

Mobile App Integration: Fusion vs. App Wrapping

At Appdome, we take mobile app integration to a whole new level. The Appdome platform enables you to seamlessly implement mobile security or integrate mobile software development kits (SDKs) with any mobile apps, without requiring development cycles or implementing the SDK in source code. In short, your mobile app integration can now be simplified and automated, without writing a single line of code.

APP WRAPPING... A THING OF THE PAST?

Once touted as a great alternative to SDKs for the purpose of adding a specific vendor's functionality to mobile apps after the development process, app wrapping is quickly becoming a thing of the past. Mobile app developers have encountered many problems with app wrapping. They find app wrapping not only to be unscalable, unsustainable, but also not re-usable or operable. Most importantly, it often degrades the user experience.

If you are interested to know what contributed to app wrapping's failure, read this whitepaper: [Mobile Integration Done Right](#).

WHY FUSION IS YOUR BEST ALTERNATIVE TO APP WRAPPING

Open Across All Platforms

Fusion is cross-platform by nature, supporting both iOS and Android across multiple OS versions and devices types. So right from the start, you achieve cross-platform support with significantly less effort, and your operational costs plummet (compared to app wrapping which requires substantial effort and is expensive to maintain). Fusion also has no dependencies on frameworks, mobile platforms or development environments. It works for any app consistently and effortlessly.

THE FUSION PROCESS

A new, superior approach to mobile integration

Appdome's patented* Fusion technology enables enterprises to fuse new features and capabilities to new or existing apps on iOS and Android by uploading the final package (IPA/APK) to the Appdome platform. The cloud-based fusion process is done automatically within minutes, enabling the fusion of SDKs and third party services into an app. The fused app can also be distributed and managed by any enterprise App Store.

No Change in App Behavior

Unlike app wrapping, which typically imposes functionality limitations and creates unpredictable behavior, Fusion employs an open integration layer that interacts with your app as well as the OS, delivering only the functions that you have chosen during the fusion process. Nothing more, nothing less. This ensures that stability, performance and usability of your app are preserved. Fusion also allows you to easily connect any service to your app, opening the possibilities for expanded use and enhanced mobile experiences.

Implement in Minutes, Not Months

Fusion automates the implementation of SDKs, mobile security, and other 3rd party services in minutes, compared to a typical integration process that could easily take up multiple months (when implementing the SDK manually in the source code). This frees up development resources from complex integrations and enables them to focus on building great apps that drive real business value. Mobile integrations can be delegated to non-developers, such as IT and mobility professionals.

Automated Process

By leveraging an intuitive cloud-based web interface, users can complete app integrations in minutes. The entire process of fusing capabilities such as Enterprise Mobility Management's (EMM) SDK or mobile security feature set is 100% automated.

Complete Mobile Integration Projects in Parallel

By enabling multiple SDKs and third party services to be fused to a single app, Fusion makes it very easy to complete one, multiple or many mobile integration projects in parallel. The only thing required is an account on the [Appdome platform](#) and access to compiled app binaries (.ipa or .apk files). The source code is never touched. In fact, you do not need to have access to the code.

Complete Visibility

Fusion gives you complete visibility into how the app operates and interacts with other services and the mobile device. This complete visibility also extends to app deployments, so you can achieve full auditability, accountability and compliance.

AN OVERVIEW ON HOW FUSION DIFFERENTIATES FROM APP WRAPPING:

| App Wrapping | Fusion |
|--|---|
| Limited by platform/vendor/version use case | Open across all platforms/vendors/versions use cases |
| Limited to specific app functions | No dependencies on specific functions or vendors |
| Limited to only one SDK per app | Multiple services can be fused to the same app |
| Time and resources consuming (weeks or months) | Minutes to implement; minutes to re-implement in a new app version |
| Manual process | Automated process with an intuitive, simple, powerful cloud-based platform |
| Restricted visibility into overall app behavior | Complete visibility into how the app operates |
| Requires additional frameworks and libraries | Fully integrated into the binary without the need for additional frameworks to operate and libraries |
| Unsupported on AppStore or GooglePlay | Fully supported on AppStore, GooglePlay and enterprise stores |
| Leverage "private" APIs to "proxy" and "hook" high level API calls within the app | Does not leverage any "private" APIs |
| Dynamically load code into an app at run-time so as to pass Apple's static inspection | Does not rely on dynamically "injecting" or "hiding" code from Apple's static tools |
| Leverage special linkage (non-PIE) causes unsuccessful submission to the App Store. Also, does not support new Apple technologies and chipsets (such as 64bit) | Appdome's fusion layer is generic and suitable to all binary types, linkage stacks and run-time environments out of the box |
| Modify both app and the Apple ID bundle during signing | Built-in signing workflow on Appdome that ensures each app is App Store ready |
| Add additional permissions (entitlements) that are not in the original provisioning profile, causing Apple to reject the submission | Does not add any additional permissions (entitlements) to app |
| Does not allow customization of apps | Easily allow multiple apps to be customized during the Fusion process |

To learn more about Appdome visit www.appdome.com or open a free Appdome account at fusion.appdome.com and start fusing.

ABOUT APPDOME

Appdome is the industry's first cloud hub for mobile integration. Appdome enables the rapid integration of multiple third-party functions to apps, shortening the deployment cycle and connecting mobile apps to other services on demand. The codeless service operates as a mobile integration workflow in the cloud and allows users to perform integration projects on the final application package. No source code or development expertise is required. Likewise, no modifications to an app or an SDK are required to complete integration projects on the Appdome platform. The solution is currently used by the world's leading financial, healthcare and e-commerce companies to support productivity, compliance, and security for consumers and employees. Appdome was rated a Cool Vendor in Mobile Security by Gartner in 2015. The company is based in Silicon Valley, United States and Tel Aviv, Israel. For more information, visit www.appdome.com.

*Yehuda et al. Method and a system for merging several binary executables. U.S. Patent 9,934,017 B2 filed November 15, 2015, and issued April 3, 2018.