MEDIA FACTSHEET

JUNE 2012

Applications-on-Multi-Platforms Simplify (AMPlify)
- *Enhancing Mobile Application Development Capabilities*

Background

The Applications–on-Multi-Platforms Simplify (AMPlify) initiative was first launched by the Infocomm Development Authority of Singapore (IDA) in June 2010 to strengthen the domain and technology capabilities of local mobile application developers and enhance their global competitiveness. By bringing leading global partners such as Google, Microsoft, Nokia and Research In Motion on board, IDA aims to enable local developers to receive advanced technical skills training relevant to the partners' operating platforms, as well as leverage the partners' channels to market the innovative solutions developed during the training period.

AMPlify Achievements

Since its launch, the AMPlify initiative has groomed **more than 40 developers** in various mobile application development skill sets such as Mobile Analytics on remote banking operations, Mobile User Interface/User Experience development on Android, iOS and Windows Phone, Mobile payment and advertising as well as Mobile cloud computing. Please refer to Annex A for success AMPlify case studies.

Enterprise Mobility Trends

With the rapid technology developments in wireless connectivity and mobile devices, enterprise mobility has been identified as the single biggest trend across tech industry investment and innovation, outpacing the cloud computing trend[1]. Analyst firm Insight Research forecasted that enterprise mobility products will generate nearly US$40 billion in annual sales for developers by 2016. The firm also noted that enterprises across a range of sectors are increasingly adopting applications to deliver enhanced communication capabilities, such as mobile conferencing and collaboration and mobile sales force automation.

While enterprise mobility opens up new and innovative ways for businesses to engage their customers as well as enhance employee satisfaction, the delivery process requires new skills, new mindsets, new application architectures, new methodologies and new approaches to problem-solving. Enterprises face the challenge of developing and testing multiple versions of an application on multi mobile platforms (e.g., iPhone, Android, Windows Mobile, BlackBerry), whilst seeking to maximise productivity and efficiency. Developers will need to be

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[1] Source: "Another Year of Outperformance for the Tech Industry" -- Forrester's 2011 Tech Industry Predictions

constantly equipped with latest knowledge of the enterprise IT environment and good understanding of the business domain.

The expansion of the AMPlify initiative for enterprises is especially relevant in today's context, playing an important role in accelerating the development and adoption of innovative enterprise mobility solutions.

Expansion of AMPlify for Enterprises

IDA will expand the AMPlify initiative to focus on enterprise mobility, targeting to benefit **more than 100 developers** in the infocomm industry in a year's time. Another **150 students** from Institute of Higher Learnings (IHLs) will also be given the opportunity to gain exposure through internships with our global MNC partners.

AMPlify for Enterprises creates the platform that brings together the key constituents of the local mobility ecosystem, namely developers, MNC partners as well as user organisations to co-create and innovate, leveraging Singapore's strategic advantage as the business and IT hub for the region. The expansion of AMPlify is thus an open invitation to:

- Local Independent Software Vendors (ISVs) and developers who are targeting the enterprise mobility space;
- MNCs who would like to deepen capabilities and presence in the region and leverage Singapore's strengths to build up their developer ecosystem;
- Businesses and user organisations who would like to enhance competitiveness and improve productivity through enterprise mobility innovations.

Key enhancements of the AMPlify initiative include:

1) ***More leading MNC technology partners participating in AMPlify to galvanize enterprise mobility development.***
New partners on board the AMPlify initiative with IDA include HTC, IBM, Motorola, Samsung and SAP. While providing valuable resources, our MNC partners will also stand to gain from a stronger pool of local developers with deep capabilities and proven innovative offerings co-created in this region, to accelerate their regional growth and expansion. Please refer to Annex B for quotes from our respective partners.

2) ***Expanding pool of developers beyond ISVs to include IHLs such as polytechnics and universities as well as fresh graduates in the IT profession.***
While we will continue to target local ISVs and developers, IDA recognises the need to build a ready pool of talent equipped with enterprise mobility skill sets and capabilities to drive the continual growth of the mobile industry.

Tapping on IDA's Enhanced Learning in Information Technology (ELITe) talent development and Company-Led Training for Fresh Professionals (CLT) programmes, AMPlify helps to develop "industry-ready" infocomm graduates through internship opportunities with our MNC partners, as well as fast-track fresh professionals to gain relevant enterprise mobility skill sets in a shorter

time through local and overseas attachments and on-the-job training opportunities offered by our partners.

3) *Training in new and emerging enterprise mobility skill sets and capabilities.*

Working with our MNC partners to make available development platforms and dedicated resources through AMPlify, local mobile developers are able to develop new enterprise mobility skill sets including Mobile Architecture (e.g. enterprise architecture integration and cloud enablement), Mobile Development (e.g. native, cross-platform and hybrid technologies), Mobile Operations (e.g. mobile device management and security), In-Memory Computing and User Interface & Experience Design.

Under the Infocomm Leadership and Development (iLEAD) Expanded programme, IDA will co-fund the training of developers with the organisation/company to deepen the capabilities of their experienced staff in these niche skill sets. Applicant organisations/companies will also work with our MNC partners to develop the training programme. IDA will also support our MNC partners to accelerate their training of new capabilities in Singapore through the establishment of Centre of Attachments (COAs).

Driving enterprise mobility innovations & go-to-market access

While placing capability development at its core, AMPlify ultimately seeks to pave the way for our infocomm local enterprises (iLEs) to export their innovative products and solutions. IDA aims to catalyse the development of innovative made-in-Singapore solutions that can create an impact for enterprises in Singapore and beyond through the following strategies:

- Working closely with our MNC partners and developers to identify lead users in target industry verticals including government, finance, logistics, healthcare and the SME segment which have distinct needs in enterprise mobility;
- Encouraging these user organisations to collaborate with our partners and developers to pilot and co-create reference enterprise mobility projects locally, regional and globally;
- Coordinating with our MNC partners to develop platforms and channel strategies to facilitate greater export successes for our iLEs

These will be complemented by IDA's internationalisation resources and efforts to export local capabilities including In-Market Accelerators programmes and overseas mission trips.

Companies interested in AMPlify can email your queries to ida_amplify@ida.gov.sg.
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FOR MEDIA QUERIES:

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Success AMPlify case studies

i)   <u>EPI Mobile Health Solutions</u>

EPI Mobile Health Solutions has developed an innovative mobile consumer device, EPI Life, which records electrocardiogram (ECG) and monitors a patient's blood pressure, blood glucose and cholesterol levels, on Android. These data can then be transmitted at a touch of a finger to a 24-hour medical centre for prompt response and advice. EPI Mobile is the winner of the National Infocomm Awards 2010's Most Innovative Infocomm Product/Service category.

ii)   <u>Clearhub</u>

Clearhub's ringEmail push Unified Mobility Suite, has won it a Merit Award under the National Infocomm Awards 2010's Most Innovative Infocomm Product/Service category. A cloud communication and messaging solution, ringEmail offers on demand communication services for enterprises, enabling them to standardise communications across the organisation, take advantage of emerging technologies, increase productivity and enable all employees to be 'mobile'.

QUOTES FROM AMPlify Partners

HTC Corporation

"Mobile content and applications have become an essential building block for business growth with application developers forming an integral part of the mobile enterprise ecosystem. HTC is pleased to be part of the expanded AMPlify programme which will enlarge Singapore's pool of highly qualified application developers, and ensure that they are equipped with the necessary skills training and certification to drive further industry growth."

- Attributed to ***Mr Lennard Hoornik, President, South Asia, HTC Corporation***

HTC Communication Contact: Mr Kevin Foo, PR Manager, Asia Pacific
E-mail: kevin_foo@htc.com , HP: 9099 9119

IBM

"We are pleased to be part of IDA's AMPlify initiative, to promote an open and advanced mobile application development platform which helps to nurture skill sets and capabilities in the developer community. Through our award-winning enterprise mobile application development platform, Worklight, we believe the adoption of mobile application development will help organisations of all sizes develop a mobile strategy that will become key business drivers in Singapore. IBM's Worklight features next generation mobile middleware, end-to-end security and integrated management that enable companies across industries to capture their market segments. With the ubiquity of mobile technology, we believe the AMPlify initiative could not have come at a better time and we hope to work with IDA to put Singapore enterprise mobile app development on the map."

- Attributed to ***Mr Kenny Hay, Business Unit Executive, Websphere, IBM ASEAN***

IBM Communication Contact: Mr Alvin Lai, Brand & Communications Manager
E-mail: laiwha@sg.ibm.com , HP: 9477 3094

Microsoft

"Enterprise mobility is as big transformation as we have ever seen and, together with our partners, Microsoft will help customers through the shift by bringing the power of software to people and enterprises on any device and location. By betting on Microsoft's comprehensive approach to cloud services such as Windows Azure, partners can embrace this transformation and build strong and vibrant practices that will advance how business gets done. We see this strong strategic alignment with IDA in building people's capabilities and enterprise mobility solutions to achieve our vision. We look forward to this collaboration with IDA."

- Attributed to **Mr Ziriad Saibi, Director, Developer and Platform Evangelist group, Microsoft Singapore**

Microsoft Communication Contact: Ms Lavinia Rajaram-Bautista, Communications & Community Affairs Manager
E-mail: a-lavira@microsoft.com , HP: 8428 0079

Motorola Solutions

"Motorola Solutions is firmly committed to driving innovation in cross-platform application development for enterprise mobility, and to help developers successfully distribute and monetise their applications. Participating in IDA's AMPlify initiative is in line with this focus to build a strong B2B developer community. With IDA's support, we look forward to connecting with more local ISVs to develop applications on RhoMobile Suite – our true HTML5 web development framework – where an application once written, looks and runs similarly for different devices regardless of their current operating systems. Local developers will benefit from access to Motorola Solutions' broad enterprise device portfolio, and our customers across industry sectors including healthcare, retail, supply chain, transportation among others."

- Attributed to **Ms Pauline Tng, Director, Sales, ISV and Alliances - Asia Pacific, Motorola Solutions**

Motorola Communication Contact: Ms Annette Pau, Head, Communications, Asia Pacific
E-mail: motorolasolutions@yingcomms.com , HP: 9277 2668

<u>*Research In Motion (RIM)*</u>

"RIM is pleased with IDA's strategic initiative, especially looking at the direction the industry is taking today. These are exciting times for enterprise mobility and RIM is working to ensure that we are part of this evolution. We recently introduced BlackBerry Mobile Fusion, which is RIM's next generation enterprise mobility solution. This solution will manage BlackBerry smartphones, tablet as well as devices running on Android® and iOS in the most secure, simple, and cost efficient manner possible. We look forward to driving innovation with Singapore developers to bring about more exciting next generation mobility solutions to RIM enterprise customers."

- Attributed to ***Mr Charles Dufourcq, Director (Singapore), RIM***

RIM Communication Contact: Mr Benjamin Chelliah, Public Relations Manager, East Asia
E-mail: bethomas@rim.com

<u>*Samsung*</u>

"Our mobile devices are very popular with consumers and we are excited to leverage Samsung's mobile innovations to help companies realize the value of mobility in the work place. We are glad to partner IDA on the AMPlify initiative that will accelerate the growth of our mobile enterprise business."

- Attributed to ***Mr Craig Gledhill, Vice President, Enterprise and SMB Business, Southeast Asia, Oceania & Taiwan, Samsung Electronics***

Samsung Communication Contact: Ms Esther Low, Senior Regional PR Manager
E-mail: esther.low@samsung.com , HP: 9170 7107

<u>*SAP*</u>

"The surge in demand for mobile applications across the region has led to greater adoption of consumer-centric smart devices within enterprises. AMPlify is a strategic initiative to provide Singapore developers opportunities in hands-on experience with next generation tools enabled by SAP, and thus accelerate application development. SAP is excited to participate in AMPlify and contribute to the development and adoption of mobile innovations that will enable businesses to run better."

- Attributed to ***Bronwyn Hastings, SVP, Ecosystem & Channels, SAP Asia Pacific Japan***

SAP Communication Contact: Ms Tara Parvesh Bal, Director, Product Communications
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