



Globo Acquires Sourcebits to Boost Mobile Application Offerings

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On 30 June 2014, mobile enterprise management (MEM) provider [Globo](#) announced that it had acquired [the services division of Sourcebits](#), a developer of mobile applications for enterprises. Globo stated that the acquisition will extend the scope of its expertise in the area of mobile application development, citing five service areas in which Sourcebits specializes:

- Mobile roadmap build: consulting and prototype development for new mobile applications
- Conversion of existing applications onto a mobile platform
- Execution services for mobile deployment
- Validation and quality control
- Post-project maintenance and support.

The MEM market has its roots in mobile device management (MDM), but during the past 12–18 months there has been a marked shift among MEM players towards a focus on mobile applications. This has been happening in response to an increasing maturity among enterprises, in their approaches to mobility. Having focused primarily on dealing with the risks associated with employees' use of mobile devices and apps for work purposes, a growing number of enterprises' IT departments are now focusing on the ways in which mobility can benefit the organization, and build sustained competitive advantage. Fundamentally, devices themselves are not a source of competitive advantage, because the same devices that are available to an enterprise are also available to its competitors. Rather, competitive advantage stems from what an enterprise *does* with its mobile devices: that is to say, from mobile applications. As organizations' mobile maturity grows, they increasingly need to apply the same lifecycle processes to mobile applications as they have applied to traditional IT development: from requirements collection and design; through development, testing and securing; to provisioning, usage monitoring and analytics; and back into the next phase of design. But the mobile implementation of application lifecycle management is different in a number of important ways, and enterprises frequently need help to understand the most effective ways in which to approach mobile application management (MAM) and development. Therefore, we have seen MEM players working to beef up their capabilities in the area of mobile applications. In some cases, it makes sense to do this organically. In other cases, acquisition has been used to accelerate the process. Globo acquired MDM provider Notify in October 2013, and since then it has been building both the MAM and mobile application development platform (MADP) aspects of its offerings. With the acquisition of Sourcebits, Globo will deepen its application-related offering by boosting its ability to cater to organizations that are developing their own mobile applications. There are a growing number of such organizations in Europe. In IDC's European Enterprise Mobility Survey, carried out in the first half of 2014, we found that around one-third of enterprises (33.0%) have launched at least one mobile application (other than mobile email), with a further 18.5% currently working on their first one. With the acquisition of Sourcebits, Globo can cater more strongly to the increasingly sophisticated application lifecycle needs that enterprises will encounter as they climb the curve of mobile maturity. In addition to boosting Globo's capabilities in mobile application development services, the acquisition of Sourcebits will also improve Globo's ability to pursue the strategy of international expansion which has been its primary focus during the past couple of years. *Declaration: Sourcebits is backed by equity funding from IDG Ventures, whose investors include IDG. IDG is the parent company of IDC.*

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