



# **SOLUTIONS FOR DEVELOPERS AND PUBLISHERS TO REDUCE DEVELOPMENT COSTS AND TIME TO MARKET**

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## 1 PREFACE

research2guidance is a specialist research organization that focuses on providing insights into mobile market developments. Our aspiration is to provide business leaders with guidance and a fact-base that will assist them in better understanding the most important trends shaping mobile markets today.

This report concentrates on the cross-platform app development tools and white-label solutions for application developers and publishers. The targeted audience for the report includes CEOs and Marketing Managers of companies providing application development services, as well as IT, Marketing and 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 market to improve their app store ecosystems.

To access additional research documents on the smartphone applications market, please visit <http://www.research2guidance.com/>. research2guidance offers different content and format options to provide you with the information that you need.

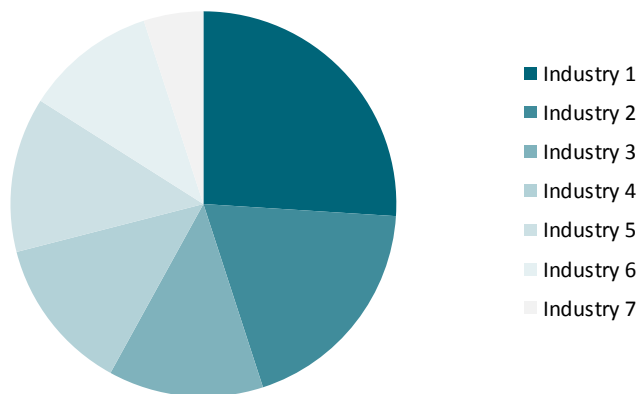
- A. **Reports:** Our reports explore the major trends and developments affecting the market in detail. Separate research papers cover both the entire market, as well as concentrating on specific parts of it. The reports contain key insights for companies looking to enter or deepen their engagement in the mobile applications market, providing data and analysis on all relevant aspects of the market to ease investment decision-making.
- B. **Ready-to-use results (1-50 Power Point pages):** Take advantage of our broad selection of Power Point presentation slides by selecting specific content that can easily be downloaded and incorporated into your presentations.
- C. **Research projects:** Projects are tailored specifically to address your mobile application market information needs. Examples of projects include: developer surveys, mobile application strategy definition, and competitor and country analysis.

As with all research2guidance projects, the research behind these reports has not been commissioned or sponsored in any way by any business, government, or other institution.

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XX% of white-label applications are aimed at a general or a general marketing client audience, whose use-cases are not usually directly associated with the client's business (e.g. games or generalized tools). XX% target the news and information sectors, which, when added to the publishing sector, represent almost XX% of white-label solutions. Retail, food and beverage and 'diverse' (including a lot of niche solutions) account for XX% percent of white-label solutions each.

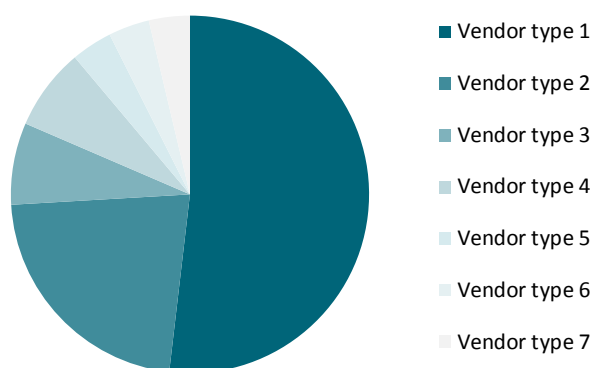
**FIGURE 4: WHITE-LABEL APPS TARGET INDUSTRIES**



Source: research2guidance

Most (XX%) of the vendors currently offering white-label solutions are dedicated white-label developers; this is especially true for self-creation and marketplace platforms. Web and other development agencies are the second most common vendors of white-label apps (XX%), often providing white-labels as part of an integrated media or web solution, or as a paid extra. Nokia and Google both offer a self-creation platform as well, in order to enrich their respective OS ecosystems.

**FIGURE 5: WHITE-LABEL APPLICATION DEVELOPERS**



Source: research2guidance








Providing white-label applications can also serve their vendors as sales tools to develop leads for custom applications. They are a good showcase to familiarize the client with the specific aspects of the mobile application market and to demonstrate the competency of the vendor.

## 2.2.4 VENDOR AND SOLUTION LIST OF GENUINE WHITE-LABEL APPLICATIONS

The majority of the existing genuine white-label applications are addressing food, beverage and retail business, for which the use-function can be easily and usefully replicated.

News and information applications, based on pre-existing content, or functioning as a new medium for websites, newspapers and magazines, are also featured heavily within this category, due to the ease of replication of RSS and atom feeds. Typically, today's genuine white-label applications are aimed at small to medium sized businesses in large, granular industries.

**TABLE 2: GENUINE WHITE-LABEL APPLICATIONS**

Solution (vendor)	Target client base	Platforms	Functionality	Content	Support	Pricing structure	Localization (clients)	Time-to-develop <sup>1</sup>
<b>Appcentral (Ondeego)</b>	• Xx	   	• Xx	• Xx	• Xx	• Xx	• Xx	• Xx
<b>AppForMe (app-for-me.com)</b>	xx		xx	xx	xx	xx	xx	xx
<b>BuzzVoice (MediaQuake)</b>	• Xx	 	• Xx	• Xx	• Xx	• Xx	• Xx	• Xx





<sup>1</sup> Not including time needed to pass quality gates of app stores

**TABLE 7: PLATFORMS, SUPPORTED BY MULTI-PLATFORM DEVELOPMENT SOLUTIONS**

Solution	iOS	Android	BlackBerry	Windows Phone 7	Symbian	Palm WebOS	MeeGo	Bada	Windows Mobile 6.x	Other
<b>Web-to-native</b>										
Adobe AIR										
appMobi										
Netbiscuits										
PhoneGap										
PhoneGap/ Build										
QuickConnect										
UNITY Mobile										
Whoop										
Worklight										
<b>Native-to-native</b>										
Alchemo										
Titanium										
Bedrock										
Celsius										
Corona										
DragonRAD										
EDGE LIB										
Grapple										
Marmalade										
Kanzi										
MoSync SDK										
OpenPlug Studio										
Rhodes										
LiveCode										
Totalcross										
Unity3D										
<b>Total</b>										

**TABLE 9: PHONEGAP API SUPPORT ON DIFFERENT PLATFORMS**

PhoneGap							
Features	iOS 3G	iOS 3GS and newer	Android	Palm	Symbian	BlackBerry OS 6.0+	Windows Phone
Accelerometer							
Camera							
Compass							
Contacts							
Files							
Geolocation							
Audio recording							
Notification (sound)							
Notification (vibration)							
Data storage							

	Feature available
	Feature not available
	Feature coming soon
	Feature not applicable

**Summary:** PhoneGap is the cost-effective, general choice for web-to-native application development.

### TITANIUM (BY APPCELERATOR)

**Name:** Appcelerator Titanium, a solution launched in December 2008, produces full native code before building the end product; does not run code through an interpreter. It previously used HTML with WebView extensively, with a recent upgrade moving towards Jscript, with potential for WebViews within the code structure, in order to take advantage of HTML5. Titanium is cloud-based, so developers do not need to download anything to write and cross-compile code.

**Approach:** Native-to-native

**Platforms:** Android and iOS, plans to include BlackBerry soon

**Coding languages:** HTML, CSS and JavaScript, as well as Ruby, Python and PHP Scripts. Also includes integrated support for popular JavaScript and AJAX Frameworks including jQuery, YUI, MooTools, Scriptaculous and others.

**Cost:** Titanium Indie (free download), Titanium Small Business (less than 100 employees, paid) and Titanium Enterprise (more support, paid).

**Technical support:** Extensive online training and wikis, as well as personalized web/phone support for premium subscribers

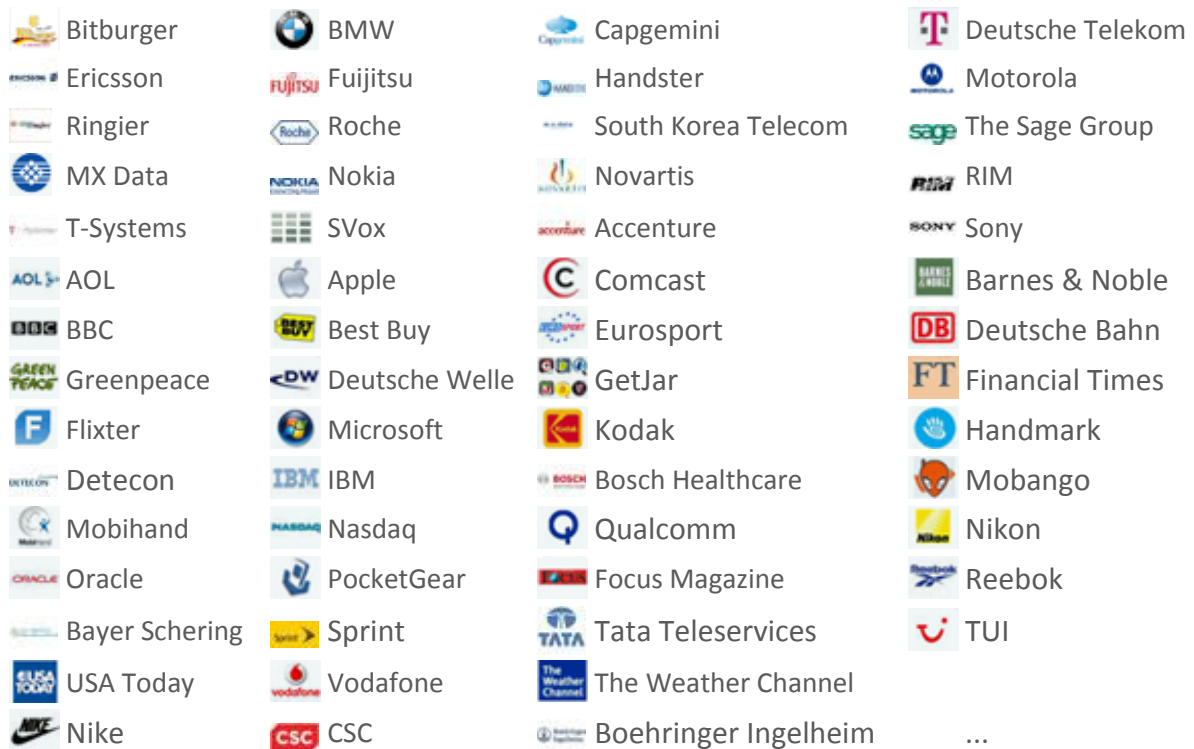
**Feature access:** Offers over 300 social and other APIs, and advertises itself as particularly good at using camera and video camera functions. Their APIs, however, are more proprietary than PhoneGap

### 3.2 ABOUT RESEARCH2GUIDANCE

Research2guidance is a specialized research and consultancy company concentrating on the mobile applications market. We provide empirical research, expert knowledge and strategic consultancy, helping companies and organizations who want to deepen their engagement in the mobile market.

#### SOME OF OUR CUSTOMERS AND PARTNERS

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