web Server automatically detect and optimize each page for each device.

AMP Web Connect

AMP Web Connect powers integration with a variety of web application environments. Developers can include connectors during the development of their mobile sites by using simple XML markup tags, reducing the reliance on Java programming, automatically ingesting, transforming and optimizing content across all mobile devices.

Standard connectors integrate content from websites, databases, web services and XML documents as well as Web 2.0 services from online applications such as Picasa, Flickr and Google Docs. If required, connectors can be combined to build mobile 'mashup' sites.

Development

AMP offers developers, and even non-developers, powerful tools to efficiently build mobile apps and sites that can be run across virtually any mobile device. Whether you need to build fully customizable native apps or simple mobile web sites, there is a development tool for you.

AMP App Studio

AMP App Studio—an Eclipse plug-in is the powerful and easy-to-use development environment designed to accommodate the ever-changing device landscape. Whether you're using BlackBerry, iPhone, iPad, Windows Mobile, or Android.

> AMP App Studio lets you build an app once and deploy it to any combination of devices as feature-rich, native applications.

From built-in security handling, over-the-air communications optimization to internationalization and rapid user interface design, AMP Studio performs all the heavy-lifting, allowing developers to build fully customizable applications quickly and effectively.

AMP Web Studio

AMP Web Studio—also an Eclipse plug-in offers a powerful toolkit that enables developers to create mobile web sites with highly advanced and optimized user interfaces that result in compelling user experiences. This flexible and efficient development tool allows developers to incorporate rich UI components such as gradients, 2D/3D transforms, coverflow, reflections, opacity and much more for supported devices.

AMP Web Builder

AMP Web Builder is a powerful tool to expand mobile web development to a wider community of users. It provides an intuitive and simple web interface that guides the novice user through a few simple steps to deliver a fully working mobile site, within minutes. Users can choose from a rich set of templates, insert automatic menus to facilitate site navigation and include photo galleries to present images.

AMP Web Builder can be connected to dynamic content, allowing users to include articles from blogs, photos from online galleries, or live information from sources like weather or news.

Analytics

AMP Analytics provides powerful and rich data that can be used to discern detailed app usage and user behavior. AMP captures all transaction traffic between the devices and server, as well as have the ability to log screen by screen app and site usage. This in-depth data offers invaluable insight to help businesses better understand their customers and employees to improve their satisfaction.

Publishing

AMP not only offers the tools for building, deploying, managing, and analyzing mobile apps and sites, but it also offers unrivaled capabilities that allow businesses to have complete control over the publication of apps and content directly to users—whether consumers or employees.

Volt

With Volt, you can create a secure and private channel specifically for deploying your own mobile web apps directly to employee devices. The provisioning process allows for role-based application publishing, while at the same time ensuring that IT has complete control over all apps published through Volt.

Volt offers you a simple way to keep users' work and personal apps separate, while providing businesses with the enterprise-grade security and manageability that IT needs over the business apps.

AMP Storefront

AMP Storefront is a complete mobile web solution for distributing and marketing mobile apps and rich media content directly to consumers, with pre-integrated support for 3rd party advertising services and social networks.

> AMP Storefront simplifies the discovery, purchase and downloading of apps and content for end-users on any device – maximizing reach and relevance, while driving greater customer interaction.

With AMP Storefront, you have full control over site design and structure, the marketing and promotion of content, and how each end users experience is personalized, based on their preferences and behavior. Content can be managed locally within AMP, sourced externally from third parties or through direct integration with existing websites and CMS systems.

Mobile Meets Cloud

The AMP Mobile Cloud takes a platform-as-a-service (PaaS) approach to mobility. By leveraging the power of AMP as a cloud-based service, you can be assured of a solid foundation for reliable, scalable and extensible mobile apps and web sites delivered over any wireless network worldwide to any device.

The AMP Mobile Cloud is run on Antenna's own carrier-grade network operations centers (NOCs) and enables companies to quickly and easily plug into AMP for building, publishing and managing mobile apps and sites.

By choosing the AMP Mobile Cloud for your enterprise mobility strategy, you can achieve:

- Faster time to market – ability to quickly build and deploy mobile apps and sites to adapt to ever-changing device technology and user needs
- Ease of deployment – ability to easily publish and distribute apps and sites with greater flexibility and tighter control
- Reliability – ability to run apps and sites with minimal service disruption for all users
- Scalability – ability to extend apps and sites to millions of users across the globe
- Support – ability to rely on experts to optimize operations and performance
- Cost of ownership – ability to reduce burden on internal IT resources and shift them to more strategic objectives

The AMP and Antenna Advantage

Mobility is at a critical inflection point. Mobile apps are enabling a whole new level of customer intimacy and mobile web is enjoying a new resurgence as new devices and mobile browser technologies (such as HTML5 and CSS3) elevate mobile web surfing to greater heights.

> "Who knows what may happen in the future. The speed of technology change is so fast — the AMP architecture prepares us for anything."
>
> Gregg Bullen, Program Manager - Xerox Systems, Strategy and Technology Group

AMP is the strategic mobility platform that you need to transform your business for the new world of mobile apps and mobile web. With AMP you are getting the widest device reach, the most comprehensive and robust platform architecture, and the most proven deployments across a Global 1,000 customer base.

Just as important, the company behind AMP—Antenna—is recognized as an industry leader and innovator. Antenna's focus is not just on providing the best platform and technology, but also the most experienced services and support teams to help you realize and maximize your mobile strategy.

Get Ready to Deploy Happiness

Are you ready to take your mobility strategy to the next level? To learn more about AMP or other Antenna products and services:

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