The Ultimate Guide:

Application Management Services

CONTENT

What is Application Management Service?

Application management service (AMS) refers to the process of deploying, testing, managing and maintaining applications used within an organization to have absolute control over app updates, releases, and troubleshooting on remote devices.

The service is usually provided by third parties to take the load off patch releases, bug fixes, and monitoring tasks. Businesses of all sizes are able to improve efficiency with the support of AMS.

It includes mobile application management (MAM), which helps enterprises to install, remove, update, and configure settings on mobile devices.

Application management helps admins further secure app data and enforce device policy to limit data sharing outside the organization. Most importantly, it allows IT admins or business owners to have granular control over the apps on these commercial devices and tablets.

Tasks such as app testing, staged rollouts, scheduled release, and customized in-house app library can all be achieved through a centralized dashboard. Let's take a closer look now!

Challenges of Managing App Updates Across Devices

Managing app updates and install across a large deployment is no easy task. Some of the familiar challenges include:

Manual vs automatic

The traditional way of going to devices and push the update button one by one is no longer valid in today's mobile-driven business environments. Some companies have devices in the field and operated by staff without IT knowledge. Some companies manage devices that are unattended and don't even have staff around to help with the update. Businesses need a way to streamline the update processes.

Different business needs

For businesses that are managing devices at a national or global scale, whether it is for clients, partners or a remote workforce. Different time zones, business hours, device types, service types, and many other scenarios render the update task impossible. Businesses need to be able to rollout an update based on selective and flexible criteria.

Risk and security during updates

The last thing an IT manager needs is having to face large-scale update failures, especially when the devices are what drive the services of a business for customers or employees. Businesses need to make sure that they have a way to test and rollout updates in batches, instead of rolling out 100% at once.

Application Management Key Features

App Install

App Uninstall

Staged Rollout

Scheduled Release

Progress Monitoring

Force Installation

Configure Apps

Application-related Alerts

App Data Usage Report

App Install and Uninstall

App Install

As mobile devices get more involved in the corporate workforce, apps for work become a key factor in raising productivity. However, asking employees to download work apps on their own might be insecure, for instance, installing wrong or pirated applications from unknown sources. More, it's difficult for the organization to know the installation status.

The MDM solution relieves app management troubles. AirDroid Business provides an App Library to facilitate app installation. Supporting Managed Google Play Store, you can easily add apps to the library and then release them to devices over the air. Certainly, it also works on company-owned apps.

After distribution, employees can install apps listed in the App Library. You can view the installation status instantly and keep tracking to see if the apps are running on devices.

App Uninstall

Uninstalling apps on managed devices is just as simple. You can remove certain apps individually or in batches from the device. This strengthens the app management capabilities of enterprises.

If you only want to erase app data instead of the entire application, AirDroid Business is available to do that.

When it comes to **tracking install and uninstall status**, the dashboard of Apps on Devices shows an app list containing names, device installed number, and related download versions. And the uninstall history gives advanced details on the uninstalled device name, uninstall date and etc.

Staged Rollout

Enterprises need to constantly update apps to fix errors, improve user experience, and stabilize performance.

Use Staged Rollout for App Updates

Staged rollout is a method to ensure the update is going smoothly. It allows admins to roll out app updates gradually according to different dimensions, such as locations, device types, and groups, to prevent complete device malfunctions when you need to update apps across devices simultaneously.

AirDroid Business Staged Rollout supports your update reaches based on the following:

- Specific countries and areas;
- Device info like IMEI, SNID, and others;
- Device groups.

Notably, rollout by percentage is supported, which is based on the total device number. In this way, you can limit issues in your release.

With Staged Rollouts, you are able to minimize the impact on your businesses and IT workload at the same time.

For enterprises with a large fleet of devices distributed out there, Staged Rollout greatly helps organizations save operational costs and on-site travel time considerably when releasing apps to the public.

Run App Tests Before Release

Companies need to regularly keep their apps up-to-date in order to maintain their high service quality.

Contained within the staged rollout feature, running an in-app test update is another way to ensure your business app is working properly before releasing it to your end users.

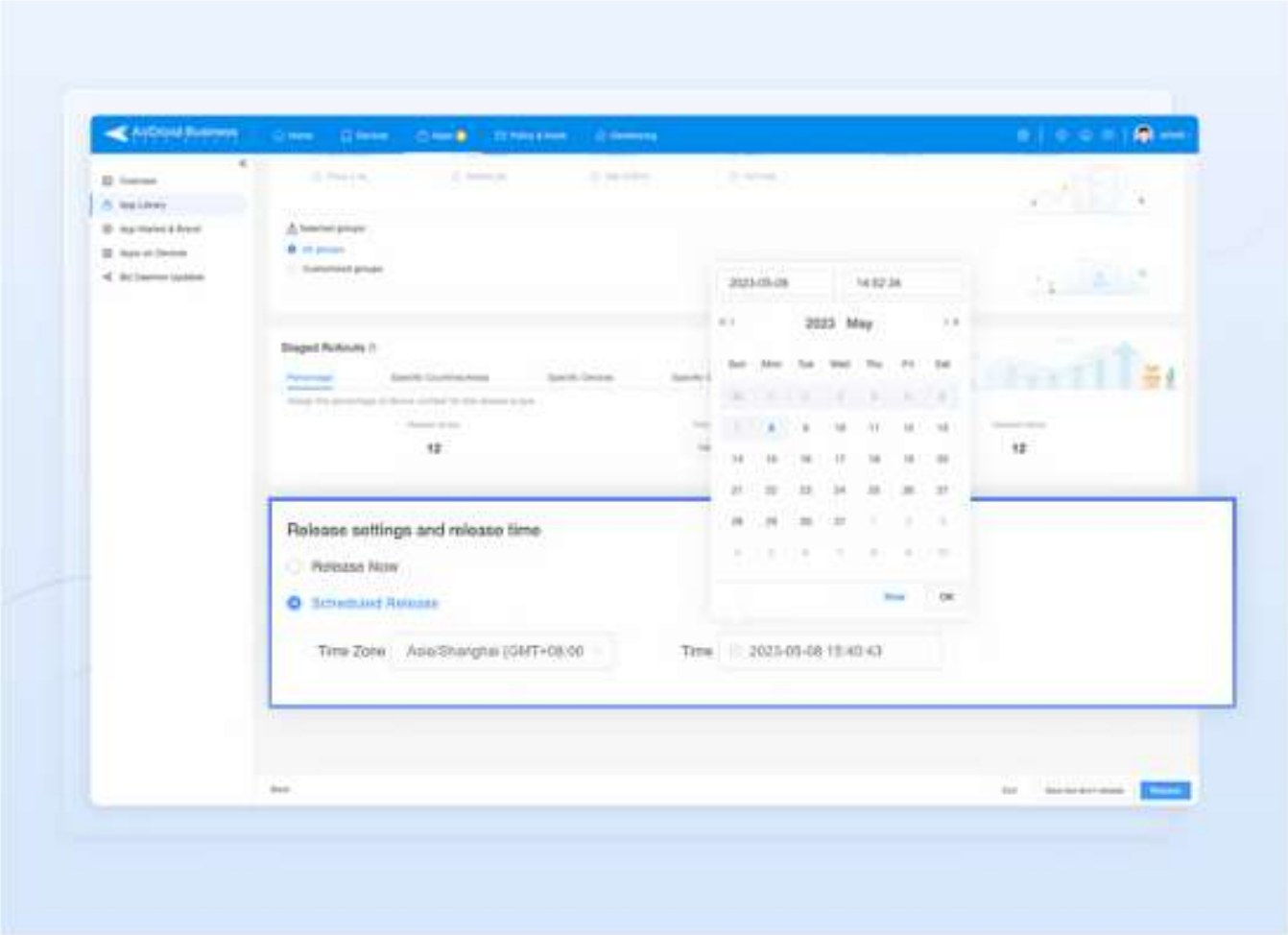
Hence, if your business is using different Android-based device brands such as Samsung, Huawei, Xiaomi, or OnePlus, you'll be able to identify bugs and troubleshoot issues for each device model in advance. This way, you can promise a better user experience for your clients or employees once you release the app officially.

Test release can be used as a stand-alone feature. When processing, you can choose up to 10 devices to publish the app update version for every test run. A history dashboard is placed on the same interface to help track release status at once.

Scheduled Release

It's imperative for businesses to keep their apps at the latest version and create more engaging user experience. In order to avoid end user's inconvenience during hectic business hours, you can use Schedule Release to set up the time to update apps automatically or the time you want to release an app onto your devices. You can also select your time zone, specific time and date for your Schedule Release.

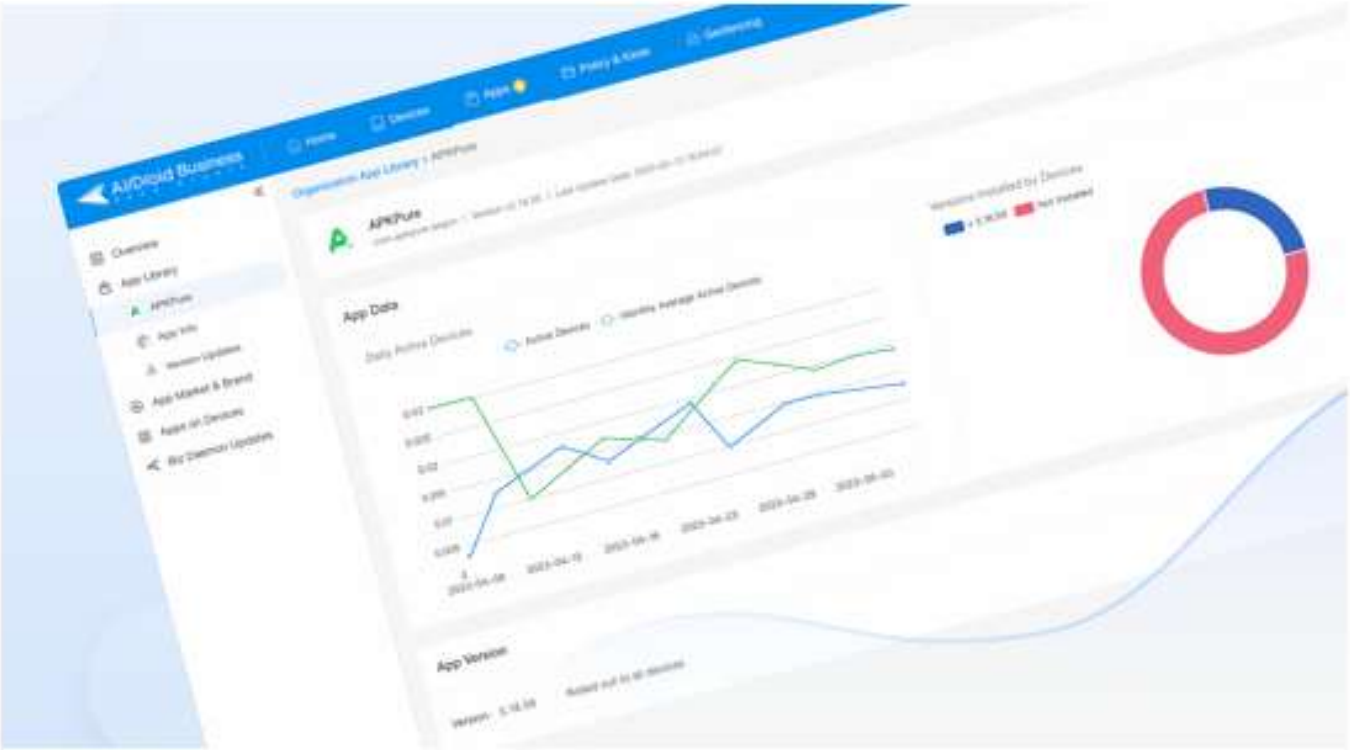
For example, if your devices are distributed in different countries, you may remotely schedule your apps to auto-update at its corresponding time zone. Alternatively, if you'd like to immediately publish your app updates, you can select Standard Publishing in AirDroid Business Application Management Service. And don't forget, you can always run a test update before activating a formal release.



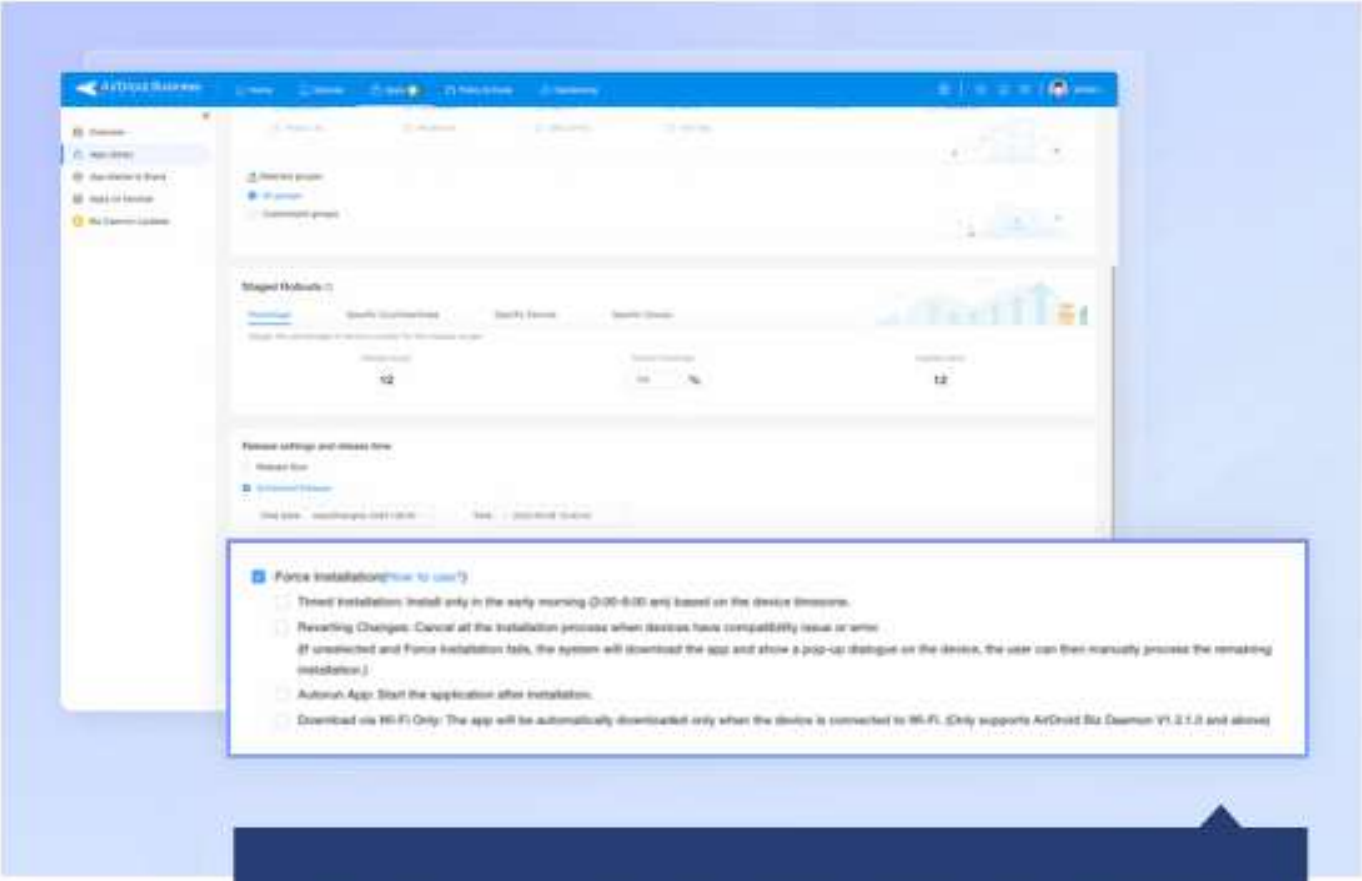
Progress Monitoring

After you have published the update, you can then monitor the progress, including:

- Overall rollout progress
- Release history
- Release device groups, name, and model
- App data
- Active device number
- The adoption rate of different app versions



Force Installation



In the case of serious app errors or bugs, IT admins can enforce app installation or replacement immediately using Forced Installation. This feature allows admins to remotely install an app on devices without user interaction during installation and remain silent throughout the entire process. Your current running business will not be interrupted.

One stunning point of using it is that you can retain force-installed apps on devices. For example, when you force install Google Play apps on employee devices, the device users will have no permission to delete them.

Force Installation is an effective feature for unattended devices as well. It's particularly useful because technicians won't waste time traveling a long way to enable manual app updates and downloads. It can also prevent non-tech savvy users from tampering with the device to further ensure mobile app security. Industries that implement digital signages or mobile kiosks can keep track of their remote screens at all times and react faster when a device error occurs.

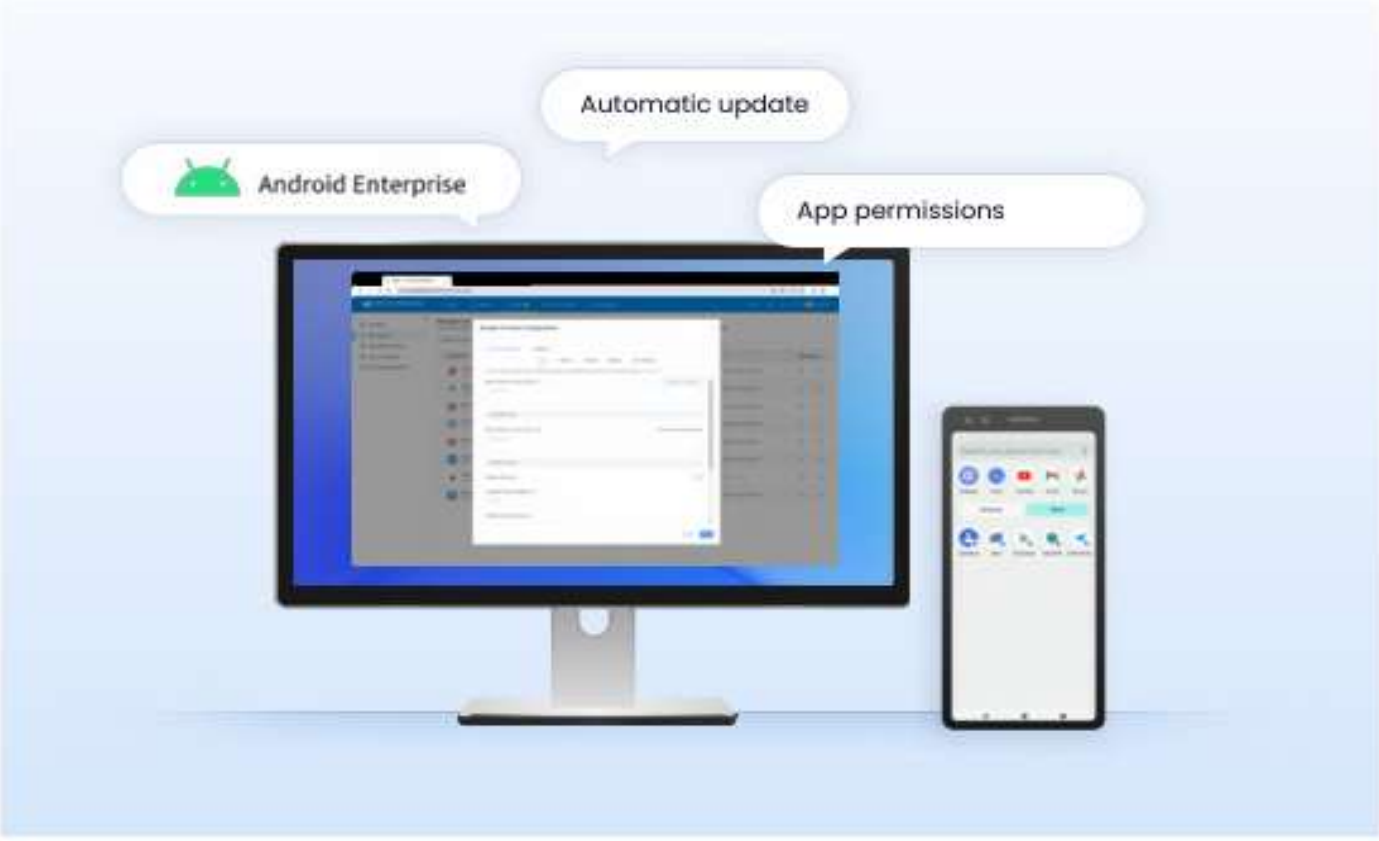
Configure Apps

An in-depth app management feature is necessary for secure and standardized application usage during work. App configuration is what helps. It allows the admin to manage app settings and control user permissions in one place.

You can use AirDriod Business to configure supported Google Play apps. Capabilities include:

- Configure automatic update rules, such as disable auto-update; update only in Wi-Fi network; defer update; etc.
- Configure app permission settings, such as allow or disallow accessing location and others.
- Configure user permissions for apps running on the devices.
- Others

Significantly, applications provided by Google, like Chrome and Gmail, have additional configuration capabilities. Take Chrome for instance. The admin is able to allow access to a list of URLs or block certain URLs on the browser. What's more, configure settings for network, security, search, and others are available.

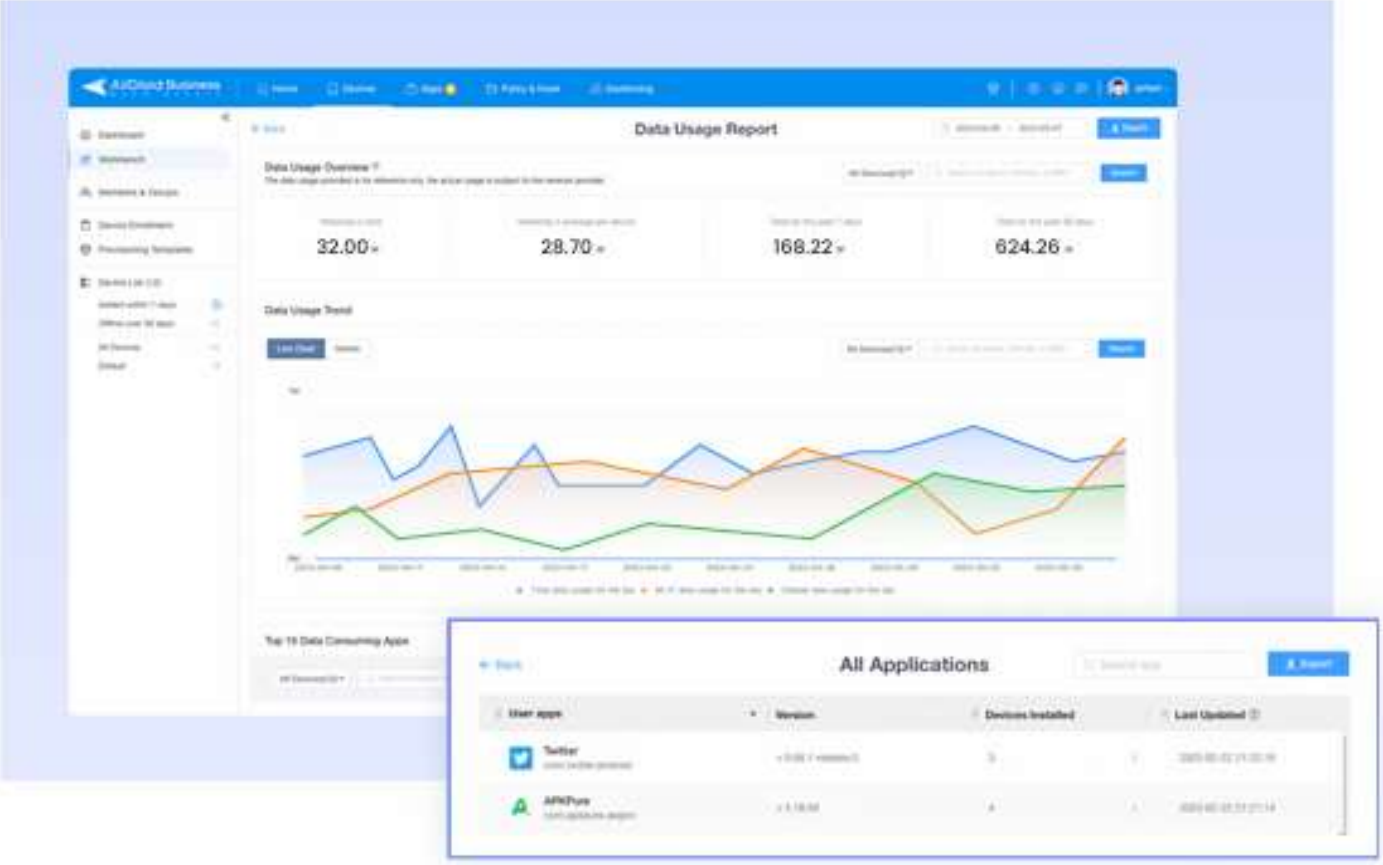


App Data Usage Report

Data usage is an essential aspect of monitoring abnormal app use. This greatly helps reduce company costs on data traffic. In AirDroid Business, you can monitor how apps consume data.

What details are included in the report? Here're some:

- Data usage overview
- Data usage trend for Wi-Fi data and cellular data
- Data consuming apps with ranking and details
- Data usage status for each device

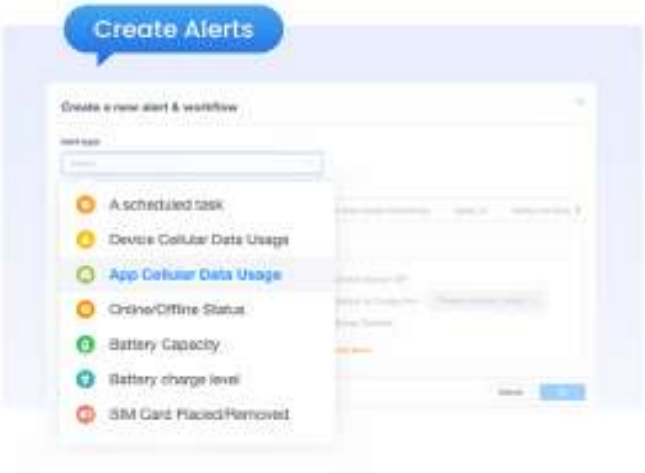


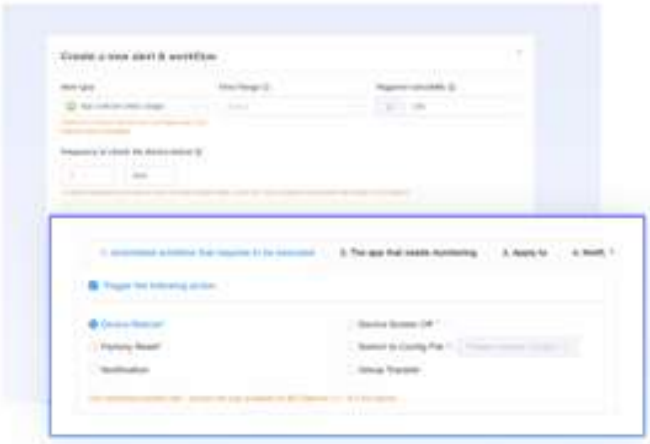
Last but not least, all apps can be monitored effortlessly in All Applications reports. In the console, you can view details including the app name, version, device installed number, the last updated time, specific device groups and names.

Application-related Alerts

The application-related alerts feature is another monitoring mechanism to add security and streamline the device management process.

You can create alerts to monitor the app running status, foreground app status, app cellular data usage, etc. When an alert is triggered, the administrator will receive an email notification so as to check the situation at once. As it should be, notification settings and the notification list are available to be configured.





If you want to handle triggered alerts immediately, the automated workflow feature can help with remote reboot, screen off, factory reset, and more.

Application-related alerts are useful to improve response capabilities for your business. In practice, bugs in an application might occur in a self-checkout kiosk. Using alerts and automated workflows will prevent customers from using this machine and minimize customer losses.

Managed Google Play Store

Managed Google Play is an enterprise version of Google Play Store that allows organizations to establish their internal Android app markets, and bring security and scalability to application management.

It works on devices enrolled via Android Enterprise. The organziation can:

- Add approved apps to the store and deploy
- Configure app auto-update rules in bulk or selectively
- Force install apps
- Configure app settings and permissions

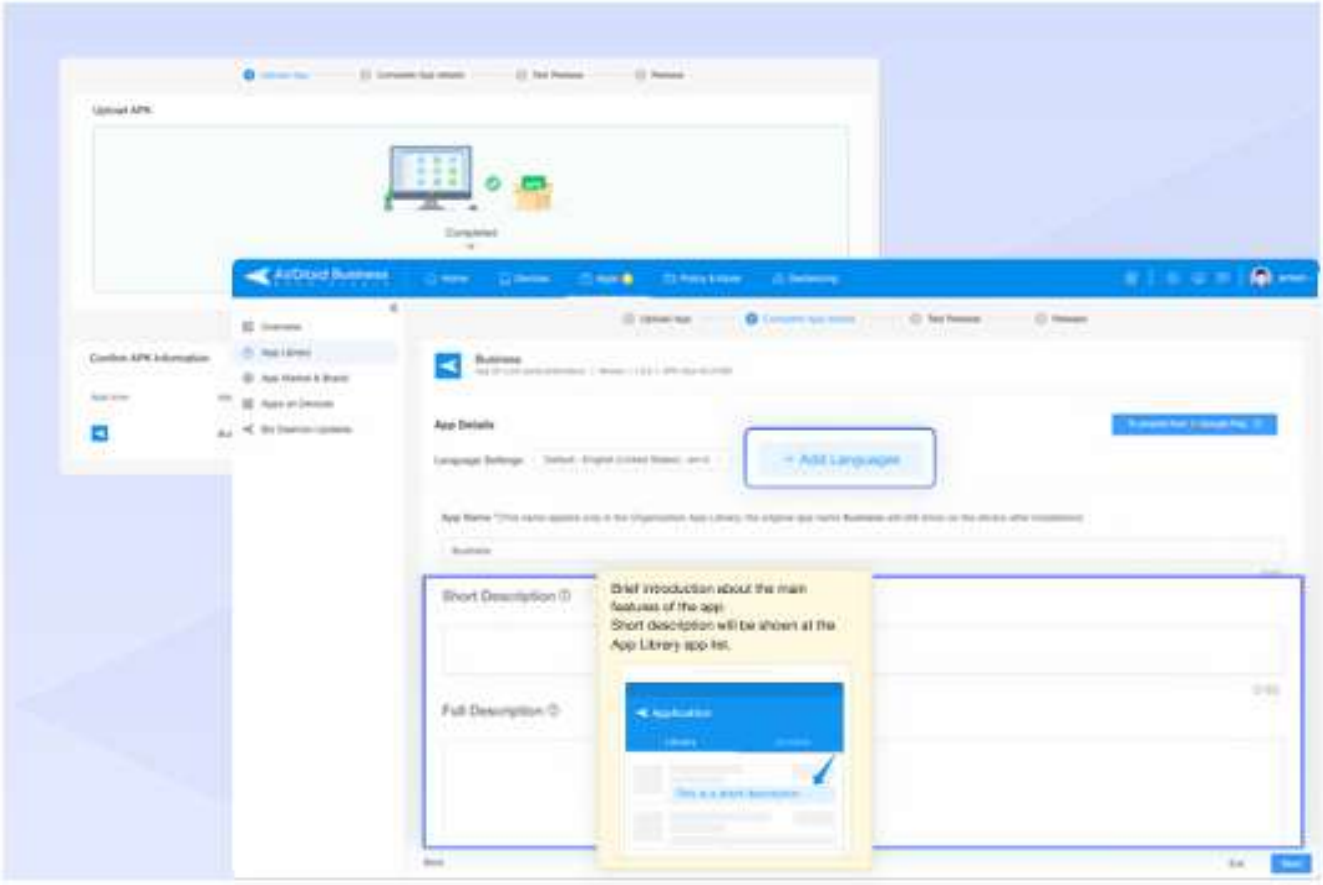
In the enrolled device, you will see the Managed Google Play app library with all approved apps listed. And the device user can install them as needed.

One benefit to use Managed Google Play is security. Only personnel within the company have the authority to access this internal app library. Additionally, it can block unknown app resources, which creates a safe environment for employees to use work apps. More, app update and install status monitoring will be easier.

Create In-house App Library

AirDroid Business App Management Services enables users to create and update their in-house applications, upload an installation package (APK), write app introductions, upload screenshots, and set up the publication of these apps. Businesses can also have their company-owned app library to make app management more efficient.

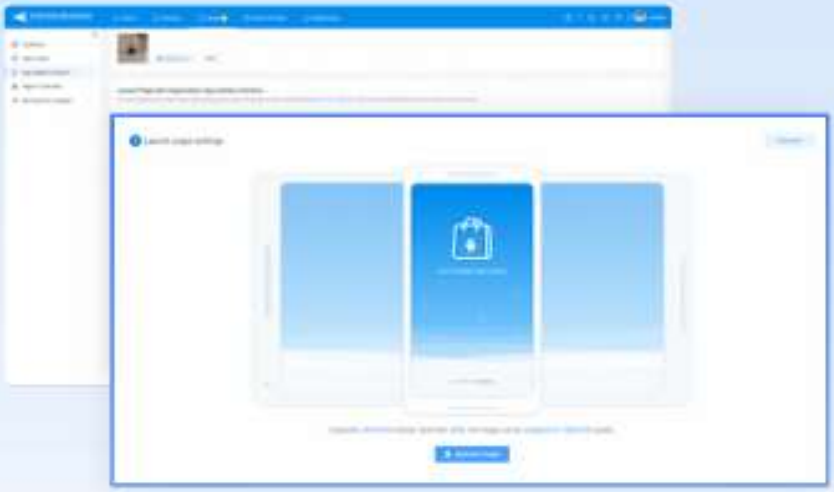
- Upload and customize app details: you can fill in the app details, such as the name of the app, short and long description, icon image, and screenshots.
- Multi-language support: create different language sets for your apps if you are publishing the apps in different languages.
- Add release notes: add update information like modifications and notes for each update.



Customize Your In-house App Library

The AirDroid Business Application Management Service (AMS) enables users to fully customize their applications for brand cohesiveness. Administrators are able to customize the app's name, icon, launching page, and the images on the user interface.

1. Launch page settings



2. Organization App Library Interface Settings