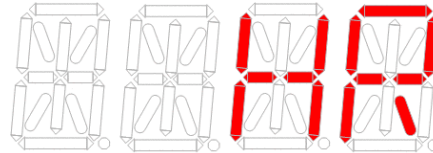


## Business-to-employee applications, what's that then?



By Adrian Bridgwater

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So last night I was reporting on a company called AppCentral. These guys describe themselves as a mobile application management player and the company has just built a new online Developer Lab resource in an effort to encourage interest in its tools and support services.

The new lab allows developers to test out apps on the AppCentral platform. There's also a free storefront to distribute their mobile apps to both iOS and Android phones.

That's all shiny and lovely isn't it? But please tell me you're asking "so what?"

Well, ABI Research expects over 830 million enterprise mobile users by 2016.

But then, "analyst house predicts rise in enterprise mobile usage over next five-years" -- is just about the biggest "so what" of them all right?

The part of this story that stood out to me was that AppCentral suggests that "business-to-employee" (B2E) apps are expected to be one of the largest growth areas of the mobile revolution over the next few years.

B2E I hear you ask?

Examples here might be employee benefits reports, employee offers, human resources, as well as corporate announcement and news applications. So that's just "internal communications" given a fancy name then right?

I found the best definition of B2E on a website called netlingo, so if you will excuse the use of Z, "B2E uses the web to centralize a wide range of applications, services, content and tools -- it allows employees to personalize these offerings in ways that make sense to them. Unlike an intranet, which is usually based on a top-down view of what's happening in the organization, a B2E interface can be customized by the employees, based on the services they use."

So that's all clear then, right?