



## News Advisory

# HP Debuts Enterprise Mobile Application Development Platform

HP Anywhere and the Developer Zone empower enterprises to embrace mobility and deliver intuitive user experiences

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PALO ALTO, Calif., May 29, 2013 — HP today announced a new version of the [HP Anywhere](#) platform that enables organizations and developers to build, distribute and manage [user-centric](#) mobile applications for the enterprise.

Employees expect the mobile applications they use at work to deliver the same intuitive, interactive user experience as consumer applications. This includes the ability to run on their device of choice and to integrate with back-end systems for user collaboration and engagement without compromising personal or enterprise data. By combining open standards with context aware collaboration, system integration and enterprise security, HP Anywhere is designed to:

- Provide enterprise scalability by giving developers the flexibility to work with their tools of choice by leveraging core technology standards including HTML5, JavaScript and Apache Cordova, as well as support for Sencha Touch, Enyo and jQuery Mobile for mobile application development.
- Minimize potential business risks associated with bring your own device (BYOD) initiatives through a secure container structure for authorized user access and policy management so users can seamlessly transition between personal and work-related applications.
- Reduce complexity and costs with mobile device management (MDM) integrations including SAP Afaria and application authentication via an integration with Layer 7 Technologies by managing risks associated with mobile access to data while securing company-issued and BYOD mobile devices.
- Increase employee productivity by allowing enterprise users to connect and collaborate contextually from their device of choice.

HP also announced the [HP Anywhere Developer Zone](#), giving developers access to HP software developer kits (SDKs), demo applications and application cookbooks. To promote knowledge sharing and accelerate enterprise [mobile application development](#), the HP Anywhere Developer Zone community members can share best practices, tools and techniques for building collaborative enterprise mobile applications with HP Anywhere.

*“With the rapid adoption of smartphones, tablets and BYOD, organizations’ mobile applications must address the dynamic needs of the modern workforce,” said Raffi Margaliot, vice president and general manager, Mobile and IT Analytics, Software, HP. “HP provides the tools developers need to create and deliver enterprise mobile applications that employees will actually want to use residing securely on their mobile and tablet devices of choice.”*

### **Pricing and availability**

HP Anywhere is available worldwide and a free HP Anywhere plug-in for Eclipse is available for download from the HP Anywhere Developer Zone. The HP Anywhere container is available as a free download from the Apple Store and Google Play. Additional information is available at [www.hp.com/go/hpanywhere](http://www.hp.com/go/hpanywhere).

### **Additional resources**

- Watch [HP Software’s Google Hangout video](#) and join HP Software on [GooglePlus](#) for upcoming Hangouts featuring product demos, best practices and more.
- Read the white paper [“Apps to Go”](#) and the [HP Solution Brief on HP Anywhere](#).
- Learn more at the [Apps for Mobile blog](#).
- Join HP Software on [Facebook](#) and [Twitter](#), and HP Anywhere on [Twitter](#).

HP’s premier America’s client event, [HP Discover](#), takes place June 11-13 in Las Vegas.

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