

CPT User Profiles and Market Leader Benchmarking 2014

A detailed user profiling and comparison of the leading CP Tools

The report is a unique source of information for CPT vendors, app developers and investors

What it is:

This report aggregates data collected by the largest study on Cross-Platform Tools (CPT). More than 2,100 CPT users have shared their experience regarding their use and awareness of CP Tools and services.

The report provides detailed insights into the profiles of today's CPT users and how they use CP tools and services. The report aggregates user profiles, usage behaviour and ratings of the 14 leading CP Tools.

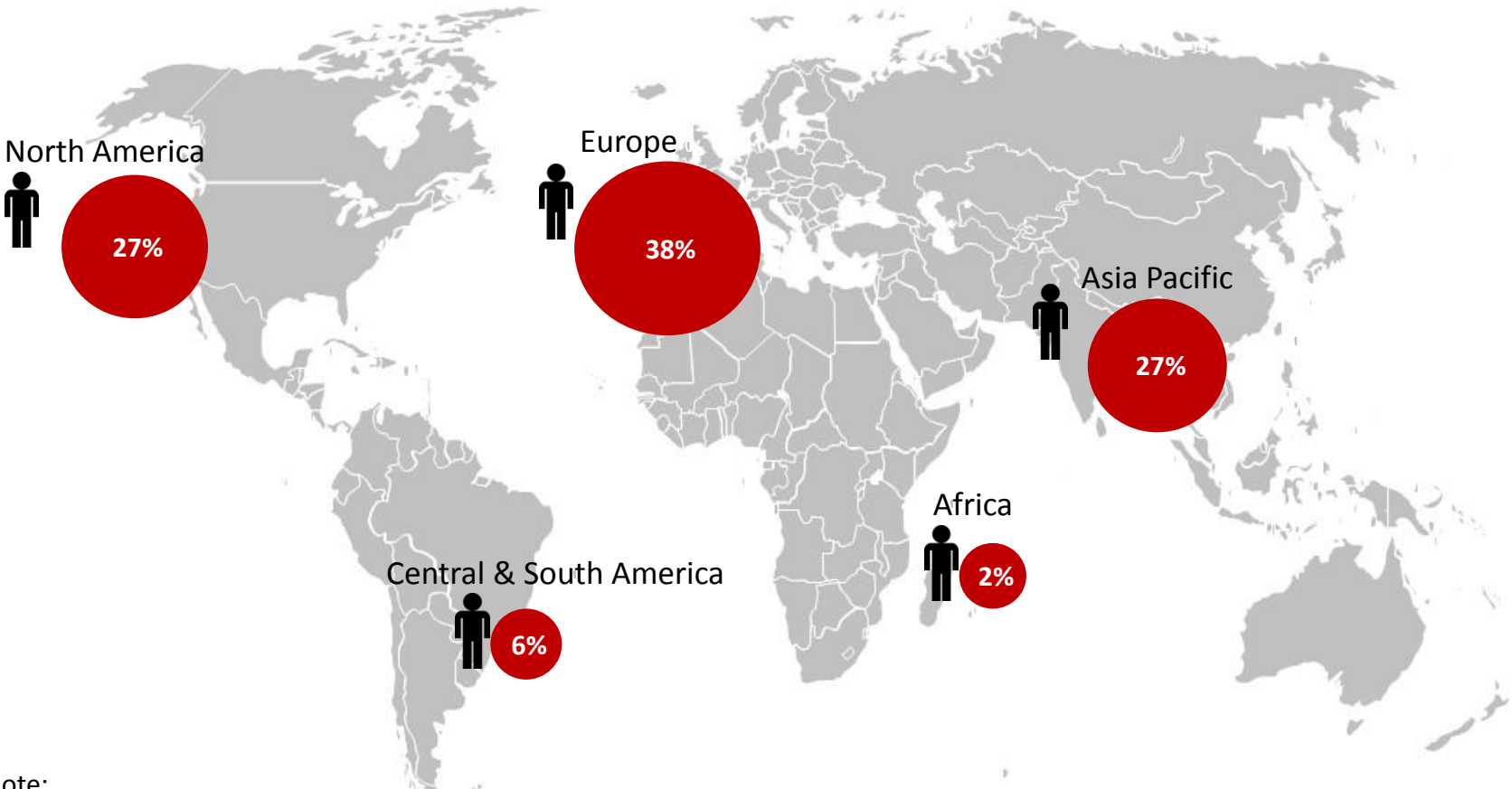
Who benefits from the insights and how:

The report is a unique source of information for any CPT vendor who wants to better understand who uses CP Tools, how to target users and cooperation with which other vendors of analytics, advertisement, testing or storage services could be beneficial. A detailed user feedback on the 14 leading CP Tools is provided. In this way, CPT vendors could improve their marketing, sales activities and their service offerings.

App developers and companies with an interest in cross-platform app development can use the detailed peer feedback on the 14 leading CP Tools to identify the best tool for their app projects. Investors benefit by understanding the strengths and weaknesses of the leading CP Tools and the overall market readiness and potential.

The report is based on the feedback of 2,188 CPT users around the world

CPT Benchmarking Study user participation by region



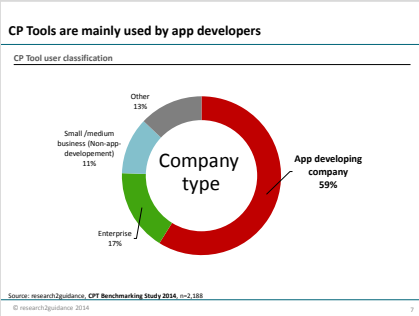
Note:

Survey participants had to complete a detailed questionnaire (online survey). The survey was conducted between February and May 2014.

Source: research2guidance, CPT Benchmarking Study 2014

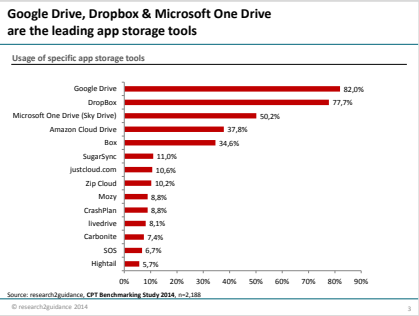
The report's content is structured around three main areas

CPT user profile



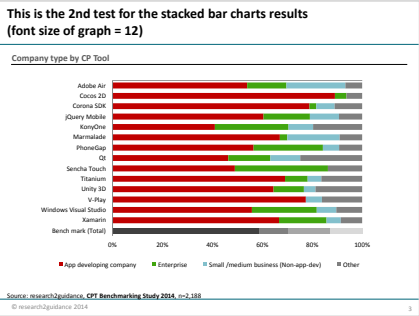
- **Who is using CP Tools today?**
- Current CPT users are profiled by: company type, development skills, target apps categories, no. of CP Tools used, typical project length, used support channels, share of apps developed with a CP Tool etc.

Other tool usage of CPT users



- **Which other app development tools and services do CPT users work with?**
- This chapter ranks other app development tools and services which CPT users work with
- Tool categories include: testing tools, in-app advertisement, analytics, storage, cloud services etc.

Leading CP Tools comparison



- **What are the differences between the leading CP Tools?**
- This chapter shows user profiles and their ratings on a tool level.
- Comparison of 14 leading CP Tools along 35 criteria which include: user type, typical project's budget size, platform published on, responsiveness to platform changes, cost-performance ratio etc.

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 - 4. Ad networks
 - 5. Cloud service tools

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 - 3. Usage of tools
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 - 5. Awareness of competitor tools
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 - 9. Expected market trends and barriers

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Source: research2guidance, CPT Benchmarking Study 2014

Chapter 1: This chapter analyses who is using CP Tools today and how

CPT user profiles chart examples



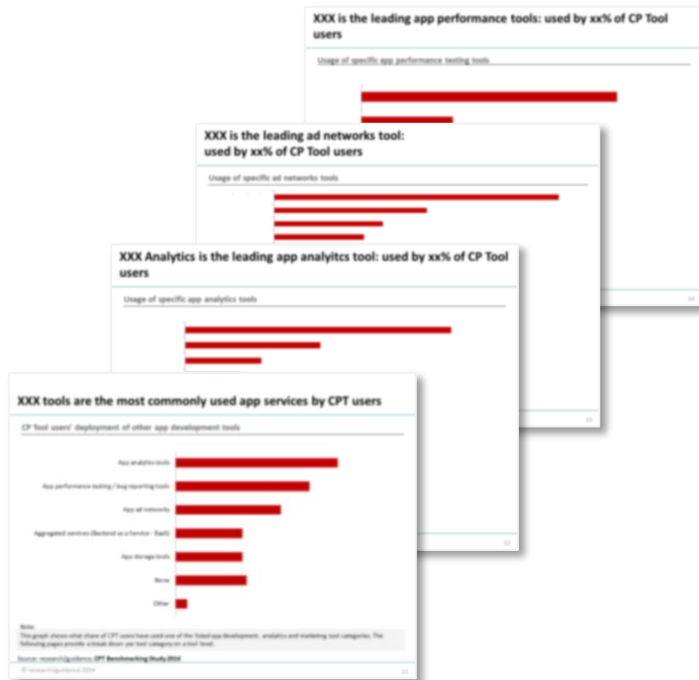
What is shown

User profiling is done for all CPT users. This chapter provides an overview of who is using CP Tools today and what for. It analyses CPT users along the following dimensions:

- Company type
 - Experience in app development (years)
 - Experience in app development (skills)
 - Frequency of app releases
 - Number of CP Tools used
 - Share of apps developed with CP Tools
 - Typical app project length
 - Familiarization time with a CP Tool
 - Category of apps generated with a CP Tool
 - Programming language skills
 - Experience with HTML 5 app development
-
- 12 pages

Chapter 2: This chapter analyses which other app development, analytics and marketing tools CPT users deploy

Other tool usage chart examples



What is shown

CP Tools are not used in a vacuum. It is interesting to see which other tools are deployed by CPT users for testing, analytics, ad campaigns, cloud services and storage. In this chapter the following tool classes are applied:

- App analytic tools
 - App testing tools
 - App advertisement tools
 - App data storage tools
 - App cloud services
-
- 65 tools scrutinized
 - Pages: 6

Chapter 3: This chapter compares 14 leading CP Tools in detail

Leading CP Tool benchmarking chart examples

















What is shown

Comparison of the 14 leading CP Tools based on app developers' feedback. This chapter also provides insights which supplement the user profile information from Chapter 1.

- User profiles
 - User preferences and willingness to pay
 - Usage of tools
 - Usage of other tools
 - Awareness of competitor tools
 - Satisfaction with the tool
 - Satisfaction with vendor support
 - User budget allocation
 - Expected market trends and barriers
-
- 71 pages
 - Ratings of the leading tools are benchmarked against the market's average

Chapter 3: 14 leading CP Tools in a direct, benchmarking comparison

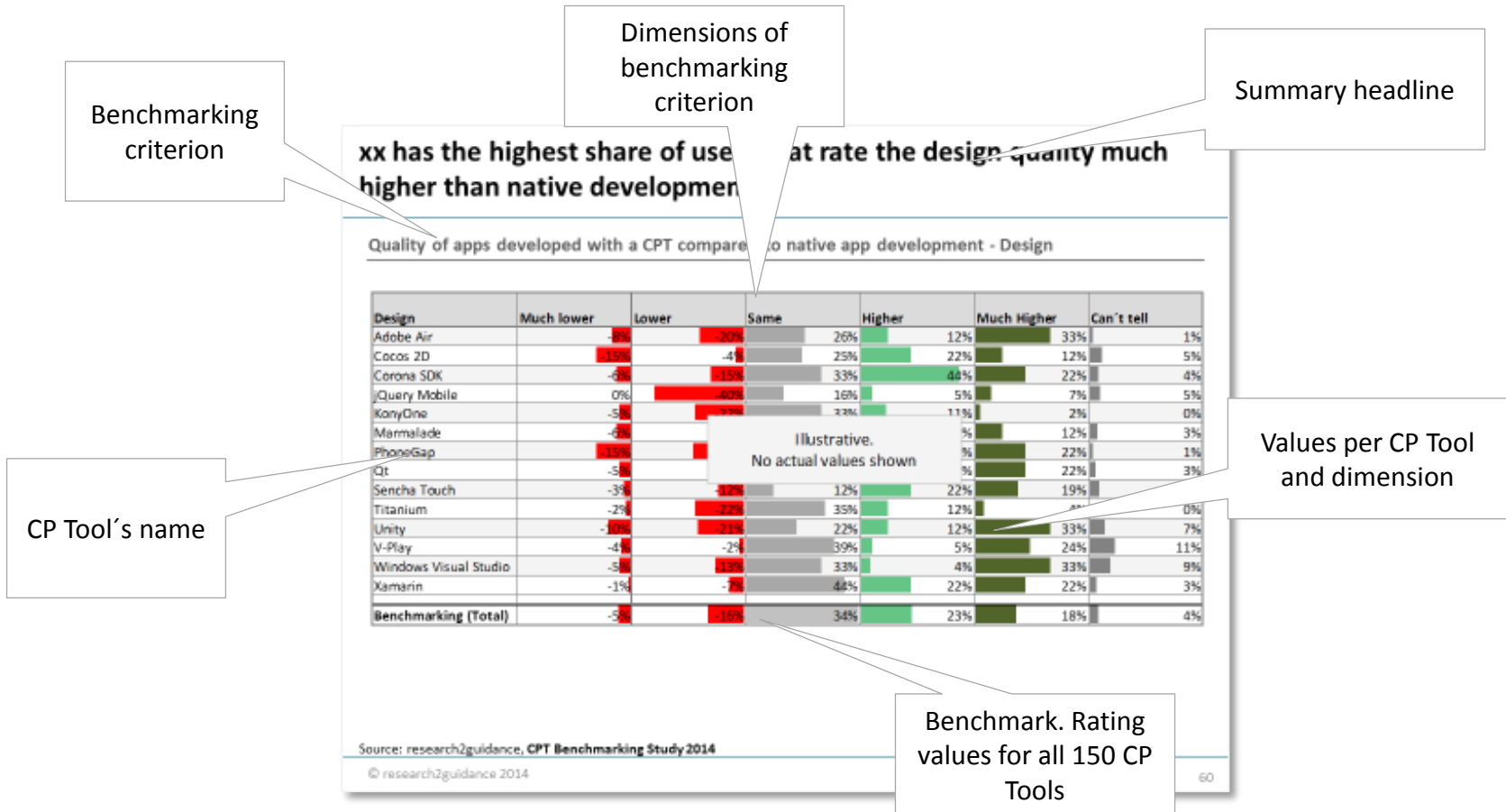
CP Tool		# ratings
Adobe Air		89
Cocos 2D		64
Corona 2D		109
jQuery Mobile		57
KonyOne		61
Marmalade		100
Phone Gap		109

CP Tool		# ratings
Qt		128
Unity		107
Sencha Touch		51
Titanium		56
V-Play		62
Windows Visual Studio		77
Xamarin		106

Note:
 Comparison is based on the ratings of survey participants. Only CP Tools which have received more than 50 detailed user reviews are included in the analysis.

Source: research2guidance, CPT Benchmarking Study 2014

Chapter 4: Tables allow for an direct comparison of the leading CP Tools and against the market benchmark



Source: research2guidance, CPT Benchmarking Study 2014

Chapter 3: The detailed benchmarking of 14 leading CP Tools includes:

1. User profiles for each tool

1. Top 3 Countries. Where do users come from?
2. Company type
3. Years of experience in mobile app development
4. Development skills/role
5. Programming skills and languages
6. No. of apps published in the last 12 months
7. No. of CP Tools used in the company
8. Share of apps published with CP Tools
9. Target user group
10. Share of CPT users who have done app development with HTML5
11. Target app categories

2. User preferences and willingness to pay per tool

1. Number of supported platforms vs. depth of the platforms' support
2. Use existing programming skills vs. choose CP Tool best suited for the app project
3. Low development cost vs. native-like app quality
4. Preferred information channels
5. Main criteria when selecting a CP Tool
6. Willingness to pay for vendor service

3. Usage of tools for each tool

1. Platforms published on and satisfaction with the number of supported platforms
2. OS platforms missing from CP Tools
3. App development project duration
4. Support options used

4. Usage of other tools per tool

1. Other app development tools and services used in the company
2. Use of app analytics tools
3. Use of app ad networks
4. Use of app performance testing tools
5. Use of app storage tools
6. Use of cloud services

5. Awareness for competitor tools for each tool

1. Competitor awareness of Adobe and Cocos users
2. Competitor awareness of Corona and jQuery users
3. Competitor awareness of Kony and Marmalade users
4. Competitor awareness of Qt and V-Play users
5. Competitor awareness of Sencha Touch and Titanium users
6. Competitor awareness of Unity and PhoneGap users
7. Competitor awareness of Windows Visual Studio and Xamarin users

Chapter 3: The detailed benchmarking of 14 leading CP Tools includes:

6. Tool satisfaction rating per each tool

1. Rate and comprehensiveness of platform functionality changes by vendor
2. Satisfaction with access to device hardware features
3. Satisfaction with Cloud API services
4. Satisfaction with pre-installed applications
5. Complexity of CP Tools
6. Familiarization time with CP Tools
7. Realized time savings with CPT development
8. Quality of apps developed with a CPT compared to native app development - Design
9. Quality of apps developed with a CPT compared to native app development - Usability
10. Quality of apps developed with a CPT compared to native app development - Performance
11. Cost-performance ratio of CP Tools
12. Recommendation of CP Tools

7. Vendors support satisfaction rating per tool

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2. On-site training / tutorials
3. Personal phone support
4. Real-time online support
5. Time-delayed online support
6. Rate and comprehensiveness of platform innovation

8. User budget allocation per each tool user group

1. Budget for all apps developed (last 12 months): License for tools
2. Budget for all apps developed (last 12 months): Training from vendor
3. Budget for all apps developed (last 12 months): Support from vendor
4. Budget for all apps developed (last 12 months): Development (own and external)
5. Budget for all apps developed (last 12 months): Marketing

9. Expected trends and barriers per each tool user group

1. Major barriers to further CPT market's growth
2. Top 3 HTML5 issues reported by CPT users
3. In 3 years time CPT will be used to develop...

Contact

About research2guidance

research2guidance is a strategy advisor and market research company. Our mission is to give guidance in the app economy.

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