

# MoNimbus™ Press Release



## MoNimbus Inc. Launches Cloud-Based Mobile Enterprise Application Platform MoNimbus™ Studio at DEMO Fall 2013

### MoNimbus, Enterprise Mobility Software leader to showcase startup technology in Enterprise Software category on the DEMO stage

Santa Clara, CA – October 16, 2013 — MoNimbus Inc. today announced the launch of MoNimbus™ Studio – a Cloud-based Mobile Enterprise Application Platform at DEMO Fall 2013, world-renowned for launching the most innovative companies in mobile, big data, health, enterprise, consumer, hardware and wearable computing technologies.

MoNimbus™ Studio is the industry's first cloud-based platform that gives users the ability to transform, configure and customize their mobile experience without coding and retooling. By integrating the MoNimbus™ cloud with the existing enterprise application, consumers receive end applications for mobile, web and native platforms in real time and no code. In addition, with MoNimbus Studio they will be able to integrate web workflows and business functions to custom create a mobile business application with added value to perform that function.

Due to consumerization of IT and BYOD, there is a tremendous demand for mobilizing enterprise applications. Users want access to various applications of their choice, not just email, on any device. They also want these applications to be customized, configured for their own individual and personalized mobile experiences quite different from the "one size fits all" model that enterprise IT has applied all these years.

According to a survey of CIOs conducted by the research firm Vanson Bourne, there is a strong user demand for the availability of corporate data and applications on mobile devices. 87% of the CIOs in the survey reported that employees would like more access to enterprise apps on their mobile devices. In addition, there is an anticipated 36% of increased productivity if crucial enterprise applications were mobilized. But the traditional approach to building native mobile enterprise apps is costly and time-consuming. MoNimbus offers the ability to transform applications that run on the web to embrace mobile, cloud and social for added value.

MoNimbus Cloud-Based Mobile Enterprise Application Platform combines the best of mobile, social, and cloud technology to accelerate enterprises toward next generation applications. It provides real time consumption and intelligent experience of enterprise applications on any device. MoNimbus offers an automated route for creation of smart mobile applications from existing applications, workflows and business services, in real time and low cost.

"It's time to bring next generation experience that embraces the power of mobile, cloud and social to business users in real time and low cost," said Ram Kumar, Founder and CEO of MoNimbus Inc. "With MoNimbus™ Studio businesses will be able to customize and personalize their mobile apps to the experience they need to function effectively in their tasks. All they have to do is use MoNimbus Studio to integrate business functions and services to compose an effective mobile business app. At the end of the day we make the CEO into a CIO."

MoNimbus Inc. will provide a live, four-minute demonstration of their Cloud-Based Mobile Enterprise Application Platform on the DEMO Fall 2013 stage on **October 16, 2013 at 2:45 pm** and will host live demonstrations beginning today at **Booth D21** in the DEMO Fall 2013 pavilion.

### About Monimbus

MoNimbus Inc. leads the creation of the Enterprise Mobility software category by offering a cloud-based enterprise mobile platform that combines best of mobile, social, and cloud technology to transform enterprise applications to smart experience in no-time and low cost. MoNimbus moves enterprises closer to mobile, social, and cloud, and offers them efficiency and superior experience. The team at MoNimbus is dedicated to delivering business SaaS solutions that not only enhance experience but also bring better business results. Visit [www.monimbus.com](http://www.monimbus.com) for more information.

### About Demo

Produced by the IDG Enterprise events group, the worldwide DEMO conferences focus on emerging technologies and new products innovations, which are hand selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying cutting-edge technologies and helping entrepreneurs secure venture funding and establish critical business. For more information on the DEMO conferences, visit <http://www.demo.com/>.

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