



Empowering Everywhere

March 2013



2007

when we started

+1100

employees

- ↑ 450+ in products
- ↑ 450+ in services
- ↑ 200+ in g-t-m

600%

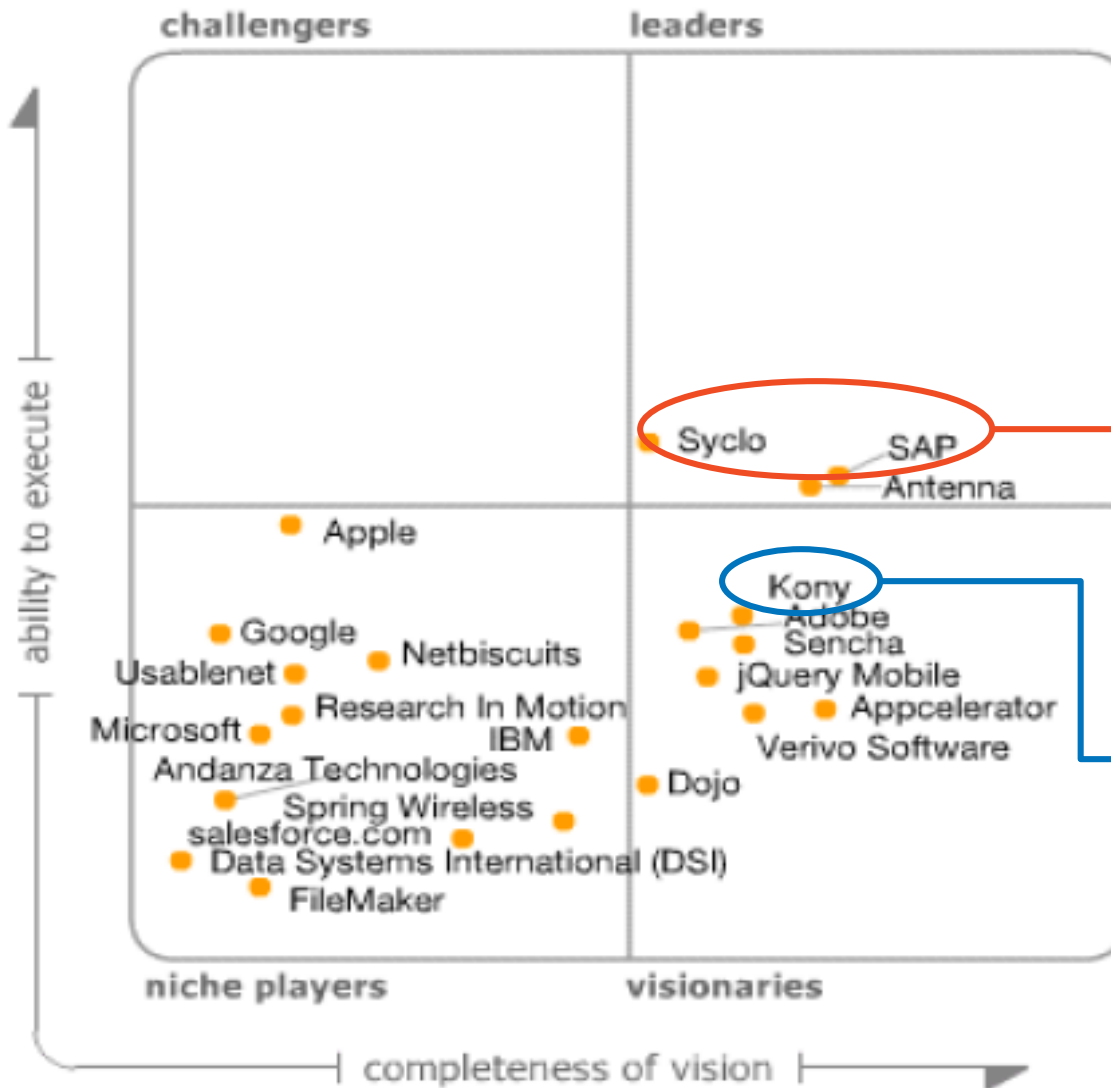
growth in two years

+220

customers deployed
in 38 countries

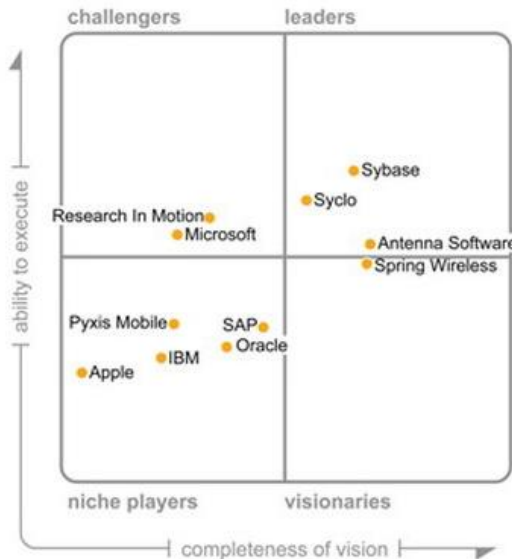
Fastest growing company in the mobility industry

Gartner 2012 MADP MQ

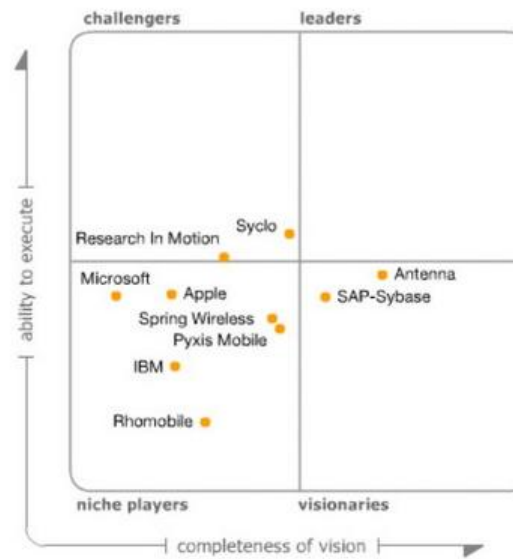


SAP & Syclo
Merged in market for
Over 15 years and over
8 acquisitions. Antenna
has a similar story

Kony in **top 3** for
both B2C, B2E after
only 5 years in
market and **only in**
the second year in
the Gartner MQ



Source: Gartner (December 2009)



Source: Gartner (April 2011)



Source: Gartner (April 2012)

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Empowering Everywhere: Over 1 Billion User Sessions Annually



AUTOMOTIVE/ENERGY/ MANUFACTURING



FINANCIAL SERVICES/INSURANCE



UTILITIES/MINING



HEALTHCARE/PHARMA



TRAVEL/HOSPITALITY/ RETAIL



The KonyOne Multi Channel Platform

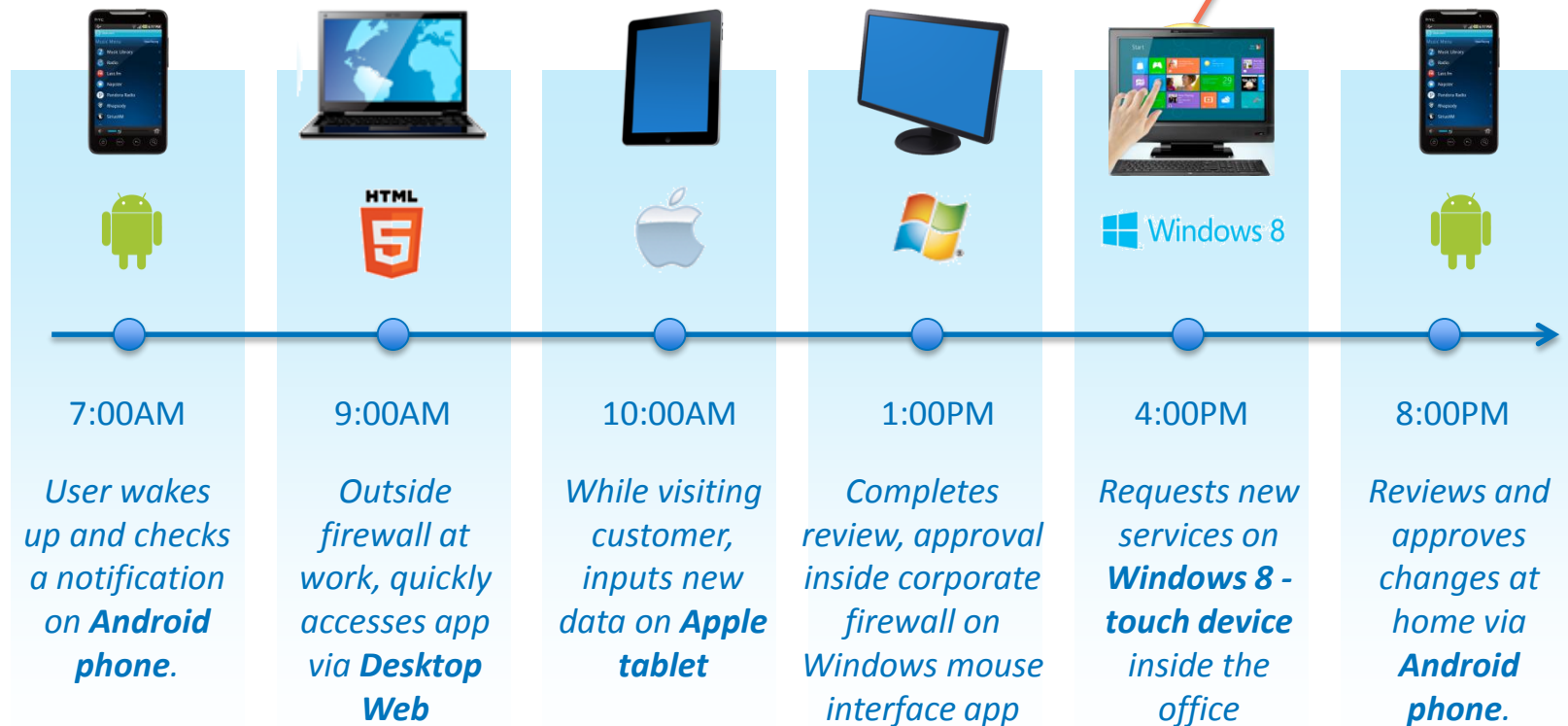


Multi-Channel: Same App, Any Screen



A day-in-the-life of an app in a multi-channel world

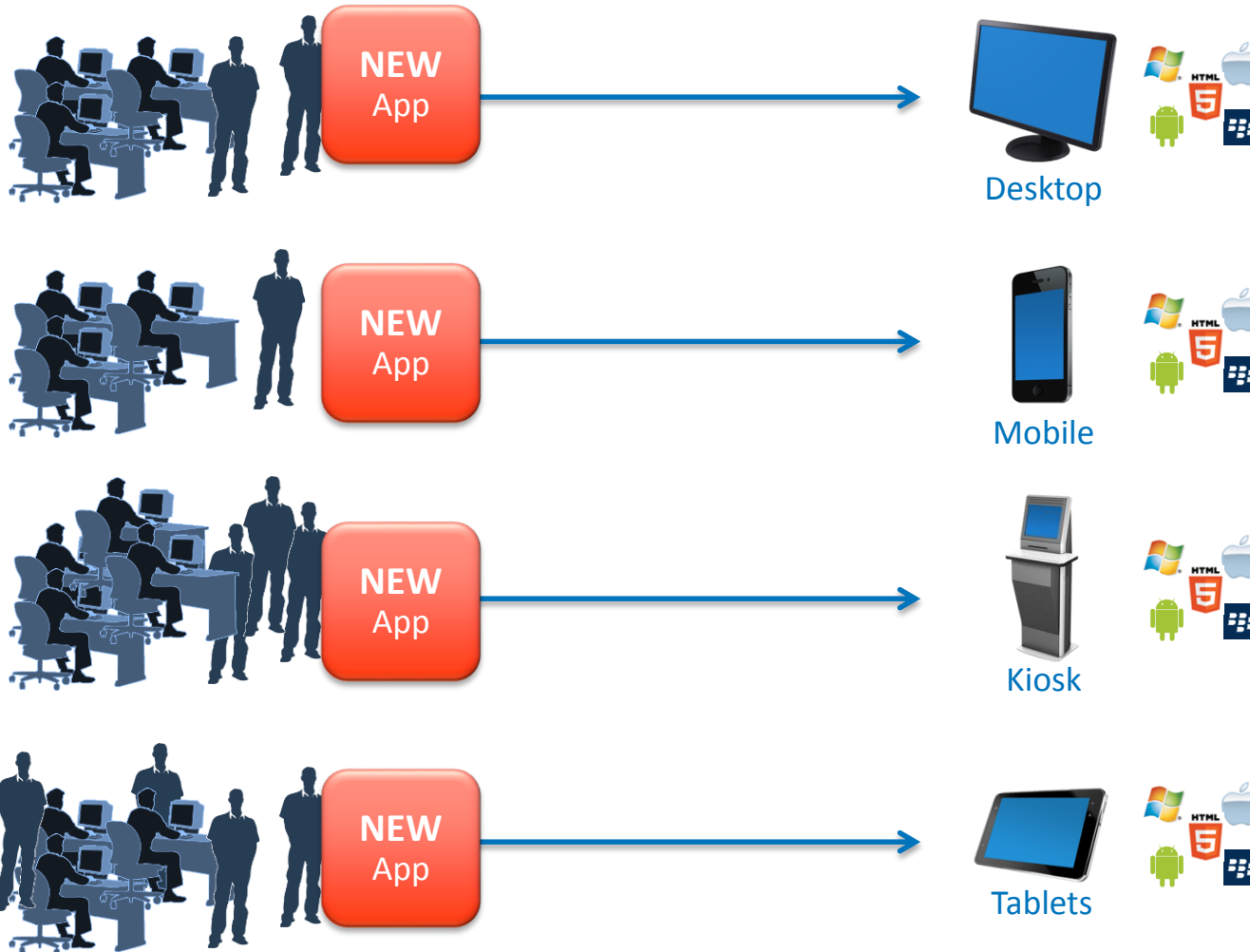
Hardware vendor introduces a new device that you haven't considered



The Tactical Approach

A development team ...

For each channel



But: Variables & Complexity Increase Costs



Security
stoppingDistance
Computability
speed
stdIn.nextDouble()

```
Scanner stdIn = new Scanner(System.in); double  
entered value; double tailGatingDistance; // use  
val; double stoppingDistance; System.out.print(  
(mph); // speed = stdIn.nextDouble();  
// System.out.print("Enter your tailgate distance:  
"); tailGatingDistance = stdIn.nextDouble(); stop  
pingDistance = (2 * speed * stopIn); // number
```



Desktop



synchronization
Features
stdIn.nextDouble()

```
Scanner stdIn = new Scanner(System.in); double  
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Mobile



New OS upgrades
stoppingDistance
Security Patches
stdIn.nextDouble()

```
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```



Kiosk



New OS upgrades
stoppingDistance
New UIs
stdIn.nextDouble()

```
Scanner stdIn = new Scanner(System.in); double  
entered value; double tailGatingDistance; // use  
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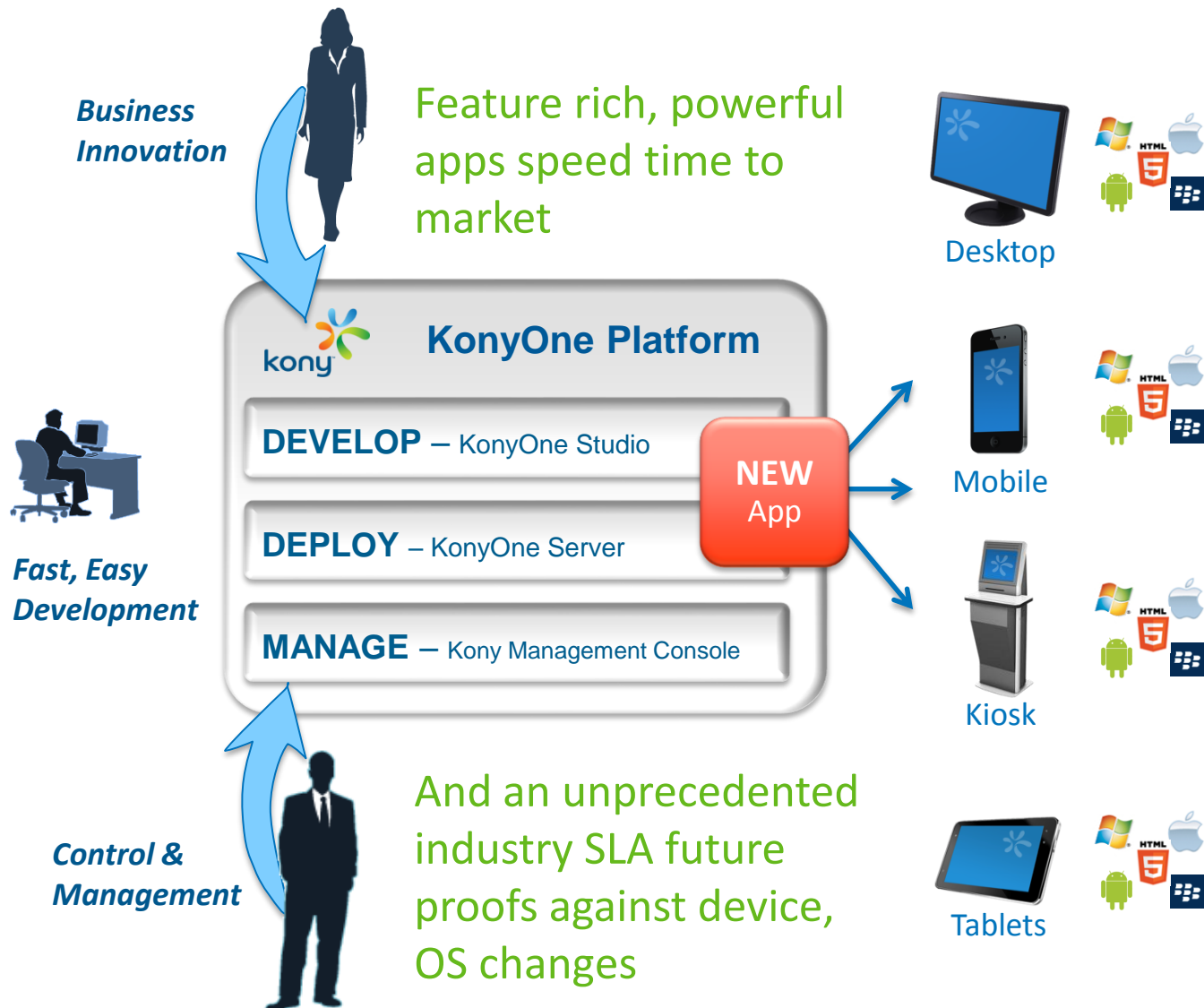


Tablets



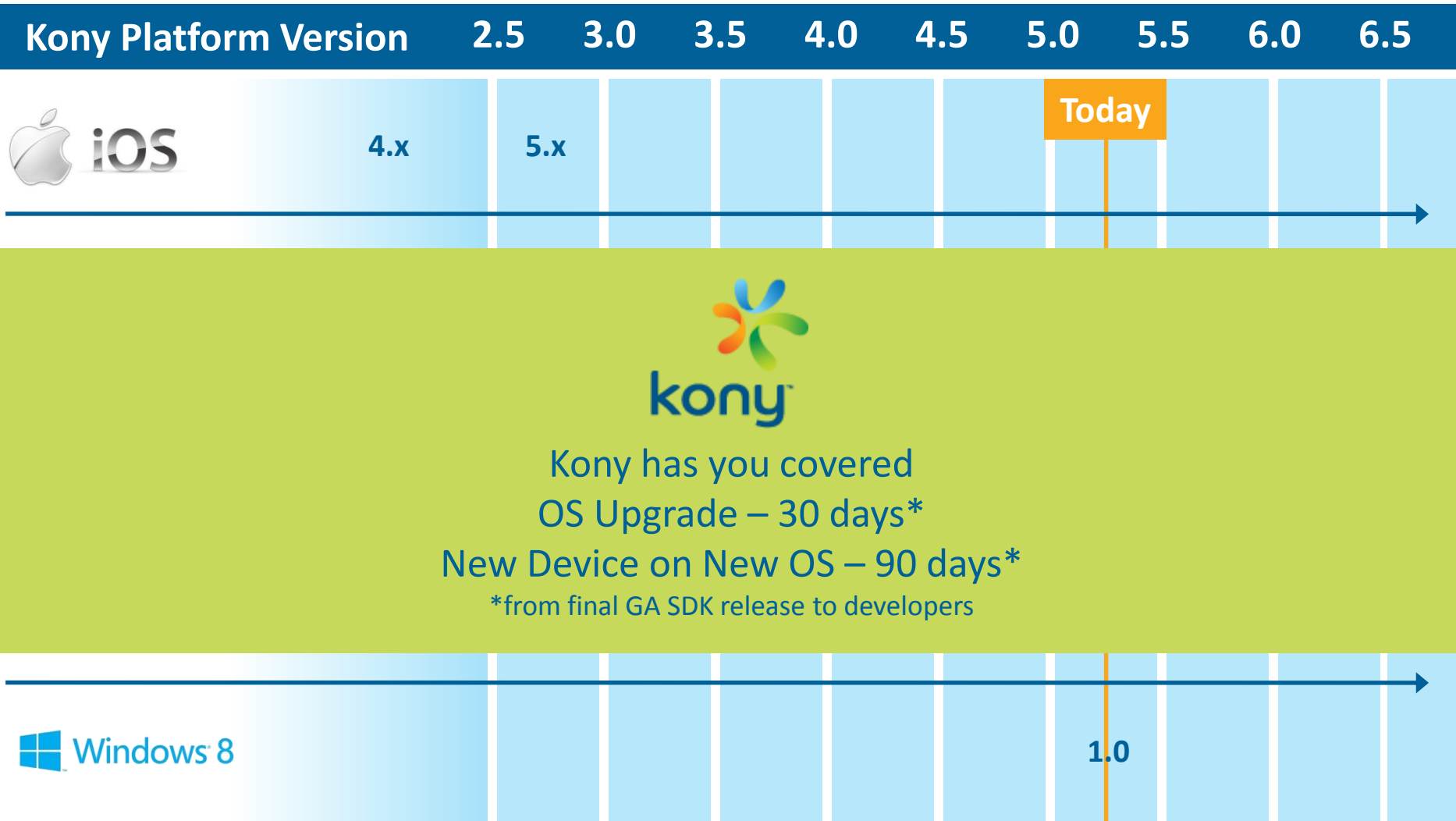
Same
Features
+
Multiple
Codebases
+
Multiple
Channels
=
Time & \$\$

Kony Multi-Channel Solutions

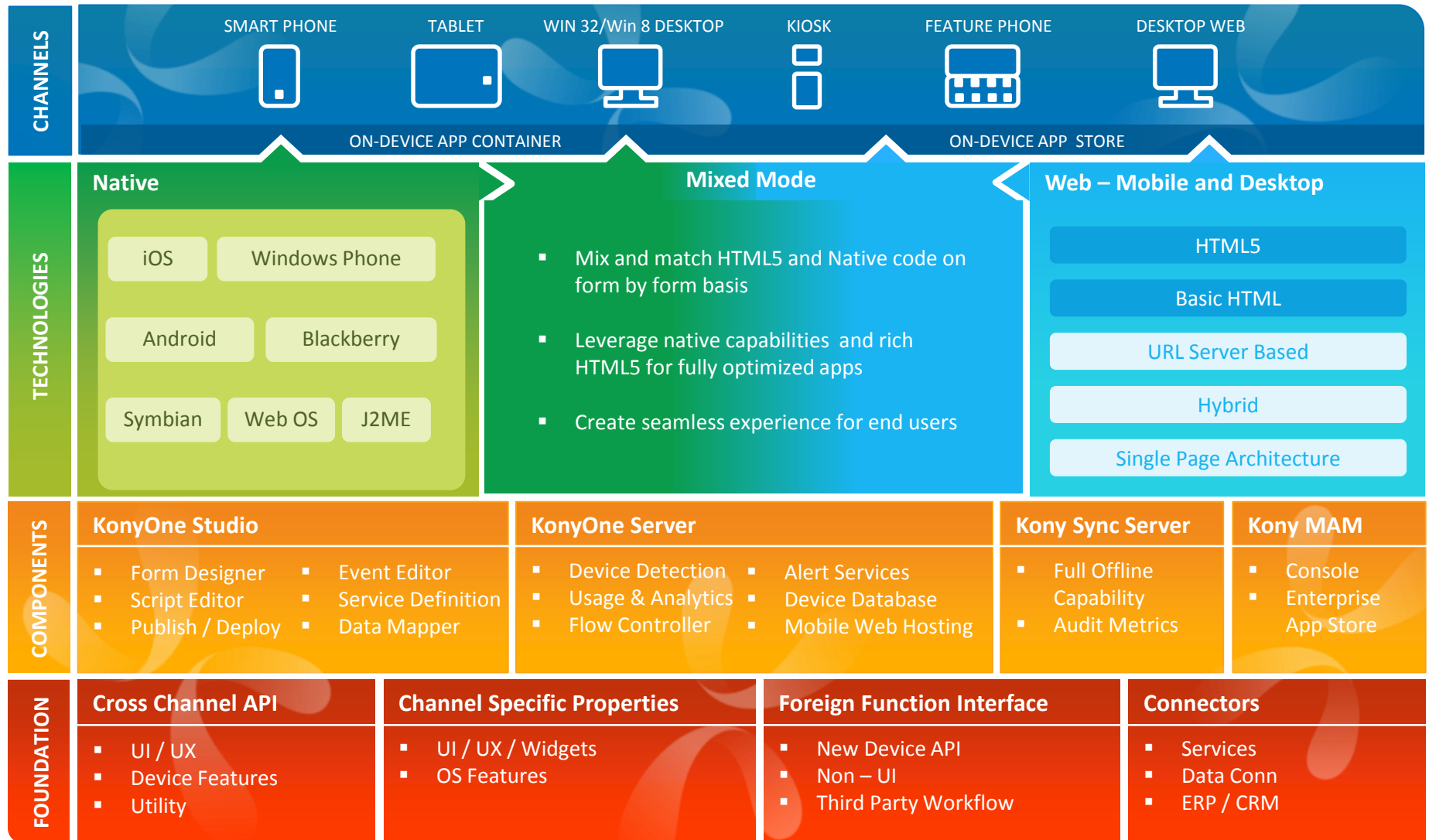


Same Features
+
Single Codebase
+
Multiple Channels
=
kony
Empowering Everywhere™

KonyOne SLA: Future Proofing



Multi Channel Platform



Kony Architecture for SAP – Extending Beyond SAP Details

Multi-Channel

Across OS



SAP Business Suite

R/3
ECC
CRM
SRM
APO, etc

Sky Namespace
- Inside SAP -

Typical Middleware Software

Sync
Engine

Other connector
technologies

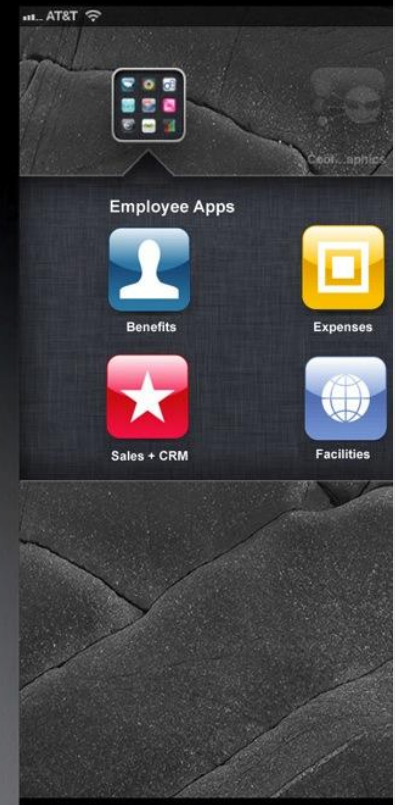
Data
Logs

Data
consolidation
and distribution

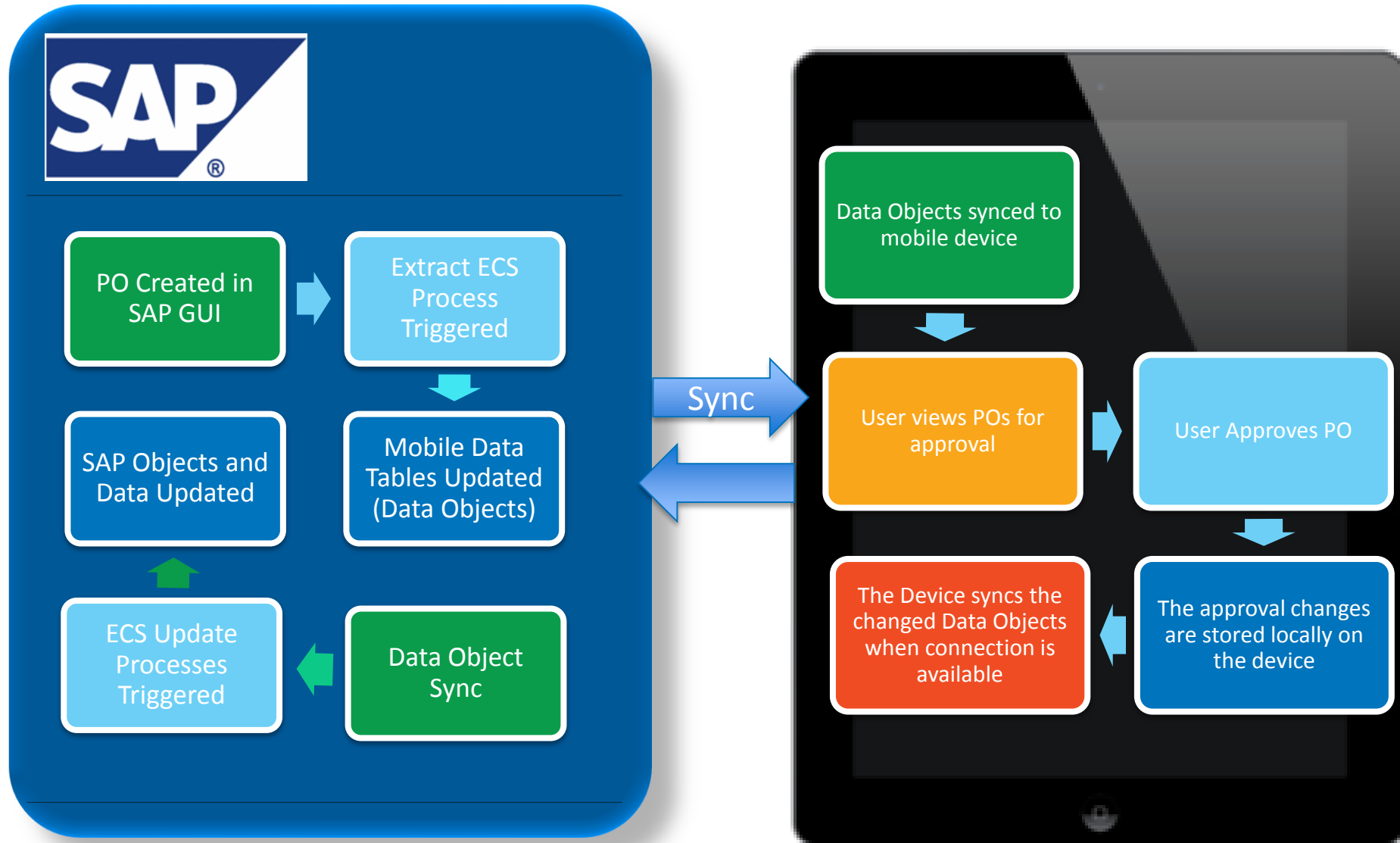
On boarding, monitoring
lifecycle, and administration

- Certified add-in component
- Data consolidation & distribution
- Data Buffering and Queuing
- Sync Engine / Logging
- Monitoring, lifecycle, & administration

Apps



Example Mobile Data Flow





Certificate

SAP INTEGRATION CERTIFICATION

SAP AG hereby confirms that the interface software
Interface for SkyMobile 24

for the product

SkyMobile 24

of the company **Sky Technologies Pty Ltd**

has been certified for integration with SAP NetWeaver 700 via the
SAP integration scenario ABAP Add-On for SAP ECC 6.0.

This certificate confirms the existence of product features in accordance
with SAP certification procedures. It does not guarantee that the product
is error-free.

The certification test is documented in report no. 20211150
and expires September 26, 2015.

Vendor Hardware: PC-Pentium
Vendor Operating System: Windows 2003
SAP Test System: SAP NetWeaver 700

This configuration meets the requirements for running SkyMobile 24 on SAP
NetWeaver.

Certified Functions:

Mobile Application Creation
Mobile Application Execution
Mobile Application Management
SAP Solution Manager Ready

Bangalore, September 28, 2012

Vikas Marwaha

KonyOne vs. SAP Mobile Platform - Development



Category	SAP	Kony
Application Types	Hybrid Support only. No support for native. No mobile web.	Full support for native, hybrid/mixed mode, web apps (html5 with spa, traditional mobile web) from single codebase.
Multi-Channel/End Points	No support for Desktop web or native tablets	Full support for Desktop, Tablet and Phones – both native and web from a single code base
Developer Productivity	Hand code everything in the native tools and post generation editing required for HTML5.	Single code base for native & HTML5. Visual development with minimal scripting. No post generation edits
Development Language / Tooling	Different API's depending on libraries selected. No uniform language for consistent development standards	One uniform consistent JS API for everything.
Connectivity	SAP, Webservices and JDBC only. Focus on SAP data sources only	SAP Native JCO , JDBC, Webservices, Siebel, Peoplesoft, Microsoft Sharepoint, and a ' Unique Inside SAP Architecture '
Extending 3 rd party functionality	Not possible	FFI – extend to external apps, libraries and UI widgets

Kony vs SAP - Deploy



Category	With Kony	With SAP
Application Server	Full Java EE support for Weblogic, Websphere, JBOSS and Tomcat with multiple proven production deployments.	No application server support, windows only
Databases supported	Oracle, DB2, SQL-Lite and MS-SQL Server	Sybase ASE
Apps Supported	Apps don't have to be built on our platform to use the server	Apps can only be built on SAP to use server.
Cloud integration	Integration proven with Oracle Cloud, IBM Cloud (Pure-systems) and Amazon.	None.
Roadmap and integration clarity	Well defined and committed roadmap	Extremely confusing with portfolio fragmented across Syclo, Sybase, Gateway, Netweaver. Every deployment is a giant services integration project.
Cross platform Push	KPNS provides comprehensive push capabilities.	Push Console does not support natively built apps.
SLA	30 days for OS upgrades (ex ios6), 90 day for new platform/device (ex Windows 8).	No SLA
TCO	Much Lower with Kony.	Separate codebases for every channel/endpoint.
Throughput and Scalability	Proven massively scalable deployments with millions of sessions and users	Known issues with throughput and scalability – hard limit of 500 users per server instance

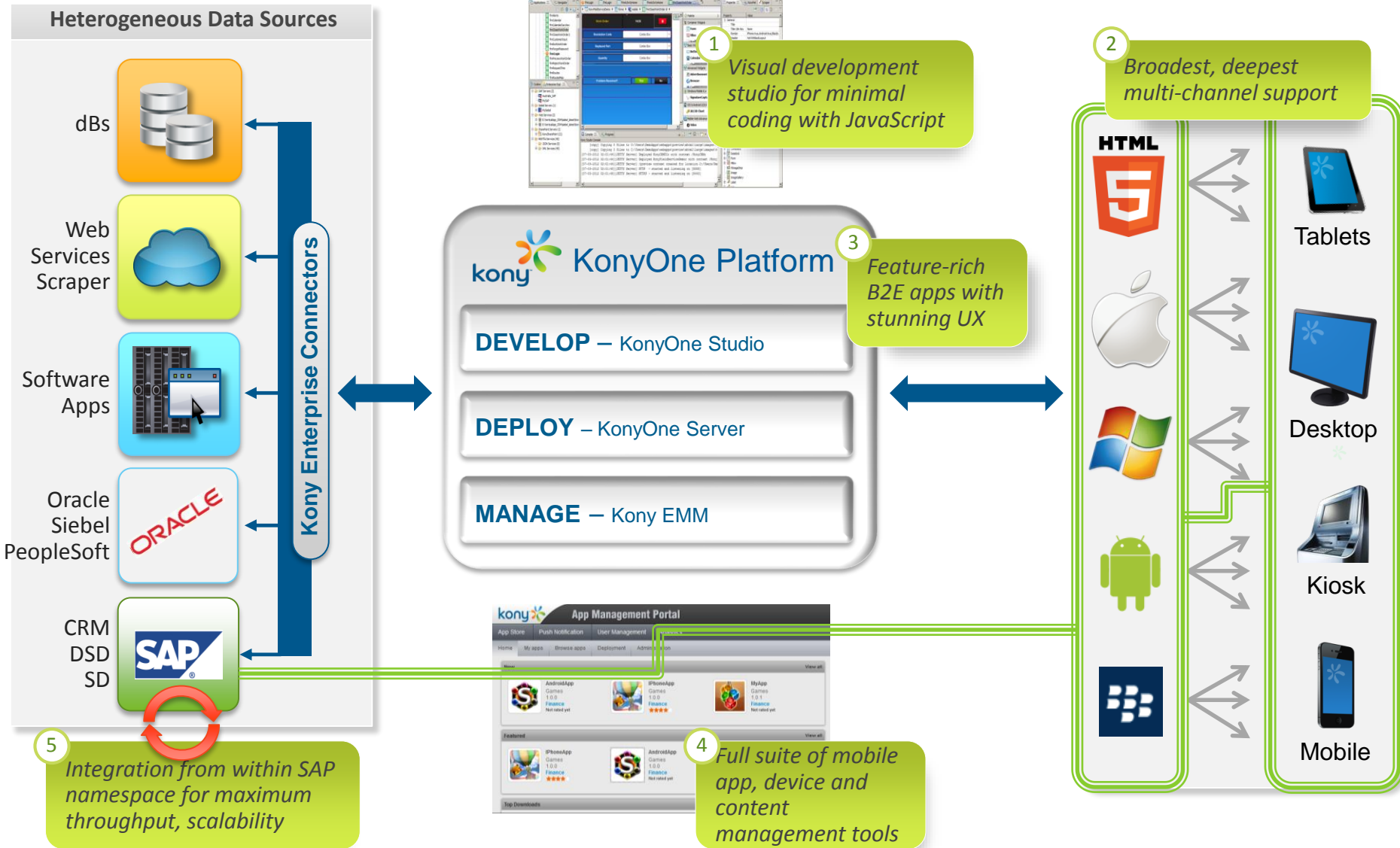
The Benefits



Performance	Security	Ease & Efficiency	Total Solution
<ul style="list-style-type: none">▪ True end-to-end interface management▪ Proper load management, dependency controls and monitoring▪ All data and transaction interfaces are monitored and optimized.▪ Automatic switchover, seamless re-connection	<ul style="list-style-type: none">▪ Built-in data compression and encryption at both the transport and data storage levels ensures data security.▪ Leverage existing security, Disaster Resource Planning, change management and systems management processes	<ul style="list-style-type: none">▪ No expensive complex middleware required▪ Leverage existing infrastructure▪ Leverage existing SAP skills within your teams▪ Leverage existing protocols and processes	<ul style="list-style-type: none">▪ Build beautiful and rich apps with easy to use Kony Studio▪ Reach all channels and users▪ Integrate with other B2B/B2E systems and info via Kony Enterprise Connectors▪ Manage apps, users, devices▪ Kony SLA, best-in-class

Mobilize SAP with Confidence

The Power of Kony Technology



Kony Pre-Built Apps



Feature Complete

- ✓ Leveraging industry experience
- ✓ Hundreds of use cases per app

Extensible

- ✓ Add custom or 3rd party modules
- ✓ Support business-specific requirements

Configurable

- ✓ Make changes without rebuilding or republishing
- ✓ Enable/disable features and rules

Universal Connectivity

- ✓ Standards based connectivity via Web Services (Rest or SOAP), JSON, Java connectors or website data Scraping
- ✓ Connectors to SAP, Oracle, Siebel, and other legacy systems



What is the Market for Mobile Applications?



B2E MOBILE WORKERS



CRM

Capture Opportunity
Capture Activity
View Reports

Human Resources

Capture Time
Capture Expenses
View Reports

Financial Advisor

Client Portfolio
Asset Summary
Manage Leads

Insurance Agent

Capture Quote
Check Claims
Manage Leads

Health Plan Broker

Capture Quote
View Policies
Manager Leads

Leverage and use existing systems and process

What is the Market for Mobile Applications?



B2E FIELD WORKERS



Field Sales

Manage Visits
Capture Sales Order
Stock Check

Field Sales

Planogram Check
Capture Price
Surveys

Enterprise Asset Management

Capture Asset
Track Locations
Asset History

Inventory Management

Capture Inventory
Manage Allocations
Pallet Tracking

Proof of Delivery

Capture Signature
Validate Order
Route Planning

Plant Maintenance

Manage Equipment
Maintenance Records
Technical Documentation

Field Services

Manage Work Order
GIS Information
Collaborate

a) Existing Systems and Processes

b) New Systems and Processes

New B2C-B2E Apps Speed Time to Market



Mobile CRM

- Account and Contact Management
- Lead and Opportunity Management
- Activity Management
- Sales Analysis
- Customization and Enhancement Options



Mobile HR

- Time Management
- Expense Management
- Talent Acquisition
- Scheduling & Workflow
- Customization and Enhancement Options



Mobile Financial Advisor

- Client Information & CRM
- Trading Activity
- Activity Management
- Performance
- Research
- Product Information



Mobile Enterprise Asset Management

- Asset Tracking & Reporting
- Asset Profile
- Scheduling
- Order Creation & Management
- Configuration & Collaboration
- Performance Management



Mobile Field Services

- Scheduling
- Customer Management
- Order Creation & Management
- Order Completion & Support
- Collaboration
- Invoice Management
- Performance Management



Mobile Insurance Agent

- Lead Management
- Account Management
- Real Time Quoting
- Document Management
- Productivity Tools
- Analytics & Reporting

Questions?