

# *Smartface*

# Smartface Enterprise App Store

PRODUCT DATA SHEET



## SMARTFACE DIGITAL TRANSFORMATION PLATFORM

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- ENTERPRISE MOBILE APP STORE
- MULTI-CHANNEL DEVELOPMENT ENVIRONMENT
- NEXT GENERATION MIDDLEWARE & API MANAGEMENT
- MOBILE CI/CD PLATFORM
- MOCK API SUITE

## NEXT GENERATION IN-HOUSE APP DISTRIBUTION

# Enterprise Mobile App Store

## INFO

### Solution:

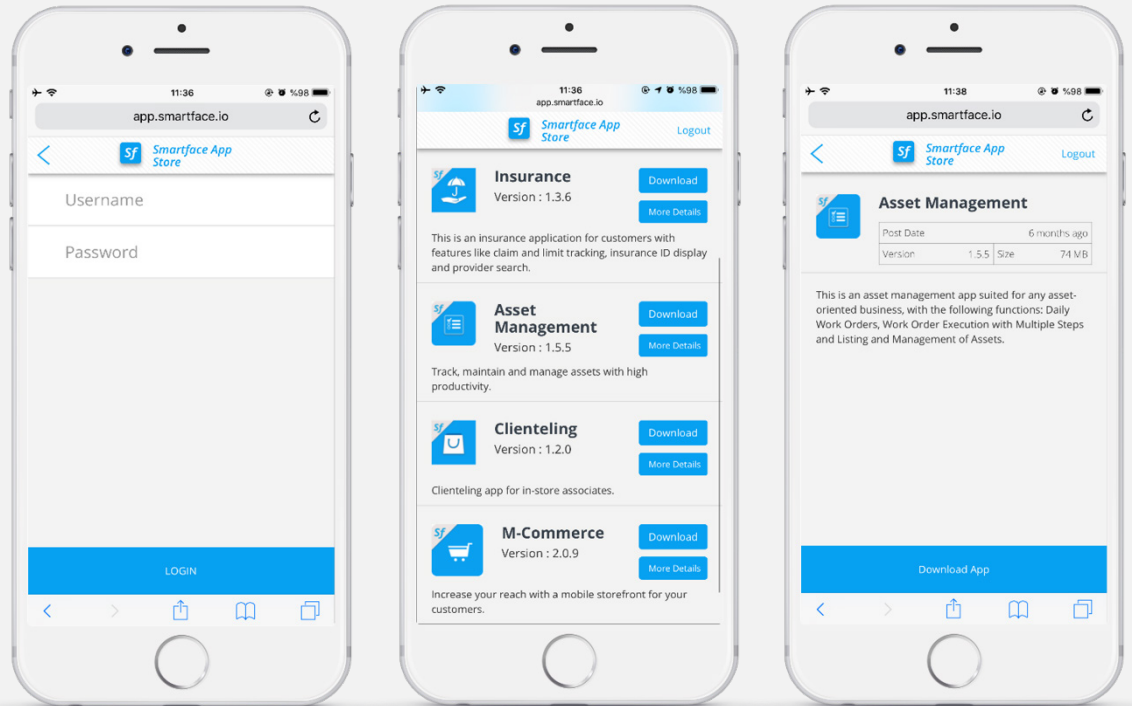
In-house mobile app store for enterprise apps

### Purpose:

To distribute internal enterprise applications

### Deployment:

Can be deployed instantly for use as SaaS. Private cloud option is also available.



Bring Your Own Device (BYOD) initiatives for enterprise mobility are getting more and more widespread and enterprises require new solutions for in-house mobile app distribution to adapt to this new reality.

Smartface Enterprise App Store module provides an **in-house, enterprise-specific app store** to provide access to in-house apps with a customizable mobile storefront.

It allows **distribution of B2B and B2E applications without the need for an MDM solution and enrollment**. It can be customized with company branding and the company domain. It can be integrated with LDAP or any identity management system through oAuth 2.0 for logging in with internal credentials.

## MOBILE DEVICE MANAGEMENT (MDM)

- **Complex enrollment processes:** The users must go through a complex process to start using MDM in their devices.
- **Limited user adoption due to privacy:** MDM enrollment is invasive for privacy: Even if related features are not enabled, users don't trust it.
- **Not suitable for BYOD & B2B:** Due to the complicated licensing schemes and invasive features, MDM is not preferred for BYOD & B2B.
- **Prohibitively expensive:** \$10 - \$25 per user per month  
Cost for an enterprise of 5000 users: \$900,000/year

## SMARTFACE ENTERPRISE APP STORE

- **No enrollment needed:** The users can access the storefront instantly with their current SSO credentials.
- **No user privacy concerns:** There are no invasive enrollment processes, the store can be accessed with the convenience of the web browser.
- **Suitable for all cases and all types of business users:** Flexible, accessible and non-invasive solution with a simple and clear licensing scheme.
- **Inexpensive:** The cost advantage can be as high as 90% compared to the MDM solutions

VS.

### BYOD-FRIENDLY

Start using the solution right away in the cloud for any number of apps, users and concurrent downloads.

No need for enrollment or complex MDM solutions. The solution is not invasive for the users' privacy.

### FLEXIBLE AUTHENTICATION

**Single Sign on Support:** Integrate with your preferred authentication protocol (oAuth, LDAP, ADFS, etc.)

**Role-Based access:** Limit access to apps based on user groups and roles integrated with the user directory.

### DETAILED REPORTING

See details on an app and version basis down to the individual user level with details on the OS and the device and export the data for further analysis.

### EFFORTLESS APP LISTING

**Cross-platform Support:** Serve iOS or Android apps or redirect to an external URL from a single listing.

**Full Version History:** Keep a full version history and switch between versions with a single click.

**App Description Management:** Rich-text support for detailed app description, instructions or release notes.

### CUSTOMIZABLE STOREFRONT

**Customize the colors and the logo:**

- Fully apply your company branding
- Change app store name
- Changes are immediately visible

**Custom domain support:** Use a customized **smf.to** short URL or Provide access to the storefront from your own domain: **app.mycompany.com**

## ABOUT SMARTFACE

# Smartface: The Cloud Pioneer of Enterprise Mobility

Smartface provides a fully cloud-based, cloud native, continuously integrated platform with multi-channel app development & lifecycle management and middleware & API management. With Smartface, it is possible to develop native iOS/Android mobile and single-page web applications and mobile backends just with JavaScript/TypeScript knowledge and centrally manage all enterprise mobility and frontend management processes. The platform can run on compatible Kubernetes or OpenShift environments for the maximum flexibility.