Content in Mobile Devices

Web Site and ECM Tools

At Your Service...Today...Tomorrow
We Appreciate The Privilege Of Serving You!

Is Your Web Site Optimized for Mobile Devices?

By Eleonora Babayants

It is estimated that U.S. smartphone commerce will grow to $31 billion by 2016.

Those organizations that can best serve mobile customers will have an advantage in the competition. Having a concrete mobile infrastructure plan and strategy is no longer an option, as it had been in recent years, but rather a must to compete in any customer-facing situation.

There is still some apprehension by companies, when it comes to moving forward with mobile planning. Companies still struggle to maintain uniformity across multiple device experiences when there are various screen sizes, operating systems, hardware specifications, and loading speeds to consider. One fear is that of the unknown, but security, data management, and simply proving a use case and subsequent return on investment are concerns as well.

The key issue in smartphone shopping continues to be the form factor, which can make navigation more difficult for customers. In addition to slower page load times on smartphones, some customers are concerned about the security of the transaction or simply complain that the experience just is not the same.

Knowing the different kinds of mobile devices customers use is critical. It is pertinent to develop a strategy that encompasses all types of customer scenarios.

Before embarking on any one mobile strategy, it is important to learn how your company's customers most likely would use their mobile devices. In addition to enabling customers to interact how they wish, any company looking to optimize its mobile presence must naturally consider the effects on the business as well, and how mobile usage will impact other lines of business and cross-channel marketing efforts.

It is important to consider privacy regulations, to adjust taxonomy and information architecture for the mobile experience. A lot of searches are made using mobile devices, so search also has to be optimized.
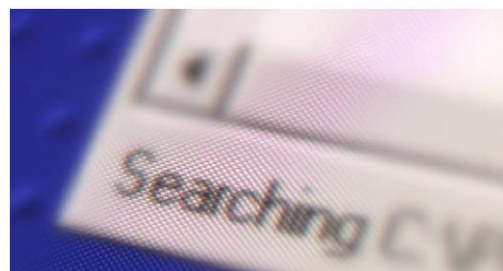
There are security considerations, as well as device-specific functions, to consider. Create security infrastructure, while maintaining user-friendly design. Hire the best user interaction designer to design the security setup interaction.

Galaxy Consulting has experience optimizing information architecture and sea

Galaxy Consulting has experience optimizing information architecture and search for mobile devices. Contact us today for a free consultation.

Enterprise Content Management & Mobile Devices

by Eleonora Babayants

With mobile devices becoming increasingly powerful, users want to access their documents while on the move. iPads and other tablets in particular have become very popular. Increasingly, employers allow employees to bring mobile devices of their choice to work.

As with most technology, mobile and cloud applications are driving the next generation of capabilities in ECM tools. The key capabilities in ECM tools are the ability to access documents via mobile devices, ability to sync documents across multiple devices, and the ability to work on documents offline.

Most tools provide a mobile Web-based application that allows users to access documents from a mobile's Web browser. That is handy when users use a device for which the tool provides no dedicated application.

The capabilities of mobile applications vary across different tools. In some cases, the mobile application is very basic, allowing users to perform only read-only operations. In other cases, users can perform more complex tasks such as creating workflows, editing documents, changing permissions or adding comments.

Solutions and Vendors

Solutions emerged that specialize in cloud based file sharing capabilities (CFS). Dropbox, Google Drive, Box.com, and Syncplicity (acquired by EMC) provide services for cloud-based file sharing, sync, off-line work and some collaboration tools.

There is considerable overlap of services between these CFS vendors and traditional document management (DM) vendors. CFS vendors build better document management capabilities (such as library services), and DM vendors build (or acquire) cloud-based file sharing, sync, and collaboration services. Customers invested in DM tools frequently consider deploying relevant technology for cloud file sharing and sync scenarios. Similarly, many customers want to extend their usage of CFS platforms for basic document management services.

DM vendors which actively trying to address these needs include Alfresco (via Alfresco Cloud), EMC, Microsoft (via SkyDrive/ Office 365), Nuxeo (via Nuxeo Connect), and OpenText (via Tempo Box). Collaboration/social vendors like Jive, Microsoft, and Salesforce have also entered the enterprise file sharing market. Other large platform vendors include Citrix which acquired ShareFile. Oracle, IBM, and HP are about to enter this market as well.

Key Features

Number of Devices – Number of devices that the ECM vendor provides mobile applications for is very important.

Most tools provide specific native applications for Apple's iPhone and iPad (based on iOS operating system) and Android-based phones and tablets.

Some also differentiate between the iPhone and iPad and provide separate applications for those two devices. Some provide applications for other devices such as those based on Windows and BlackBerry.

File sync and offline capabilities - Many users use more than one device to get work done. They might use a laptop in the office, a desktop at home, and a tablet and a phone while traveling. They need to access files from all of those devices, and it is important that an ECM tool can synchronize files across different devices.

Users increasingly expect capabilities for advanced file sharing, including cloud and hybrid cloud-based services. Most tools do that by providing a sync app for your desktop/laptop, which then syncs your files from the cloud-based storage to your local machine.

Most tools that provide a dedicated mobile applications can also sync files on mobile devices. However, mobile syncing is usually tricky due to the closed nature of mobile device file systems.

While most ECM and DM vendors provide some varying capabilities for mobile access, not all of them can effectively offer file sync across multiple devices.

Your options should be based on your users' requirements. Access them very carefully before deciding on a suitable solution for your organization.

With mobile devices becoming increasingly powerful, users want to access their documents while on the move
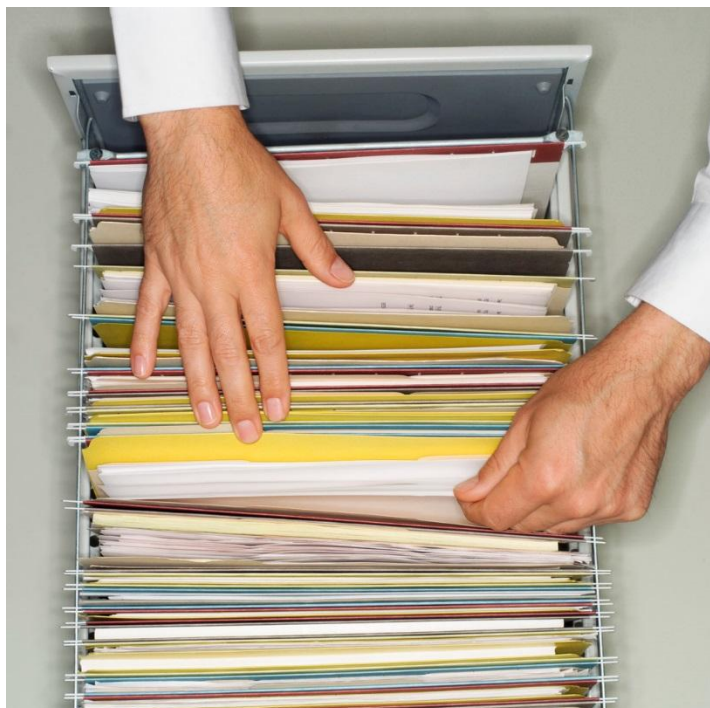
Industry News

## Perceptive Software Integrates with Google Apps

Perceptive Software introduced Perceptive Interact for Google Apps, which has been designed to seamlessly integrate content from Gmail into business processes through Perceptive Content, says the company.

Perceptive Content users who run Google's Gmail can easily send e-mail messages and attachments from Gmail into Perceptive Content, making those files immediately accessible through a Perceptive client to users across the enterprise, where they can be submitted to business processes and assigned retention policies.

Taxonomy, Ontology, and Metadata Management

TopQuadrant has launched Version 4.6 of TopBraid Suite, Web-based solutions designed to simplify the development and management of standards-based, model-driven solutions for enterprise taxonomy, ontology and metadata management, as well as reference data governance and data virtualization.

Introduced in Version 4.6 is the TopBraid Reference Data Manager (TopBraid RDM), which enhances governance of reference data storage and distribution with the addition of relevant and easily accessible metadata.
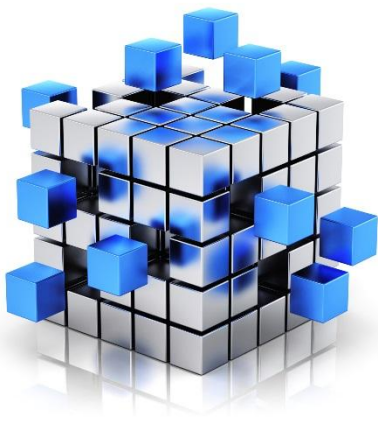
Secure Document Display & Collaboration on Any Device

Accusoft has released a new version of Prizm Content Connect, its HTML 5 document viewer. Version 9.2 now includes searchable markups, watermarking and an enhanced local file viewer.

Prizm Content Connect is an application for rapid, secure viewing and sharing virtually any document, image or message file type through the browser on almost any device, desktop or mobile, without the need for external players, plugins or apps.

Out of the box, V. 9.2 features browser-based annotation, redaction, electronic document signing (freehand and typed) and search tools for convenient collaboration. Further, it secures content through custom user permissions and SSL encryption. Prizm Content Connect's viewer auto-adapts both its document display and navigation controls to the screen size on which it's used for optimized viewing on any device, says Accusoft.

OpenText Boosts Secure Access with Informative Graphics

OpenText has acquired Informative Graphics Corp. (IGC), which develops commercial software for document viewing, annotation, redaction and publishing. OpenText explains IGC solutions will be further integrated into the ECM product portfolio and extended into other OpenText suites.

OpenText says the acquisition strengthens its capabilities for secure access to any content, on any device, on premises and in the cloud. IGC reports it offers a full suite of software that helps organizations securely view, share, redact and transform documents, images including CAD drawings, for more efficient collaboration, better control and increased productivity.

About Galaxy Consulting

Galaxy Consulting was founded with the mission and vision of helping organizations to manage their valuable information assets. Many of our clients, both large and small, have dramatically improved efficiency and reduced unnecessary labor hours through efficient methods, processes, and solutions we created.

Galaxy Consulting believes in partnerships with our clients. We are committed to working with you and to helping you transform your business. We will increase efficiency and productivity, maintain regulatory and legal compliance, improve collaboration, enhance innovation, and reduce costs through effective information management!

Call us TODAY to schedule a free, no obligation consultation!

Contact Us

Office: 650-474-0955
Mobile: 650-716-3609
info@galaxyconsulting.net
www.galaxyconsulting.net

Galaxy Consulting provides services in business analysis and usability, content and knowledge management, records management, information architecture, enterprise search, taxonomy development and management, document control, and information governance.