



Business Solutions Featured Article

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Vivido Launches Mowego Platform for Enterprise Mobile Application Development



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Mobile applications are becoming increasingly important for enterprises to extend business from the desktop to their devices. And with the mobile application market expanding so quickly, it's no wonder [Vivido Labs, Inc.](#) is **determined** to make its presence felt.

The company that was founded by former SAP ([News - Alert](#)) NA CEO Greg Tomb, which currently provides enterprise mobility solutions, has come up with an innovative mobile application platform for enterprises as well as the developers.

Vivido has recently announced the launching of its Mowego Marketplace. The product is focused on bringing thousands of new mobile applications to market for enterprises across all industries. The Mowego Marketplace caters to the needs of both mid-size organizations as well as Fortune 500 companies.

It can help enterprises obtain standardized, scalable, enterprise built, smartphone applications that meet the rigorous requirements of the enterprise. These applications can significantly increase productivity of the companies. In addition they would enable a new level of process re-engineering and imagination that previously could not be obtained by applications designed for the desktop.

Mowego Marketplace offers something more than a large portfolio of innovative enterprise mobile applications. This Vivido solution also features a state-of-the art development workbench and visual development tools that enable enterprise application developers to design and build consistent, scalable and secure mobile applications. The platform also integrates in real-time with SAP and other enterprise back-end business systems.

One of the biggest advantages with Mowego Platform is that provides a consistent and proven approach to enterprise mobile development. In the process, the Platform helps the developer avoid the complex details of the backend business systems and development process. Thus, the platform helps developers build mobile applications within days while meeting the rigorous requirements of the enterprise.

The companies are increasingly depending on mobile applications for their current as well as future business needs. Providing a centralized marketplace to purchase, download and receive support for enterprise mobile applications, the Mowego Marketplace makes a one-stop shop for these companies.

Developers may wish to describe the Mowego Marketplace as an innovative “development” hub offering the ability to convert deep business experience into high impact mobile solutions and providing a proven conduit to take these solutions to the marketplace.

“We are about innovation, speed and providing enterprises with high value for a low cost. The Mowego Marketplace enables businesses of all sizes to leverage mobile applications and gain an immediate boost in productivity for their mobile workforce. Value is about faster decision making, immediate customer response, and enhancing daily business while on the move,” said Greg Tomb, CEO of Vivido. “Currently, the Mowego Marketplace has over 40 applications running on various platforms such as BlackBerry, iPhone ([News - Alert](#)) and Android, and our current roadmap has over 200 by the end 2010, with numbers reaching over 1,000 in 2011.”

“To date, we have had exceptional experience with development partners building on the Mowego Platform. Some of our new partners include Smartsoft, focused on retail and mobile commerce; AVAAP driving mobile business in healthcare; Net4Site, focused on manufacturing and business intelligence; and K2, building mobile apps for the energy sector.”

Madhubanti Rudra is a contributing editor for TMCnet. To read more of her articles, please visit her [columnist page](#).

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