



PINK

White paper **Mobile Apps with Mendix**

“Mobile Apps for the Enterprise: fully integrated with your back-end systems.”

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.

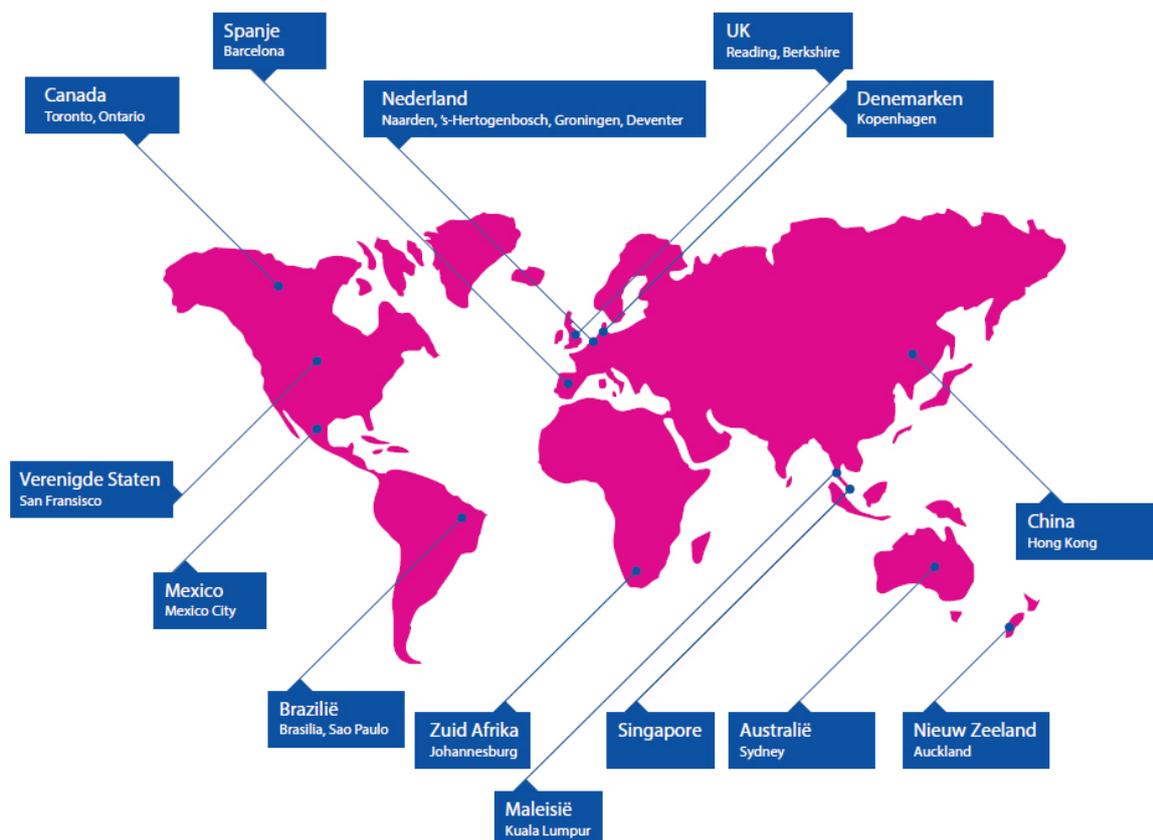
Since its foundation in 1980, Pink Elephant recognizes an important synergy between company objectives and the knowledge and entrepreneurship of people, as well as the way in which IT contributes significantly to making innovation possible and to increasing power of discernment in the market. Pink Elephant 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.



Mobile Apps with Mendix

Whether you're building new enterprise mobile apps or adding a mobile user interface to an existing system – with Mendix, mobile enterprise apps can be built, integrated and deployed with the same incredible speed you expect on the Mendix App Platform.

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

Enable Users Anywhere

More and more companies are looking for ways to enable mobile access to business systems for their employees, customers or partners. These apps need to provide the user experience people have become accustomed to from popular consumer apps, but at the same time need to be tied into the enterprise processes, systems, and security a company depends on.

Universal Compatibility

With the Mendix App Platform you can build HTML5 mobile apps, integrated with your existing business systems, just like any other Mendix app but optimized for mobile users. Mendix mobile apps provide the simple user experience your users expect, but deliver the hardware independence companies need in today's ever changing mobile device market – use them on any of today's smartphones or tablets.

Mobile Extensions

Build mobile user interfaces on top of existing data and logic with just a few clicks. Creating mobile apps and extending existing web apps with mobile capabilities is no longer a separate project – just a smaller screen. At Mendix, we think of mobile apps as a different presentation layer on top of data and logic layers that are the same whether they're used in web or mobile apps.

For Web and Mobile Apps

Companies use the Mendix App Platform to build, deploy and integrate web and mobile enterprise apps faster and better than ever. The combination of agile, visual business modeling, workflow, social productivity, enterprise process integration, ready-to-go apps from our app store, and a scalable and secure cloud deployment allows small teams to build business apps in days, not months.

