Service offering evaluation and user rating

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CP-Tool Profile: Marmalade (by Marmalade)

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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.

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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
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.
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)

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