



MULTI-PLATFORM APP DEVELOPMENT SERVICE MARKET STATUS REPORT 2012

SOLUTIONS FOR COST REDUCTION IN MOBILE APP DEVELOPMENT

THE COMPREHENSIVE SOURCE FOR MULTI-PLATFORM APP DEVELOPMENT



The “Multi-Platform App Development Service Market Report” provides an actual status on the multi-platform development service market. This report concentrates on the tools that help to reduce cost, time and risk in developing mobile applications.

The targeted audience for the report includes CIOs and app managers responsible for application development and strategy as well as purchasing managers of companies who are planning to publish mobile applications. Mobile network operators (MNO) and mobile handset manufacturers will benefit from key insights into the application developer tool market to improve their app store ecosystems.

Some of the questions the report answers are:

- What are the ready-to-use solutions to reduce development cost and time to market?
- How stable are HTML5 standards and how well are they deployed?
- Which white-label solutions are available for retail, news, publishers, gastronomy, travel, and many other industries?
- Which operational systems and APIs do multi-platform solutions provide access to in 2012?
- Which features (e.g. sensors, calendar, etc.) are being accessible by multi-platform tools?
- What are the costs and benefits of multi-platform solutions?
- For which app projects should I make use of multi-platform tools?

FRAGMENTATION INCREASES THE NEED FOR COST REDUCTION IN APP DEVELOPMENT



Since application development is becoming a mass market, no longer ruled by one platform (Apple’s iOS), the incentives to publish an application for other platforms – excluding iOS on Android – are increasing. Fragmentation not only includes operating systems and their different releases, but devices as well. Porting applications to multiple platforms and devices is costly and time-consuming. Based on the needs and complexity of an application, publishers can choose from a growing variety of alternative development technologies and tools that accelerate application development, and reduce costs and risks.

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BENCHMARKED SOLUTIONS BY...

The report evaluates and benchmarks solutions of **52 industry** and **24 multi-platform** app development tool providers that help to reduce development cost and time. The list includes but is not limited to:

Adobe	Corona Labs	Grapple Mobile	Mobcast	PutITout	Software AG
Airport Direct	Craig Brass	IBM	Mobile Bytes	Quick Connect	Superwaba
Travel	Systems	iGenApps	MoSync	Family	The Associated
Appcelerator	Crossmobs	Innaworks	mTrip	Rhomobile	Press
AppMobi	DoubleDutch	KIT Digital	Multichoicapps	Rightware	Unity Mobile
Appcity	DragonRAD	LiveCode	Netbiscuits	Runtime	Unity
Appworks	DWC	Local Click Media	Nokia	Revolution	Technologies
Artez Interactive	EDGELIB	Marmalade	Order Mapper	Shopgate	V4x
Bizzness Apps	GENWI	Media Quake	Pagesuite	ShopSavvy	Vopium
Blue Shoe Mobile	Gizmo Farm	Meteogroup	Point About Inc.	ShoutEm	WebMobi
Butterware	Gomeeki	MIT	Polar Mobile	Smarter Agent	...

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