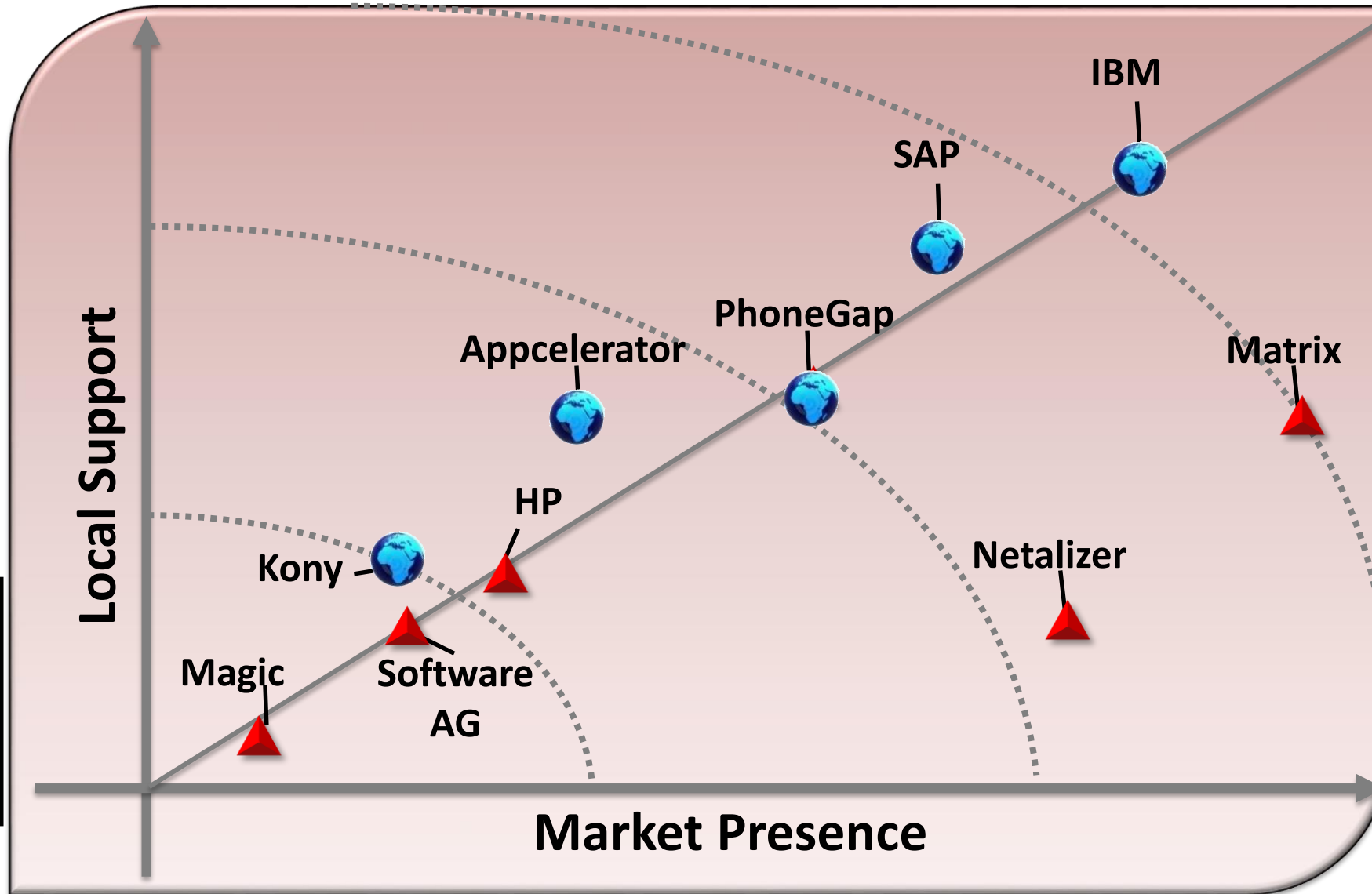


Mobile App Development Platforms - Positioning of the Israeli Market



Vendors to Watch:

- Salesforce.com
- Google
- TIBCO Silver® Mobile
- Oracle Mobile Suite

This analysis should be used with its supporting documents

Mobile Development Projects 1

Israeli Player	Clients List	New Clients 2014
EWave	B2E, Bezeq online	
Gini-Apps	Ynet-iPhone app, Ynet HD, Pango+, WinWin, Mapa, Beepit	
<u>NGSoft</u>	Bank Leumi - trade, Bank Discount, Pelephone, TNT, Wozzon, BIS; CalIVU, SellARing, Paradox, Government ministries, IAA, FIBI, Ministry of Defense, Bank Leumi, UBS, משרד התחבורה	
<u>Real Commerce</u>	Bank Leumi –augmented reality, MAKO, Clal, Bituach Yashir, Harel, Cellcom, VocalWall; BGU, Menora Mivtachim, Excellence, Leumi Card, Haifa Univ, Excellence buzz, Menora travel insurance, Worldmate , Mindlab, Issta City guide, Leumi card - ipad app for business clients, Shufersal - Groceryshopping mobile app	
<u>IdeoMobile</u>	Bank Hapoalim, Discount, Maccabi, Leumi Card, CheckPoint, Hadasa	Mega, Stratasys, ישראל היום
Applicat	Haifa univ, Meuhedet, UPS	
EL AD	Sheba, Adalya, TIS, JEE MEDIA, Avney rosha	Ministry of Transportation, Strauss Water, Dan, Assuta, פיקוד העורף

Mobile Development Projects 2

Israeli Player	Clients List	New Clients 2014
ONE1Mobile	Scop Visa CAL, Schestowich, Haifa municipalities	Systematics, Kakal, Arkia
Yael	Clalit, Dell, ועד עובדים ארצי, חדשות ערוץ 2	
Malam-Team	Bituach Yashir, Bezeq	
Experis	Cellular media content distribution system, Bookkid, Redmatch	
Moblin	Gillette, Avis, FiBi, Yellow, Leffe, Lexus, Loto, UMI Certified, Sugat	
Advantech	Soda, Syneron, Shlomo SIXT	
Taldor	Clarizen, Ozvision	
Tvuna	RSA, Bank Leumi	
PoketLink	Coca Cola, 3M, Muller, Dove	

Mobile Development Projects 3

Israeli Player	Clients List
InManage	iPhone apps: Dominos Pizza, Caffé-Elite, Shlomo Sixt, Shichor
MSbit	Yes – mobile web
Action Item	Pango, Pelephone, Brinks
Posh	Luminis, Mako – native app Win8
<u>YKM</u>	Isracard and Merk
Aman	ANALYST, Bank Yahav, Meitav Dash

Mobile Platforms – Partial list 1

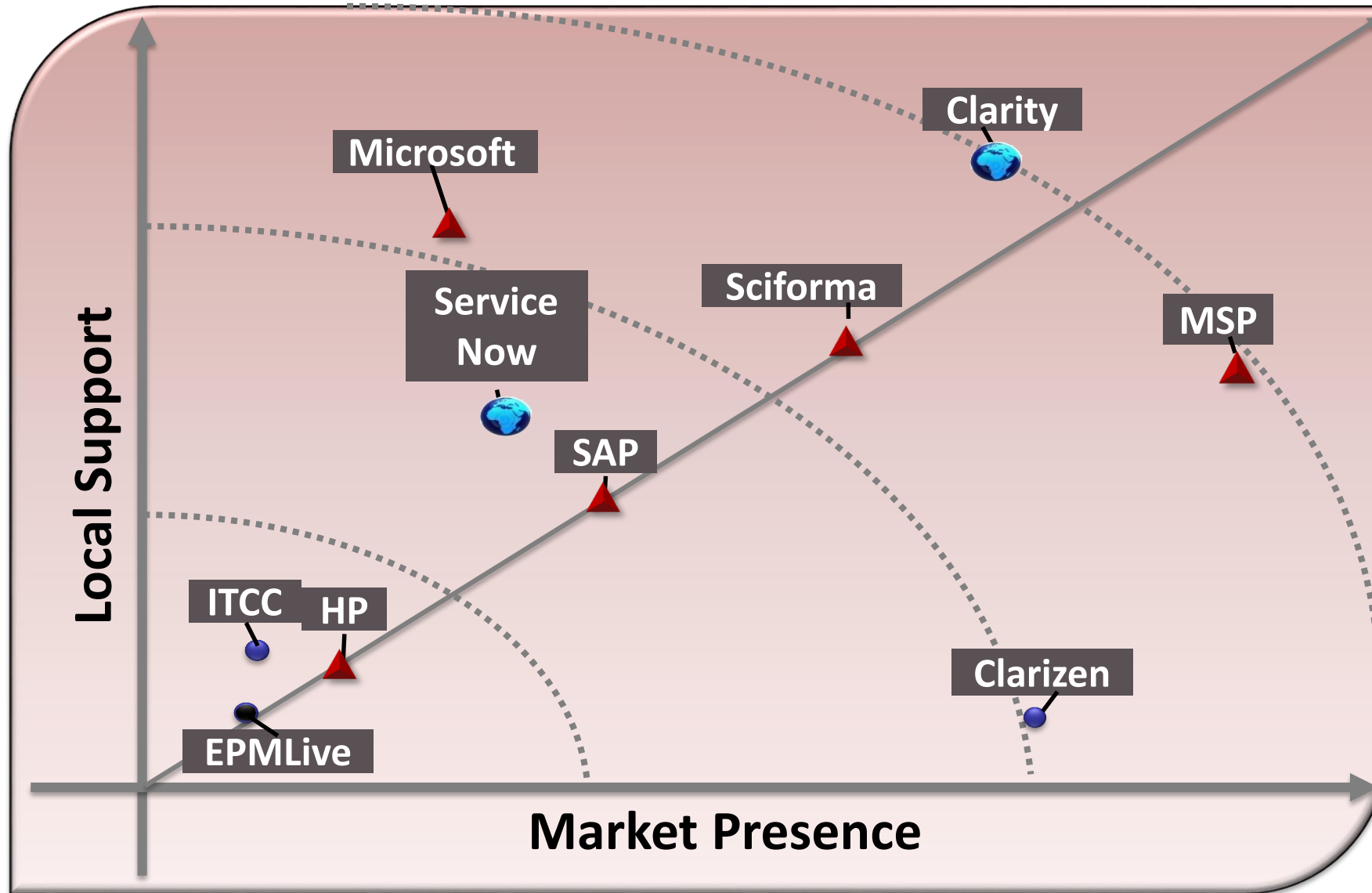
Product Name and Provider	Developer/ Representative	Product Description	Clients	New Clients 2014	Implementor
Touch Points (Matrix)	Develop	Mobile develop. Platform Hybrid	Bezeq, HOT, Ort, Danshir, IAA, Ma'ariv, Mifal Hapais, Shabas, ELAL, Bank Hapoalim, Police, Clalit, Life Compass; Leumi Card, Migdal, Nana 10, Open University, Osem, Caesar Stone, Tel-Aviv Municip, IDF, BMC, CA, Shupersal	Adama (Agan machteshim), Teva, Isracard (AMEX), Tase, Homeland security, <u>Gov.il</u> , Ministry of Health, Sviva, Education, Sisma	Matrix
SAP Mobile Platform	Vendor	Mobile develop. Platform Native +Hybrid	Mekorot, Bazan, Israeli Ports, IEC, Clalit		Ness, HP Exact Matrix Unitask
WorkLight (IBM)	Vendor	Mobile develop. Platform Hybrid	Supersal, Leumi Card -RealCommerce, Phoenix - ElAd Cal Auto, IEC Danya-Cebus, Haina municip. - ONE1	Arkia	RealCommerce ONE1, ELAD, Matrix Yael

Mobile Platforms – Partial list 2

Israeli Player	Developer / Representative	Product Description	Clients	New Clients 2014	Implementor
Gazpacho Mobile SaaS Netalizer	Developer	Mobile Reporting & Mission for field Force SaaS	שטראוס, מ.ג.ע.ר, שסטוביץ, חח"י, תנובה, עיריית תל אביב, עיריית ר"ג, עיריית אופקים, שגריר, פז, דלק, קק"ל, חברות סקרים, משכ"ל, חוגלה הגיחון, לאומי כארד, חח"י-נחם, לילית, שטראוס – קטלוג מוצרים, שחר		Netalizer
Kony (inc. MBaaS)	Representative	Mobile develop. app Platform Native +Hybrid		Orbotech	HMS, IdeoMobile HP
SAG Mobile Platform	Representative	Mobile develop. app Platform Native		Coca-Cola	Software AG

Product Name	Developer/ Representative	Product Description	Clients	Implementor
HP Anywhere	Vendor	Mobile develop. B2E app Platform - hybrid		HP
Kony (inc. MBaaS)	Representative	Mobile develop. app Platform Native +Hybrid	Orbotech	HMS, IdeoMobile
SAG Mobile Platform	Representative	Mobile develop. app Platform Native	Coca-Cola	Software AG
Magic xpa	Vendor	Mobile develop. app Platform	Visa CAL, HUJI, Shikunbinui	Magic, Tirosh, Afek
mConnect (Infosys)	Representative	Mobile banking and Payments		Taldor
Google MBaaS		Mobile Back End as a Service	DELL, ערוץ 2, נטיב בטוח	Yael
TIBCO Silver® Mobile	Representative	Mobile development B2E app platform		Yael

PPM Tools - Positioning of the Israeli Market



This analysis should be used with its supporting documents

PPM Tools & Integrators in Israel

	 Clients 	 New Clients 	 Integrators 
Clarity (CA)	Clalit, SanDisk, Leumi Card, Harel, Strauss, Bank Leumi, Orange, Pelephone, Bank Mizrachi, Teva, Playtech, Elbit		Proceed, Orantech, CA
MSP	Menora, IAI, Ayalon-ins, Cellcom, Phoenix, Leumit, Justice Department, Clal Bit, Bank Igud, Delek, Paz, YES, Min.of the Environment , Visa CAL, Bank Discount, Migdal, MOD, Prime Minister's Office <u>CIO Dashboard:</u> Random Logic, IDF, iTeam (budget planning)	Maccabi, AIG, Bazan, Bank Israel, Bank of Jerusalem	ONE1
Sciforma	Bank Discount, Teva, Visa Cal, BVR, Nova, Evogene, Leadcom Hazera Genetics, Bid Band Networks, IDE, Veraz, Opgal, HOT, ZIM, Isracard, Machteshim agan eng, Intel ISDC, Plasson, Solaredge, Given Imaging, ICL, Tracks, Arkal	Ministry of Health, Mindu, Holon Municip, Technostat n"מ, Credorax Group	Xioma Signifer, Aman

PPM Tools & Integrators in Israel

	Clients	New Clients 14'	Integrators
EPM (Microsoft)	M-system, Leumit, IAI, IAA, Lotem, Bezeq, Mekorot, Orbotech, Bank Leumi, Coca-Cola, Nice, <u>Matan</u> : Machteshim Agan, Prime Minister, Maccabi, Alvarion, IAA, Better Place, Tnuva, Random Logic; <u>Orantech</u> : Netafim, ECI, Ceragon, Logic, AD Gency ,Sol gel ,Rocar ,Playtech, Sandisk; KAKAL, MODU, Kodak, RAD; <u>PZ Projects</u> : Min. of Foreign Affers; Proceed: Malam	MS 2010 Amdocs, Defense <u>Matan</u> : Strauss, Tel-Aviv Municip. Elta, Marvell <u>Orantech</u> : Navy, Shabas, Teva R&D, Sorek, Leumi Le'Mashcantaot <u>PZ Projects</u> : Justice Department, Elisra	Matan, Orantech, PZ Projects
SAP Enterprise PPM		IEC, Bank Hapoalim, Mekorot	SAP, Proceed, other potential SAP integrators
PPM (HP)	Mataf, Motorola(Global), LivePerson		HP, BDA

SaaS PPM Tools in Israel



	Clients	New Clients 14'	Integrators
Approach PPM on Force.com	Netafim		Approach, SalesForce.com
Clarizen		SMBs	Clarizen
ServiceNow		Sandisk	ServiceNow
ITCC		ECI, Tama, Metro Motor	that's IT
EPMLive			Methoda