

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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Rapid Development of Smart Phone Applications for the Enterprise

Today, the right information in the right place solves problems faster. Lack of real-time access to information reduces productivity and situation awareness. The ability to articulate information quickly enables faster, more accurate decisions.

Smart phone applications are the latest tools that provide the Department of Defense (DoD) with information superiority. Smart phone apps can be quickly developed, easily used, and distributed and carried in mobile devices that often are already in the user's hands. Most important, they can complement or improve many aspects of the user's mission with minimal effort.

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

Booz Allen Hamilton, a leading strategy and technology consulting firm, can provide the full range of mobile device expertise, as demonstrated by our support for several critical DoD smart phone initiatives. Our Centers of Excellence inject industry best practices and technology innovation into all our client engagements. These capabilities ensure our enterprise mobile solutions provide robust, secure capabilities now and in the future.

Booz Allen's Smart Phone Service Offerings Address All Aspects of Enterprise-Level Application Deployment

Mobile Enterprise Application Development. Booz Allen's comprehensive experience with various smart phone initiatives equips us to provide unique expertise for every client. We can:

- **Assess mission relevance.** Help prioritize app value based on mission challenges
- **Execute crowd sourcing.** Design the mechanism to solicit and validate innovative ideas from the community
- **Determine development potential.** Ensure technical feasibility to reduce app development risks

Smart Phone Army Apps Developed by Booz Allen:

Portable Field Manual Viewer

Provides soldiers with a quick way to skim, find, view, and bookmark Field Manual information



Convoy Builder

Provides soldiers with a quick way to create, update, track, and share convoy information



WayPar Augmented Reality App

Overlays geo-tagged data on a smart phone display to enable real-time situational awareness



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delivering results that endure

- **Advise on platform selection.** Assist app developers with the implications of their platform selections
- **Support network-disconnected operations.** Design network-aware apps for maximum operational value
- **Develop augmented reality apps.** Develop advanced data visualization using a new way to view geo-tagged data
- **Develop training/reference apps.** Create training apps—the largest category for new app development



Booz Allen's expertise supported all aspects of the Apps for the Army (A4A) challenge, and as part of the effort, we helped advance the Defense Information Systems Agency Rapid Access Computing Environment for cloud computing. We devised an automated test work flow to support high-volume app testing and certification.

Mobile Extensions for Enterprise Applications. Our mobile enterprise extensions experts include development staff who understand our current clients' programs and challenges. Together they:

- **Provide business process reengineering (BPR).** Offer BPR and full software development life-cycle support for enterprise-scale systems
- **Identify opportunities for added value.** Help you find areas where a mobile platform could add value to your organization
- **Leverage existing applications.** Use existing enterprise applications and extend the functionalities to include mobile solutions
- **Build secure capabilities.** Create web services and provide the appropriate data to the mobile apps, all while building in privacy, security, and connectivity (offline) capabilities

Infrastructure Support for Mobile Computing. Booz Allen has a proven record of providing world-class infrastructure support and expertise to every client. We:

- **Provide backend data services.** Support data management and security of the data for mobile devices
- **Assist with reporting and analytics.** Use appropriate tools and technologies to augment statistical data and optimize content and data presentation
- **Improve workflow processing.** Leverage existing disjointed business processes and combine them to create reusable workflows for optimized processing
- **Support secure cloud data backup.** Implement prevalent technologies to architect and support data backup in a cloud environment
- **Build federated identity management.** Architect integration of directory services, security, and authentication across multiple domains

Mobility and “anywhere connectivity” are transforming business, driving new productivity gains, and redefining the workplace. In the past 3 years, the number of smart phone platforms has nearly doubled—resulting in increased opportunities and challenges for enterprise organizations. Developing a mobile application requires a comprehensive strategy that addresses the key components of the enterprise mobility ecosystem and your business requirements and goals. Top management challenges for mobile computing include life-cycle management/operational support, information security, and financial management. Security and IT management remain the most important features when considering smart phones for business use.

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

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