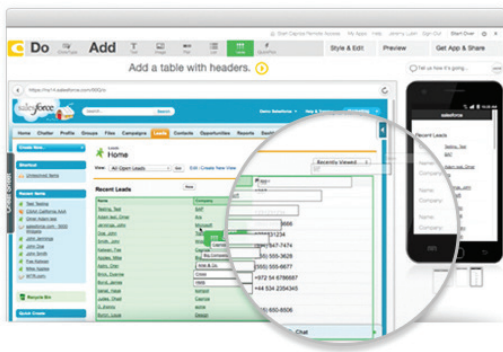


## Enterprise Mobility: Are You Ready?

From front office to back office, corporate IT has invested more than a decade of time, money and labor in deploying web-based, business-critical desktop applications. In recent years, the IT landscape has expanded to include a multitude of mobile computing platforms and, today, employees expect anytime, anywhere access to enterprise business applications. For IT, responding to this need poses enormous challenges including overcoming the prohibitive costs associated with developing and securely deploying apps for multiple platforms, simplifying complex legacy enterprise systems to take advantage of mobile form-factors and capabilities, and iterating rapidly to drive meaningful user adoption.



Capriza's zero coding, zero integration, zero APIs solution empowers organizations to overcome these challenges. Capriza provides the industry's fastest and most cost-effective approach to mobilizing existing enterprise applications. Designed specifically for non-developers, Capriza rapidly converts, transforms and optimizes existing web-based desktop applications into secure, lightweight mobile apps (zapps), complete with modern mobile capabilities such as GPS and camera. Deployed within Capriza's secure cloud or behind existing corporate firewalls, Capriza eliminates traditional mobile solution security concerns by exploiting existing security architecture and executing all data within a secured virtualized run-time environment. Capriza's use-case focused approach combined with the Capriza Analytics Dashboard enables organizations to collect user feedback, analyze usage metrics and make key decisions to achieve successful user adoption.



## The Capriza Solution: Design, Distribute, Run and Manage Capriza Enterprise Applications

### I. Design: Simplify and Modernize Enterprise Web Applications

The Capriza Designer is an intelligent and powerful technology for rapidly converting, transforming and optimizing existing web-based desktop applications into secure lightweight mobile zapps. With Capriza, modernizing legacy desktop user experiences for mobile requires zero coding, zero integration and zero APIs.

Using a SaaS-based browser, users simply navigate through existing web applications whereby desktop-only web objects are transformed into rich mobile controls in real-time. Built-in powerful customization features enable users to quickly change screen layouts, text strings and apply custom themes to the mobile UX experience. Within a few hours, users can create fully functional, beautiful, HTML5-based mobile zapps, ready to run on any modern device and platform. By leveraging Capriza Professional Services, as well as our mobile extension kit, zapps can be further enhanced with custom widgets and extended or native functionality.

## Key Features

**Rapid App Creation:** Zero coding. Zero APIs. Rapidly create mobile apps from your HTML enterprise applications by simply interacting with the existing application.

**Enhancement for Mobile:** Modernize existing application functionality by exploiting built-in mobile device capabilities including location services, camera uploads, barcode scanning, click-to-call and more.

**Point & Click Customization:** Zapps can be themed, branded, and customized in minutes to reflect the look and feel of the enterprise or target web application.

**Integrated Testing and Deployment:** Capriza enables easy unit and functional testing of your zapp to ensure a great user experience across different devices by integrating with your various staging and production environments. Users can easily change the production-ready status of a zapp in order to control the distribution of zapps in the enterprise.

## II. Distribute: Flexible & Scalable Approach

Capriza supports a broad and flexible zapp distribution strategy. For early stage adopters, the Capriza Store offers a built-in secure centralized option for managing an enterprise-wide or targeted group rollout. Mature organizations can seamlessly distribute Capriza zapps through existing enterprise distribution solutions including Enterprise App Stores (EAS) and Enterprise Social Networks (ESNs).

### Capriza Store

The Capriza Store is a centralized and corporate-branded experience for secure zapp distribution, accessible via multiple channels including the Capriza Native App, Capriza HTML App and a Custom Enterprise URL.



**Capriza Native App:** Available free through either the Apple App Store or Google Play, authenticated corporate users can securely access a list of enterprise-wide, production-ready zapps.



**Capriza HTML App:** For enterprises that do not want to distribute via a native app, authenticated corporate users can securely access zapps from any modern browser.



**Custom Enterprise URL:** Capriza offers enterprises the ability to list, centrally distribute and manage corporate zapps through a custom, corporate-branded internet or intranet URL (e.g. mycompany.com/apps/).

## Enterprise App Store

For organizations who have already implemented a corporate enterprise distribution strategy, Capriza can be leveraged alongside leading MDM solutions or even homegrown Enterprise App Stores (EAS). Easily distribute zapps utilizing Capriza's Native App or, for specialized security requirements, organizations can take advantage of other native wrappers or mobile app containment options.

## Enterprise Social Networks

The proliferation of enterprise social networks or collaboration platforms offers a valuable and powerful approach to zapp distribution. By leveraging solutions such as Jive, Yammer and Sharepoint, organizations can securely distribute zapps for specific teams, groups, departments or even across the entire enterprise.

### III. Run: Secure Multi-Platform Execution

Regardless of the platform or form factor, zapps run with a consistent user experience and beautiful user interface on any modern OS. This includes iOS, Android, BlackBerry, Windows Phone, Samsung BADA, Firefox OS and more across smartphones, tablets and desktops.

Although accessible from many devices, Capriza's approach to running and executing the mobile experience is extremely lightweight, secure and void of data storage on the device itself. As users launch a zapp from the device, Capriza instantiates a browser session on a secure virtualized server located either within the Capriza Cloud or behind the corporate firewall. Upon interaction with the zapp, Capriza translates the actions taken on the mobile device to the browser as if the user were performing the transaction directly from a corporate desktop. At no point during this sequence of events is data being stored directly on the mobile device. For example, if a user performs a search on a zapp, that same search is securely performed on the browser agent at the same time. This Citrix-like experience has three components, each of which can exist securely on-prem or in the Capriza Cloud:



**Runtime Agents:** Headless browsers that replay the user's actions on the target web application.



**Relay Server:** Manages the communication between the zapp and the Runtime Agents.



**Enterprise Integration Module:** Provides SSO and SAML integration for authentication, authorization and access control.

## Key Features

**Secure by Nature:** Zapps, though rich in functionality, act as thin clients with no data stored locally on the device. Every transaction is executed on a secure browser session and the communication between the underlying web application, the Capriza browser agent and the zapp is done over two HTTPS encryptions, eliminating the risk of man-in-the-middle attacks as well as concerns about device-level security.

**Role-based and Policy Inheritance:** Because zapps interact with the UI of the existing web application, they automatically inherit any role-based access or permissions policy enforced through the target web application. As an example, if a certain employee is not enabled to access particular fields or columns in a table, those fields and columns will not be exposed in the zapp.

**Seamless Deployment:** Zapps can be securely deployed through mobile-VPN, MAP or MDM solutions.

**Future-proof:** Zapps are platform agnostic and run in any modern browser including Safari, Chrome, Android stock browsers, and more. This ensures that enterprises can promote BYOD and provide meaningful business apps to every employee/device.

## IV. Manage: Adoption-driven Analytics at your Fingertips

Capriza provides enterprises with robust management and analytics capabilities for monitoring and measuring zapp usage. The cloud-based, real-time management dashboard is a critical part of the Capriza solution providing enterprises with a top-level view of zapp feedback, adoption and usage within the organization as well as the hands-on ability to replace underperforming zapps. This module is comprised of two components: zapp management and zapp analytics.

### Complete Zapp Management

Capriza zapp management enables enterprises to monitor users, infrastructure, and zapp usage from one centralized, beautiful dashboard. This cloud-based module allows users to perform several key tasks including:

**Zapp Health Monitoring:** Capriza monitors zapps and provides simple visual cues to administrators to indicate the health of their zapps. Zapp health indicators include uptime, last successful execution of the zapp and more.

**Managing and Updating Zapps:** Underperforming or outdated zapps can quickly be updated, taken offline, or unlisted by administrators. Additionally, administrators can rapidly update zapps with the latest functionality and user experience. Note: Unlike native apps, which require users to download updates manually, administrators can seamlessly replace old zapps with updated ones while retaining the same URL. With no need for a manual update, users will always see the latest version of the zapp and administrators will not have to worry about maintaining multiple versions.

**VM Monitoring:** Capriza enables administrators to remotely and securely monitor their enterprise virtual machines and Capriza Runtime Agents. VM monitoring facilitates operational control and access for quick response and remote reboot.

### Rich Analytics

The rich, real-time Capriza analytics dashboard provides administrators and users deep insights into their personal or enterprise-wide zapps. Key features include:

**KPM Monitoring:** Capriza's analytics solution tracks key performance metrics (KPMs) for every zapp published via the Capriza Designer. These include unique and total users, average session and engagement times, time of last run, number of zapp runs, device distribution and more.

**Custom Events:** With the Capriza Analytics APIs, enterprises can also track custom events and actions within a zapp. These can help answer key business questions while also monitoring adoption (e.g. "How many accounts were activated by agents in the field via a mobile device versus a desktop computer and how much did this accelerate the sales cycle?")

**Weekly Custom Reports:** Capriza delivers customized weekly reports to administrators providing a timely snapshot and overview of their enterprise zapps. These include custom events, actions, and metrics that have been added using the Capriza Analytics APIs.



## Contact Capriza to mobilize your enterprise this week.

(650) 600-3661  
info@capriza.com

420 Florence Street, Suite 300  
Palo Alto, CA 94301