

ECOSYSTEM MANAGEMENT OF IOS – CONSIDERATIONS FOR ENTERPRISES

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ABSTRACT

In the consumer segment, Apple incorporated the iOS ecosystem to build an industry platform for consumers and developers, focusing on the vertical integration and creation of its value proposition. Apple exerts sole management of the iOS ecosystem by controlling the access of consumers and developers by providing a distribution service and market place in exchange for participating in application sales. In the enterprise segment, Apple's role in managing the iOS ecosystem is more diverse. While iOS still mainly serves as a platform for enterprises to purchase, access and operate applications, Apple adapted its strict closed platform policy towards the enterprises' needs for flexibility, individuality, and security. Apple partially shares management capabilities for the iOS ecosystem with enterprises by extending and adding features in iOS that are relevant for enterprises.

Keywords: *Apple, iOS, Business Ecosystem, Mobile Business, App, App Store*