MO-BIZZ: Fostering Mobile Business through Enhanced Cloud Solutions

Mobile devices are becoming more powerful and able to support applications of significant size and link to useful services on the fly using mobile internet connections. What is missing at present is a simple technology framework that can allow businesses to rapidly develop and make available services to their customers using cloud-based mobile services. MO-BIZZ focuses on trialling this new mobile, cloud-based service paradigm based on the innovative reuse of existing technology available to the partners and developing a business model and rapid service configuration capability. The challenge at this juncture is not only the technology, which exists and is being used, but to develop a business model and rapid service development environment that allows businesses to expose their key functionalities to their customers and integrate with existing business applications where necessary. No such capability currently exists and the availability of this would propel the adoption of these new technologies in the commercial domain. MO-BIZZ will unlock the full spectrum of the mobile channel value chain to the benefit of all, including telcos, developers and integrators. All these stakeholders can reach a large audience by shifting from competition to cooperation; addressing the business-to-business-to-consumer (B2B2C) value chain, and transforming software vendors from suppliers to partners. The envisaged platform will enable of these groups to offer advanced mobile services and applications to the business, fostering the local economies and stimulating the use of existing network infrastructures. Through MO-BIZZ, emerging and growing SMEs will have the opportunity to build upon the platform and deliver demanding business applications. MO-BIZZ will deliver high quality business applications, which can stimulate the adoption of mobile cloud solutions in enterprises and support the emergence of a strong and enthusiastic community of app developers in Europe.

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