

CA Mobile

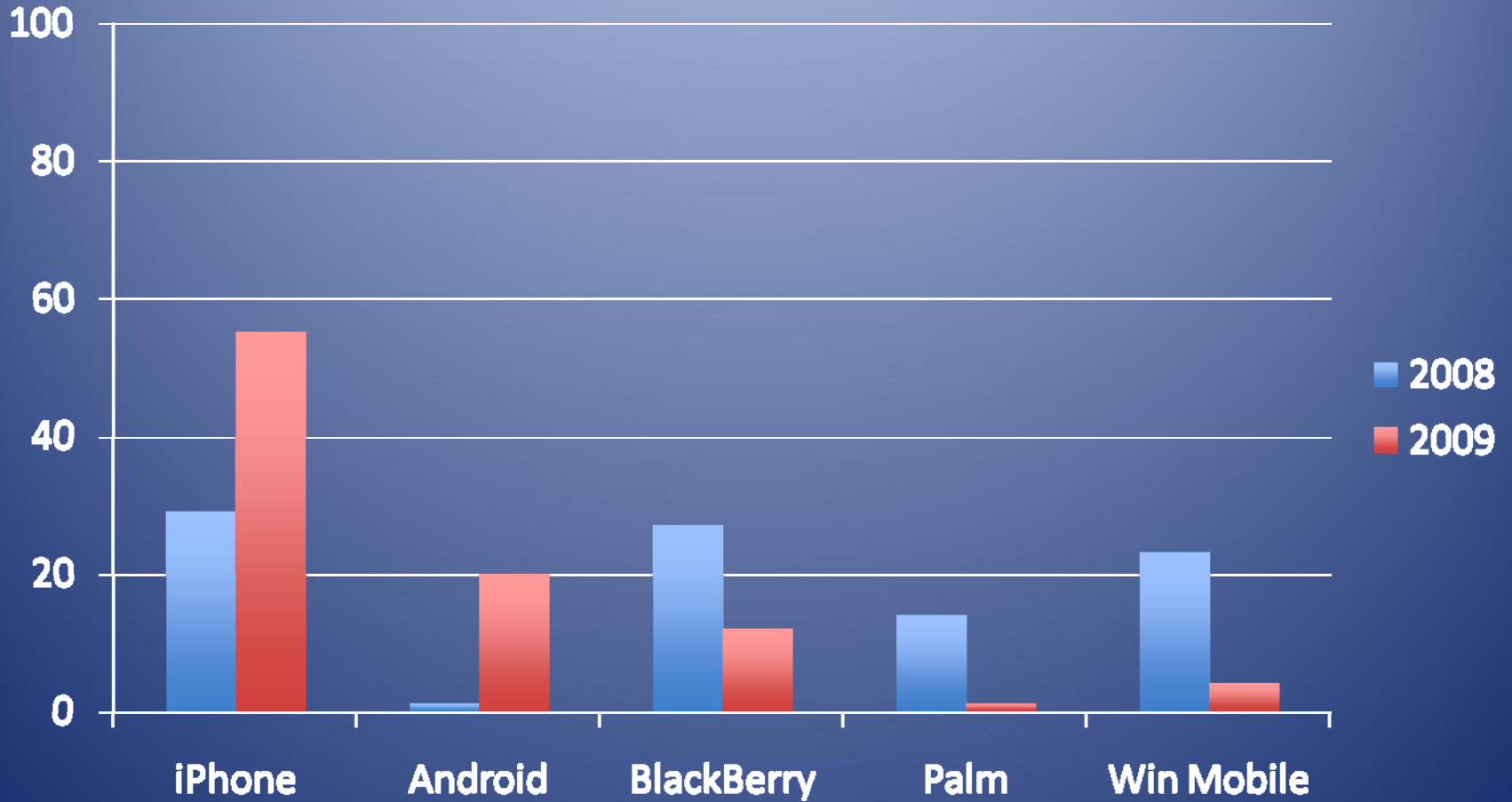
WUG Jan 2010

Topics

- The Mobile Market
- CA Mobile
- WebTools
- Questions and Comments

The Mobile Market

Mobile Browser Market Share (U.S.)



Apple iPhone

- 5.2 Million Units Sold in Q3 2009
- 13.64 Million Units Sold Q1 + Q2 + Q3...
- 11.6 Million iPhones Sold in 2008
- *1.5 Billion Apps Downloaded*
- iPhone Expected to Come to Verizon Wireless by Q3 2010

Google Android

- NEW 25... +50 New Android Devices 2010
- Google HTC Nexus 1 - Jan 5, 2010
- *Android to Grab No.2 Global Smartphone Market 2012, says Gartner*
- Android Manufacturers:
 - Dell, HTC, Lenovo, LG, Motorola, Samsung, Acer, Sony, Tiger...



Google Nexus 1



Motorola Droid

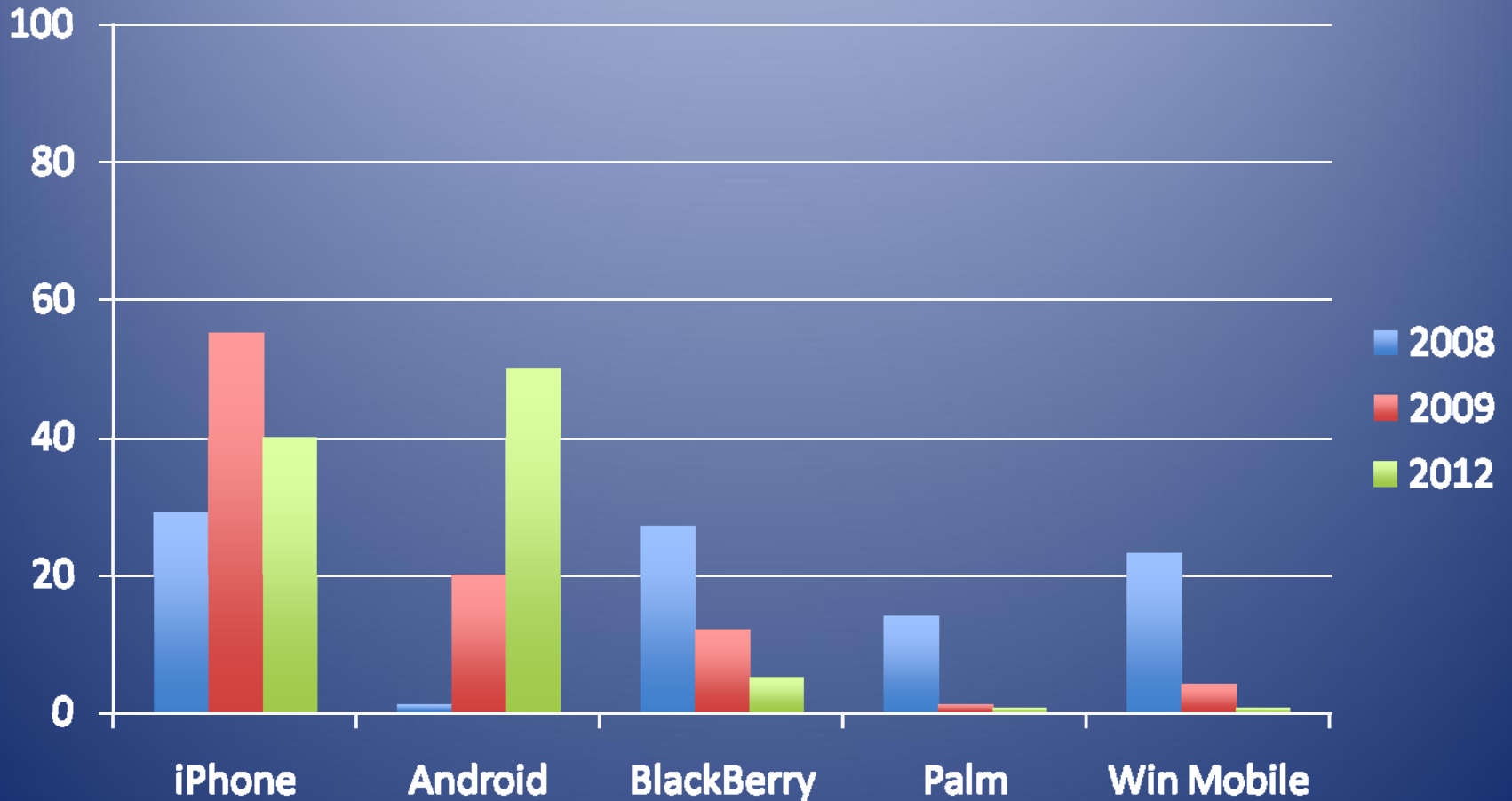
BlackBerry

- 32 Million Subscribers Worldwide
- (-1%) Worldwide Operating System Share
From Aug 08 – Feb 09
- BlackBerry to Fall From 2nd to 5th Global
Smartphone Market 2012, says Gartner
- BlackBerry Developer's Conference Oct 2009
San Francisco



BlackBerry Storm 2

Mobile Browser Market Share (U.S.)



CA Mobile

CA Mobile

- Development begins Jan 1, 2010
- Goal of +25 Web Apps July 2010
- State Template File Size 5-10 KB... 7KB!
- Mobile Web Optimized Applications
- Dynamic-Based
- Existing Databases

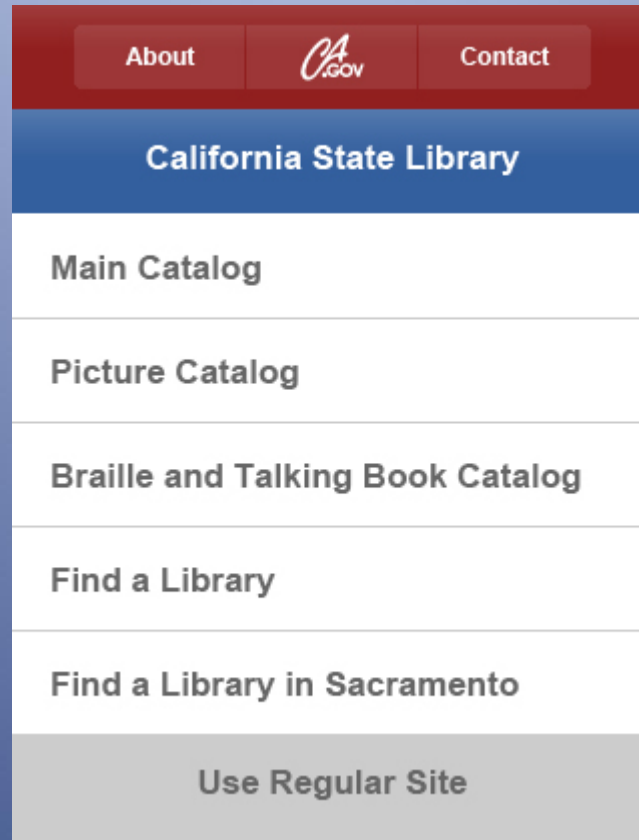


We Are Not Alone

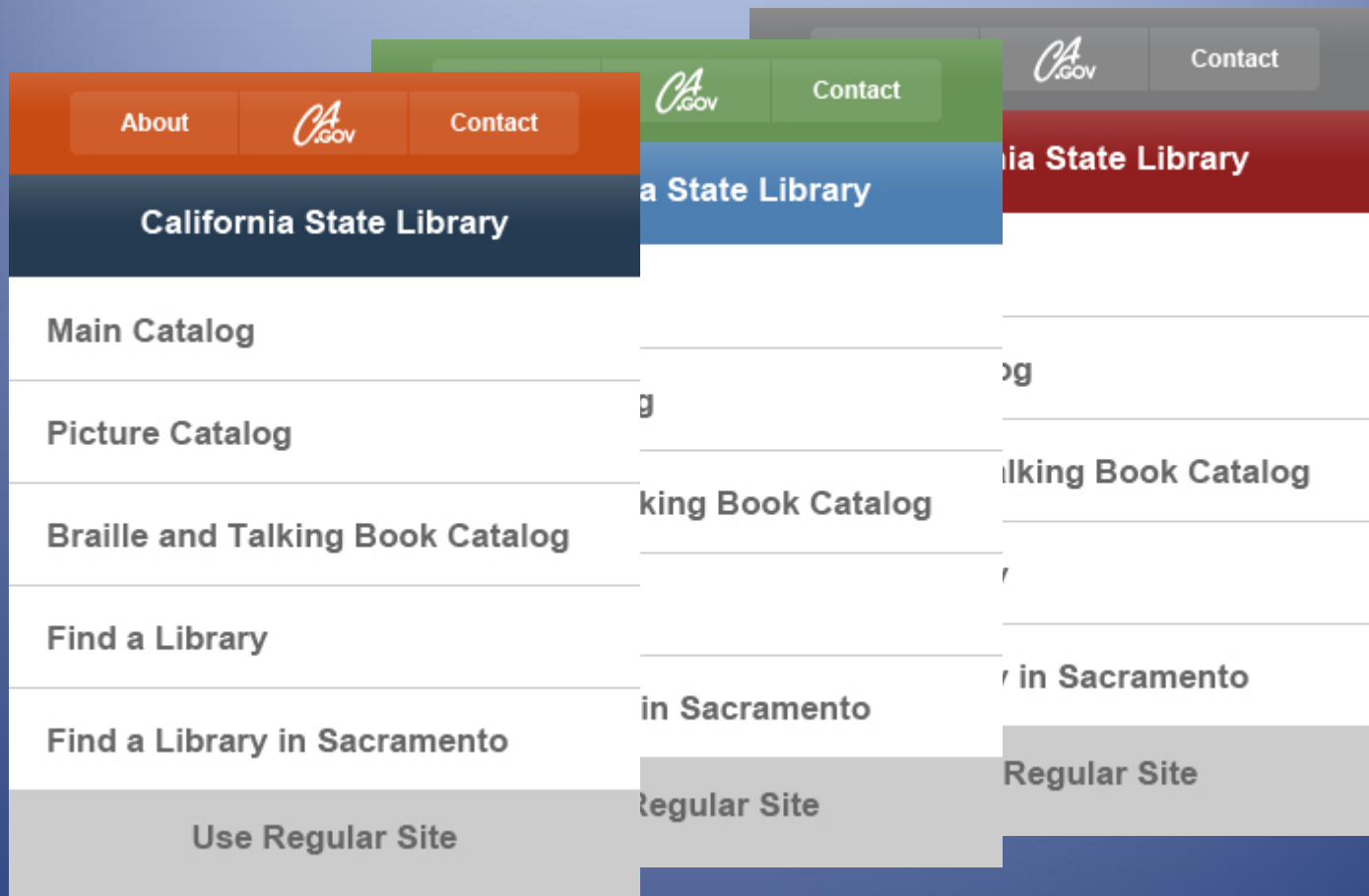


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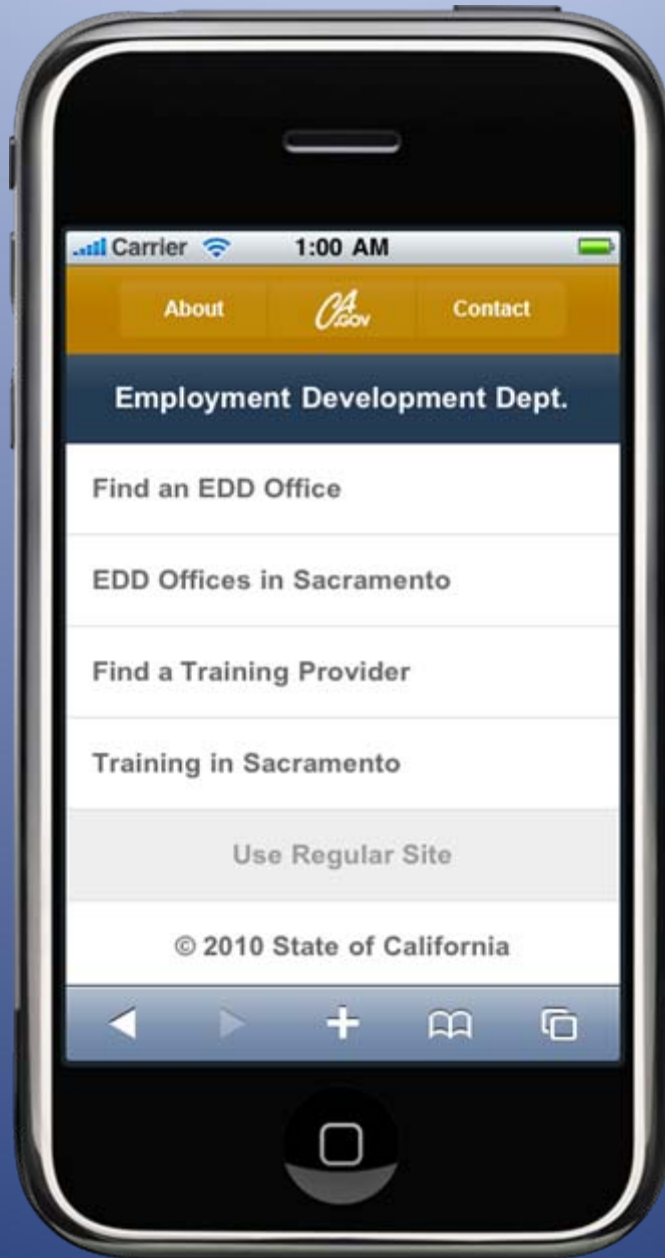


CA Mobile Template



CA Mobile Template

Example: EDD



Carrier 1:00 AM

About



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WebTools

WebTools Mobile

- Reorganization of WebTools Mobile
- HD Video Training Resources
- WUG CA Mobile Updates
- Mobile Market Updates
- HTML, Meta Tags, Mobile, etc...

Questions and Comments

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