



PINK

White paper
**Meet the Mendix App
Platform**

"Build, deploy and integrate web and mobile apps that evolve with your business"

About Pink Elephant

Pink Elephant is an international knowledge leader in the field of business innovation and business change. With advisory and IT services, Pink Elephant draws the best out of its clients, by translating the knowledge and creativity of the people in these organizations into tangible results.

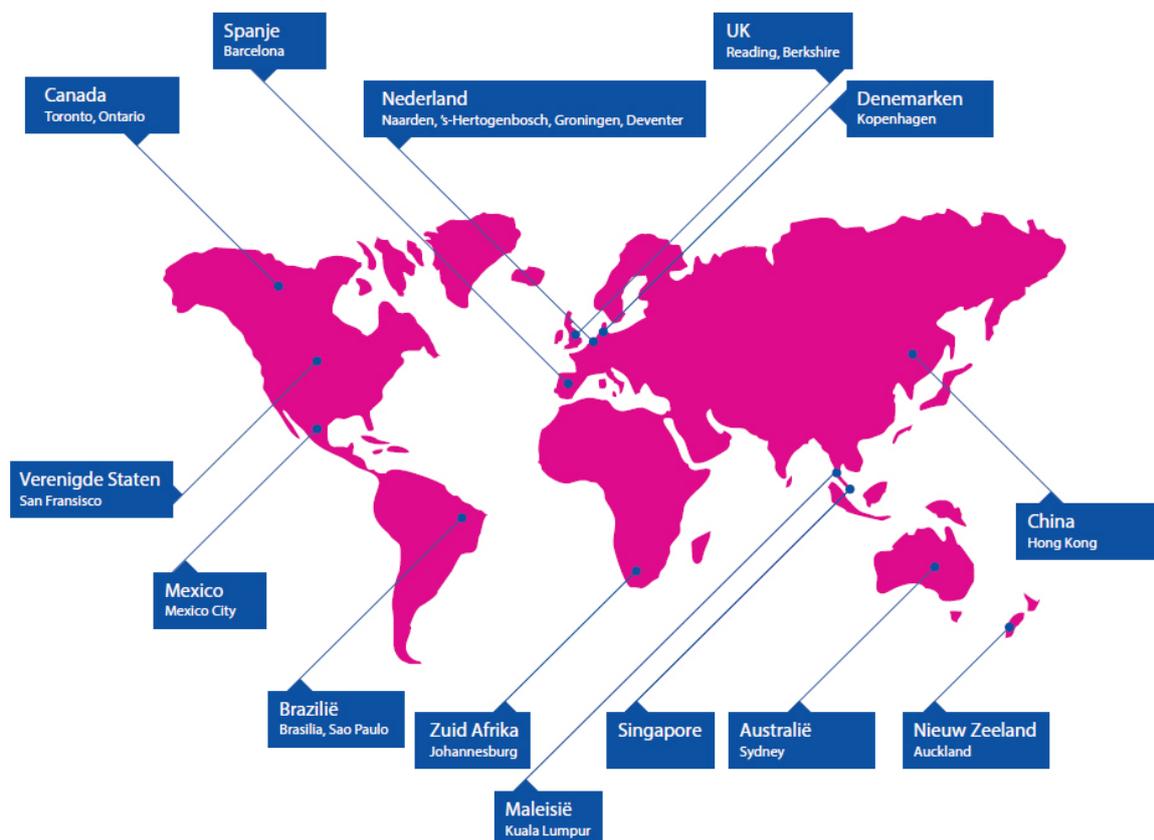
Since its foundation in 1980, Pink Elephant recognizes an important synergy between company objectives and the knowledge and entrepreneurship of people, as well as the way in which IT contributes significantly to making innovation possible and to increasing power of discernment in the market. Pink Elephant operates in more than 20 countries and provides business and management consultancy and other services, such as Enterprise App Services, IT Services, Document Services and Education.

Vision

Business transformation is vital in a time when technological developments happen in quick succession. The knowledge and creativity that already exists within organizations is often utilized insufficiently because both IT and business processes lack agility. Companies must invest in new Agile procedures and knowledge sharing and must also give more attention to the synergy between mankind and IT. Pink Elephant provides the people and the resources that help organizations take the next step in the transformation of their business.

Mission

Pink Elephant is the technology radar that helps organizations, at a strategic level, to achieve their business objectives. The major resources to do this are flexible IT systems and new ways for people to work together. With Pink Elephant as a partner, companies can break away from their traditional systems by using innovative technology, training and consultancy. In this way, they are better prepared for the future through the correct deployment of people and IT.



Meet the Mendix App Platform

The Mendix App Platform enables companies to quickly build custom business applications, integrate them seamlessly, deploy them instantly, manage them centrally, and maintain them effortlessly on an ongoing basis. When companies need apps that solve real business problems and generate real returns, now they use Mendix.



“Build, deploy and integrate web and mobile apps that evolve with your business.”



Deliver Powerful Apps

Business-IT teams rapidly develop, deploy, manage, and change powerful business applications - in the cloud or on-site. Use Mendix to build and maintain mission critical applications to automate even the most complex processes with built-in business logic and fully customizable data structure and user experience.



Get Results in Days

The Mendix App Platform dramatically speeds up business application development by eliminating code from the development process, providing a simple, one-click-deployment capability, and bringing business and IT departments within enterprise organizations together on one platform. When companies need to speed up their time-to-business results – they use Mendix.



For the Enterprise

Mendix was designed for the complex IT landscapes of global enterprises. Integrate & extend existing systems such as SAP, Oracle, and Salesforce.com with innovative multi-device applications quickly and easily. Mendix enables seamless integration with any system or data source, greatly increasing the adaptability of your IT landscape, and improving organizational agility.



“A complete platform to build, integrate & deploy enterprise applications faster & with better results.”

Model-Driven Development

Build even the most demanding business applications with unprecedented speed using Mendix’s visual model-driven development platform. Business and IT will collaborate more easily resulting in complete flexibility to design and build the apps your company needs when it needs them.

1-Click Deployment

Deploy instantly with Mendix’s famous 1-click deployment. Use the Mendix Cloud with the security and scalability global enterprises expect, or leverage your own infrastructure and run your apps on-premise or in a private cloud.

Social Collaboration

Business – IT collaboration can make or break the success of an application – Mendix’s built-in social collaboration features make it easy and fun to engage all stakeholders across business and IT, throughout the lifecycle of your project. Keep tabs on all the moving parts and have a closed loop platform for end user feedback.

Multi-Channel, Multi-Device

Provide a great user experience across multiple devices and channels. Use Mendix to build new enterprise application for desktop users, add a mobile user interface to an existing system, or build a dedicated tablet application.

Centralized App Governance

With the Mendix App Platform developers and business units have the power to build what they need quickly without giving up IT governance and control. IT teams can ensure management, documentation, maintenance and security in one centralized place.

Enterprise Integration

Mendix apps are often integrated with existing enterprise systems such as SAP, Oracle, Salesforce.com, FICO and many others. The Mendix App Platform makes it easy to tie into existing processes and provides multiple, highly efficient integration options.

Advantages:

- ✓ Increase ROI of business applications by enabling a continuous and iterative application development cycle
- ✓ 5x faster time-to-market than custom code using drag and drop visual modeling to map complex data and logic
- ✓ Easily support changing business needs with an improved feedback cycle focused on end user business value

