



RESEARCH ARTICLE

Mobile Web – Enterprise Application Advantages

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Abstract— This paper enlightens the benefits offered by enabling web applications on Mobile devices and also addresses the current business challenges in developing Mobile Web applications. This paper is intended for all business domains irrespective of application portfolios. Mobile enterprise application platform solutions are the core technology offerings that enable mobile enterprise applications and are the basis for organizations that are building, deploying, and supporting mobile enterprise applications. Mobile enterprise application platform solutions bring tremendous value to organizations and end users in the form of enhanced productivity, improved organizational efficiency, increased revenue, and better customer care. Technologies for mobile enterprise application platform are vastly improved with an opportunity for cloud-based or on-premise solutions; native, hybrid, or mobile Web applications; and B2E, B2B, and B2C deployments. In addition, the promise of faster time to market and lower initial costs for mobile applications has allowed organizations to embrace mobile enterprise application platform solutions in a way they never have before.

Indexed Terms: - Mobile computing, Mobile Web, Mobile Internet, Enterprise Mobility, Mobile Solutions, Mobile Web Solutions, Mobile Web Services.

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