



## CRE Tech Talks

Episode #6: The State of Mobile & What's Coming Next

### Evaluating Mobile Applications: The Questions You Should Be Asking

By Mat Brogie, COO at Reply and former Director at Mobility CIO

1. **Risk Management:** "How do you make sure that my data is safe? Are you encrypting data? Where are you encrypting it? What kind of passwords do we have? What are the different security management pieces of the overall application?"
2. **Migration:** "What are you doing to make sure that if I want to change platforms, I can migrate easily?"
3. **Usability:** "What are you doing to make sure that the software is very easy to use and very intuitive? What kind of usability testing did you do? How do you solicit feedback from current users? What do you do with new features, before they come out, to make sure that when they do come out they're going to be usable, and it's not going to drive up my support and training costs?"