

About Booz Allen

Booz Allen Hamilton is a leading provider of management and technology consulting services to the US government in defense, intelligence, and civil markets, and to major corporations, institutions, and not-for-profit organizations. Booz Allen is headquartered in McLean, Virginia, employs more than 25,000 people, and had revenue of \$5.59 billion for the 12 months ended March 31, 2011. (NYSE: BAH)

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Mobile Apps: Growing Opportunities and Challenges

Mobile applications are reshaping our society by becoming an essential way for organizations to connect with employees and the public. Organizational staff must be able to use these powerful new computing tools anywhere, whether they are in the office or on the move. At the same time, the demand for public-facing mobile apps is growing. To operate effectively in the mobile environment, organizations are being called on to visualize, integrate, and leverage disparate information sources to dramatically extend their performance, efficiency, and reach.

To deliver on the promise of mobile computing, organizations need innovative mobile apps to meet present needs. These applications must run on a transformative, mobility-enabled information infrastructure that enables entrepreneurs and others to build the apps of the future—the tools that use information in new or not-yet-imagined ways.

There are very real challenges involved in mobile computing. At a time of flat or declining resources, for instance, a strong business case must be made for any application. Mobile apps—whether built in-house or purchased from the outside—must be secure for both users and organizations. And because there is often a learning curve for mobile apps, particularly among some demographics, organizations must take steps to encourage widespread user adoption and participation.

Booz Allen Can Help You Be Ready for What's Next

Booz Allen Hamilton, a leading strategy and technology consulting firm, understands that the ultimate purpose of a mobile app is to help your organization achieve its mission more effectively and efficiently and transform the way it operates. The development of secure apps—along with the necessary enabling information infrastructure, policies, and processes—requires not just technical expertise, but also a deep understanding of your organization and its business needs. Booz Allen brings all of these skills and more to the mobile computing and mobile app development space.

Our multi-disciplinary experts combine unparalleled business experience across a range of departments and agencies with advanced skill sets in enterprise mobility. Throughout all our efforts, Booz Allen remains focused on furthering your mission and getting you to the next level.

Our Approach and Service Offerings

Our methodologies consider the entire life cycle of mobile computing apps and are constantly evolving to keep pace with—and even anticipate—emerging trends and technologies. We offer the following capabilities:

- **Business Case Analysis.** Organizations cannot afford to invest in mobile apps unless they have an appropriate return on investment. We conduct a cost-benefit analysis to determine how well the mobile app aligns with your mission and how much investment is merited to quantify both the indirect and direct return on investment.

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delivering results that endure

- **Risk Management.** Mobile apps and a mobility-enabled enterprise carry inherent security risks. But how significant are the risks? We analyze the competing interests of business and security to find the right balance. We assess the risk, mitigate it down to the lowest practical level, and determine whether the residual risk is acceptable from business and mission perspectives.
- **Content Repurposing.** We analyze current content to determine whether it is appropriate for mobile deployment. We then produce subsets of relevant content to meet your mission objective.
- **Mobile App Development.** We build apps across all platforms to meet your current and emerging business needs using technologies such as virtual reality, location-awareness, data analytics, sensor fusion, and social media integration.
- **Mobile Endpoint Security.** Unless mobile apps are secure, they may be used to introduce malicious software into your network or to extract unauthorized information. Booz Allen's mobile-security experts ensure that only authorized users have access to the apps and that the apps themselves are free of malware.
- **Secure Mobile Architecture and Engineering.** A mobility-enabled enterprise faces the same challenges and issues as any other enterprise, although there are mobility specific issues. Booz Allen's experts help organizations meet the challenge of creating a secure information infrastructure that can interact with mobile devices and ensure data confidentiality, integrity, and availability.
- **Mobile Forensics.** When an employee's mobile device has been compromised, or otherwise used in an unauthorized manner, we conduct a forensic investigation that reconstructs precisely what happened. We then devise appropriate countermeasures to prevent future security breaches.
- **Mobile Learning.** We provide mobile learning apps, training, and metrics. Our change-management consultants are experts at helping employees adapt to mobile learning and maximize the benefits of these promising tools.

A Success Story

Booz Allen's initiatives have helped organizations use mobile apps to further their missions and to expand partnerships with the mobile app community. For example, Booz Allen developed iAssurance to provide security practitioners and managers with online access to the National Institute of Standards and Technology's National Vulnerability Database and with mobile access to the NIST catalog of SP800-53 security controls. The application enables the development of individualized continuity-of-operations plans, complete with action and contact checklists.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.

