



Service offering evaluation and user rating

October 2013



CP-Tool Profile: Marmalade (by Marmalade)

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research2guidance UG
Berlin, Germany
+49 (0)30 609 89 33 60
www.research2guidance.com

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Need help with finding the right Cross-Platform Tool ? Use our standardized CP Tool selection process to find the right tool for your app projects.

Contact the analyst Joachim Thiele-Schlesier: +49 (0) 30 609 89 33 60,

js@research2guidance.com

CP-Tool Profile: Marmalade (by Marmalade)

TABLE OF CONTENTS

1.	Marmalade in a nutshell	5
2.	About this profile	6
3.	Scope of Marmalade's service offering	7
3.1.	Device class and platform support and feature availability	7
3.2.	Target user groups and industries.....	10
3.3.	Estimated familiarization and development time	12
3.4.	Marmalade offered support services	12
4.	User rating of Marmalade service offering.....	13
4.1.	User profiles and usage frequency.....	13
4.2.	Targeted industries and preferred app categories by Marmalade users	14
4.3.	Marmalade complexity evaluation	16
4.4.	Achieved time savings	17
4.5.	User satisfaction with platform, API and HW support	18
4.6.	User satisfaction with Marmalade's support service	22
4.7.	User satisfaction with app quality	23
4.8.	Cost-performance rating of Marmalade	24
5.	Strengths and challenges	26
6.	Appendix	27
6.1.	Benchmarking methodology	27
6.2.	About the authors	30
6.3.	List of figures and tables	31

CP-Tool Profile: Marmalade (by Marmalade)

1. MARMALADE IN A NUTSHELL

Marmalade SDK is a Cross Platform IDE by Marmalade, based in London (UK). Developers of bestseller games, like EA and Activision, work with the solution.

Claim: *“The Marmalade SDK delivers maximum performance. Whether you choose to code natively (C++), take a hybrid (HTML5-native) approach, or want to get going fast with Lua (Marmalade Quick), with Marmalade you’ll have the option to deploy to all of the leading mobile, tablet and desktop platforms including iOS, Android, Windows Phone 8, BlackBerry 10, Tizen, Windows and Mac, as well as selected Smart TV and TV streaming platforms”.*

USP: *“Widely cross-platform, whilst at the same time offering: - High performance (compiled C++, OpenGL ES) - Flexible (integrate any standard C/C++ code) - Open (over 100 compatible code modules on GitHub).”*

Reported number of developers: 100,000+

Reported number of apps: Thousands

Reference apps:



Cut The Rope



Doodle Jump



Need for Speed SHIFT

Pricing: License per seat using the solution

- Community: US\$ 150/ year
- Indie: US\$ 500/ year
- Plus: US\$ 1500/ year
- Pro: US\$ 3500/ year

Address: 200 St. John Street, London, EC1V 4RN, United Kingdom

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2. ABOUT THIS PROFILE

This benchmarking report provides a “360-degree view” on Marmalade. It matches the perspective of the vendor with the experience of Marmalade users.

The benchmarking results are based on two research projects conducted between May and August 2013.

The first project examined the features of the tools and the additional service offerings of the vendors. research2guidance invited 90 cross-platform tool vendors, including Marmalade, to provide company and tool information with the help of an online survey.

At the same time, users have been invited to share their experience with these tools. The analysis asked for feedback on 16 dimensions including tool awareness, quality and performance. The global online survey received over 1,000 responses from app developers and publishers.

Marmalade has been one of the most rated tools. This report aggregates all information about Marmalade into a comprehensive profile.

To allow the comparison of Marmalade with similar CP Tools, the report also contrasts the user ratings for Marmalade with the industry benchmark.

The report aims at giving a comprehensive decision support for the selection process of a CP Tool that includes Marmalade.

CP-Tool Profile: Marmalade (by Marmalade)

ABOUT THE AUTHORS

The authors of this report have been following the app market and CP Tools for many years. The first report on multi-platform app publishing tools was published in 2010. Since then, two other reports which cover the market for CP Tools have been published.

OUR ANALYST TEAM



Ralf-Gordon Jahns

Ralf is the research director of research2guidance. He has worked for more than 19 years in the telecom and media industry. Prior to research2guidance he worked as a partner for Capgemini Telecom Media & Networks. Ralf is a frequent keynote speaker on mobile industry events, publisher of a multitude of mobile market reports and executive consultant of more than 30 clients in the telecom and media industry.



Joachim Thiele-Schlesier

Joachim is a research analyst at research2guidance. He is monitoring the CP Tool market since 2011 and has been responsible for publishing 3 reports on this topic. Joachim also engaged with projects on converging telecommunication networks and regulatory issues. He holds a degree in economics and specializes on infrastructure and network economics. Prior to research2guidance he worked for Markedskraft ASA as analyst and for the Fraunhofer Institute for Open Communication Systems and Center for Network Industries.

CP-Tool Profile: Marmalade (by Marmalade)

LIST OF FIGURES AND TABLES

Table 1: Device class optimization of Marmalade.....	8
Table 2: Marmalade - platform support.....	8
Table 3: Accessible device hardware features and pre-installed applications.....	9
Table 4: Integration of APIs.....	10
Table 5: Target industries of the Marmalade.....	11
Table 6: Marmalade targeted company sizes and user types.....	11
Table 7: Complexity of Marmalade in terms of time-to-learn and average app development time (vendor's view).....	12
Table 8: Marmalade - available support channels	12
Figure 1: Marmalade users by company size and position	13
Figure 2: Marmalade users - total number of published apps and share of Marmalade apps.....	14
Figure 3: Marmalade users - industry focus when using Marmalade	15
Figure 4: Marmalade users' app category focus when using Marmalade	15
Figure 5: Complexity of Marmalade in terms of time-to-learn and average app development time (users view); Complexity rating	17
Figure 6: Realized time-savings in app development with Marmalade	18
Figure 7: Targeted platforms by Marmalade users; Satisfaction with platform support.....	19
Figure 8: Importance, usage and satisfaction with Marmalade cloud API services	20
Figure 9: Importance, usage and satisfaction with Marmalade accessible device hardware features.....	21
Figure 10: Importance, usage and satisfaction with Marmalade accessible pre-installed applications	22
Figure 11: Usage of Marmalade support channels and support service satisfaction	23
Figure 12: Marmalade app quality rating.....	24
Figure 13: Marmalade - cost-performance ratio (user rating)	25
Figure 14: Benchmarking methodology	27
Figure 15: Geographical overview of cross-platform tool users	28
Figure 16: Background of cross-platform tool users	29