# Webalo delivers persona-based app generation for the frontline workforce

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The mobility and rapid app development company has reinvented itself to become a strategic partner for organizations looking to deploy digital transformation initiatives with no-code, persona-based app generation.

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## Summary

Webalo is looking to build on its trajectory in mobility and rapid app development to transition into a no-code user experience (UX) platform that automatically generates and personalizes apps from enterprise and industrial data sources. The company is gaining market traction in different verticals – including energy, manufacturing, mining and transportation – and is addressing a wide range of use cases targeting frontline workers and the Industrial Internet of Things (IIoT).

## 451 TAKE

Webalo has come a long way since it restructured three years ago. The latest version of its no-code app-generation platform is aligned with key trends driving workforce productivity, including capabilities for supporting distributed work environments and collaboration at the edge. The gathering of elements such as industrial production line data, machinery status and enterprise contextual information into one place allows companies to benefit from the instrumentation and connectivity at the heart of IIoT. The company is gaining traction in verticals and use cases – including frontline workers, field workers and IIoT – that provide proofs of concept for its technology and value proposition. We believe these factors place Webalo in a strong position as a strategic partner for organizations looking to deploy digital transformation initiatives.

## Context

Webalo was restructured in 2015 by CEO Peter Price and a private investment group. It is headquartered in Los Angeles and has 35 employees. The company is privately financed, having raised $17m to date. Named customers include GE; Great Lakes Coca-Cola; Home Depot consignment suppliers Bell Nursery, Masterpiece Florist and Smith Gardens; Sabra; the UK National Health Service; and Vedanta Resources. Webalo has also established technology and distribution partnerships with vendors such as Amazon, GE and Microsoft.

Webalo has gone through several iterations since we initiated our coverage. Initially positioned within the enterprise mobility space as an app-development platform, it has reinvented itself to align with enterprise requirements for digital transformation of the frontline workforce. This trajectory is consistent with key trends we have identified in workforce productivity, including innovations in human computer interaction (HCI), distributed work environments and collaboration at the edge. The latter includes supporting field workers, frontline employees, mobile workers and use cases in verticals such as manufacturing and other industrial segments. These are verticals and use cases where Webalo is gaining traction, having significantly updated its platform to add key capabilities such as integration to industrial systems from vendors like AVEVA, GE, Rockwell and Siemens.

## Products

The company recently announced the launch of Webalo 5.0, the latest version of its no-code app-generation platform. The platform aims to enable organizations to generate dynamic desktop and mobile persona-based apps, providing users with real-time bidirectional access to the information they need to get their jobs done. The new version is a major update that aims to further simplify the platform's app-generation capabilities; it also introduces specific features designed to support frontline workers in the industrial market. The update also extends Webalo's cloud deployment capabilities, adding support for Microsoft Azure to its existing AWS offering.

Key features of Webalo 5.0 include:

- Out-of-the-box integration with industrial data sources.
- Connect & Deploy, a no-code app-delivery capability that allows end users to easily generate new applications for themselves.
- Enhanced workflow management to empower frontline workers.
- Automatically generated tasks and actionable visualizations to operate over industrial systems.
- Contextualized dashboards that provide embedded asset hierarchy, selectable timeframes and custom user inputs.
- Actionable visualizations at the individual user level, providing frontline workers with flexibility to create custom views of apps and share them with their coworkers.

The company considers its key differentiation to be capabilities for providing a simple, no-code configuration process; dynamic, persona-based app generation; connectivity and integration to multiple enterprise and industrial applications and data sources; and real-time-data actionable visualization options. Traditional industrial human machine interfaces have often been device-specific, and Webalo's toolset helps bring many of these production line device feeds, IIoT data and existing back-office systems into a single dashboard.

## Competition

Webalo competes with rapid app-development-platform vendors, including some that are undergoing a similar transition, looking to expand the range of use cases they address. They include vendors such as PowWow Mobile, which provides a low-code application-development platform for the rapid design, build, and deployment of B2E and B2B mobile applications. Another competitor is Kony, a low-code application-development platform that has refocused its efforts to address specific verticals and use cases, including field and mobile workers.

In the industrial space, the use of low code and no code to enable application building without too much IT involvement is on the rise, such as Siemens' purchase of Mendix in 2018. As a primarily flat-screen integrator of data, it may also face competition from augmented-reality-based information applications such as UpSkill, AVEVA, DAQRI and Tulip, since situational awareness of data is a key driver, with AR as the user interface for IoT as we covered at Hannover Messe in 2018.

The competitive landscape also includes large enterprise software vendors focused on workflow and process automation, such as Oracle, SAP and IBM.

## SWOT Analysis

### STRENGTHS

The latest version of its no-code app-generation platform adds capabilities for supporting distributed work environments and collaboration at the edge – two key trends in workforce productivity. The company is gaining traction in verticals and use cases that provide proof of concept for its approach.

### WEAKNESSES

Webalo has undergone a significant transformation, and could benefit from expanding its PR and marketing efforts to gain more visibility as a strategic partner for organizations looking to deploy digital transformation initiatives.

### OPPORTUNITIES

The company has outlined a clear path for organizations looking to address use cases for field workers and IIoT that, combined with the new capabilities in its most recent update, puts it in a good position to benefit from the growing number of organizations looking to deploy digital transformation initiatives.

### THREATS

Webalo has developed a differentiated offering, but faces a potential threat from large tech and industrial vendors focused on workflow and process automation that might target a similar approach.