ANTENNA
deploy happiness

AMPchroma™ Enterprise Mobility

AMPchroma is the mobility platform that helps enterprises speed deployment, reduce costs, and lower their risks so they can safely embrace the tremendous opportunities of mobility.

AMPchroma from Antenna Software handles the difficult tasks most businesses aren't equipped for, namely the security, integration and management of mobile apps. AMPchroma is modular and scalable; it can be used holistically for a cross-enterprise mobile strategy, or tactically by a business unit for targeted mobile apps and websites. AMPchroma provides all the functionality needed to build, run, and manage mobile apps with enterprise level security, easy integration, and ongoing management.

AMPchroma is open. Enterprises can develop and build any type of app using virtually any standardized tools and still leverage its powerful built-in platform services, either cloud-based or on premise. Services include secure content management, integration with enterprise systems; distribution through branded app stores; management and control of devices, apps and content; and real-time mobile analytics.

KEY BENEFITS

- Open APIs enable a wide range of development tools and approaches
- Unified client technology enables "write once," deploy on any device, any version
- Integrated mobile operations management for apps, devices and users
- Multi-channel publishing of any digital asset via secure, brand-able mobile app stores
- Leverage the cloud for high scalability and predictable total cost of ownership
- Or deploy behind the firewall for self-contained operations
- Real-time analytics, reports and in-app usage logging

THE FULL SPECTRUM OF MOBILITY

Antenna Software has been a leader in mobility since it its advent. AMPchroma is the culmination of all our expertise and technology innovation applied to the newest trends in enterprise mobility: new platforms, new devices, new apps, and new uses. The world of mobility changes fast, and the AMPchroma platform helps to protect enterprises from the impacts of those changes. While point solutions can be effective for managing apps or devices or development or deployment, only AMPchroma addresses the complete lifecycle of mobility and provides a foundation for strategic mobility across the entire organization — from C-level to business units to IT and developers.

AMP chroma™

BUILD, RUN, AND MANAGE MOBILE APPS FOR THE ENTERPRISE

AMPchroma is not just myriad pieces of disparate technology stitched together. AMPchroma is a platform enabling the full spectrum of a virtuous mobility lifecycle: building creative and effective apps, running them on a scalable platform, and managing those apps along with devices and users in a secure environment.

AMP STUDIO

Developers are welcome to use any tools they choose to develop mobile apps for deployment with the AMPchroma platform. Additionally, AMPchroma provides AMP Studio, a full-featured mobile development toolkit (IDE) for developing native, hybrid, and mixed mode apps with maximum code reuse and device optimization.

AMP Studio is a purpose-built tool used to easily create rich content apps for consumers, complex business process automation apps for enterprise users, and every kind of app in between.

AMP CLIENT

Some development tools claim a write-once-run-anywhere approach. However, these tools are often "jack-of-all trades, and master of none" — generating apps and sites that run across multiple devices, but that don't look compelling on any single one.

As part of AMPchroma, Antenna has developed an open, unified AMP Client — enabling "write-once" deployment of apps written in any mobile IDE through client APIs that take advantage of native functionality across devices and operating systems. AMP Client generates an app package that runs within a native app container.

AMPchroma provides for the development, deployment, and maintenance of mobile apps that look great on every device on the market.

AMP SERVER

AMP Server is highly scalable messaging middleware server — deployed in the cloud or on premise — that securely connects mobile users to enterprise systems while providing a high performance buffer for mobile access.

At the core of the AMP Server is a high-performance gateway for carrier-grade security, transaction processing, and guaranteed message delivery. It enables data compression, store and forward data delivery, and message encryption in order to ensure guaranteed delivery of transactions with minimal latency over unpredictable wireless networks.

AMP Server provides easy integration with any back-office systems, social media applications, location-based services, web services, RSS and Atom feeds, for dynamically updated and content-rich mobile apps and sites.

Using patented technology, AMP Server supports thousands of transactions per second and has been implemented for deployments that count millions of users. This scalable middleware approach minimizes the impact on existing enterprise systems and enables optimized data flow for mobile users.

AMP MANAGER

AMP Manager is a web-based console for remote management and control of mobility across the enterprise. AMP Manager provides role-based administration for targeted visibility into the enrollment and provisioning of apps, users, devices, and content.

AMP Manager is used to monitor performance and usage metrics across the mobile network. Integrated analytics provide a window into mobile user behavior, in real time. By analyzing opt-in user data such as geo-location, profile information, and in-app usage, administrators can drive real-time business intelligence to enhance marketing or improve enterprise workflows.

AMP Manager provides integrated mobile device management (MDM) capabilities to secure and control corporate-issued or personal devices in the work environment. AMP Manager integrates easily with existing content management systems (CMS), but also includes a built-in mobile content management system.

AMP Manager includes robust BPEL-based workflows that can be used to submit, approve and publish apps and content in a completely controlled environment. Enterprises can create private, branded app stores to manage their own content rather than rely on third parties.

GET READY TO DEPLOY HAPPINESS

What if you could easily take your mobility strategy to the next level?

To learn more about Antenna and our AMPchroma mobility suite, or other products and services: Visit **www.antennasoftware.com** | Call **+1 201 239 7980**.

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