UNDERSTANDING

THE POWER OF

CUSTOM MOBILE APPLICATIONS
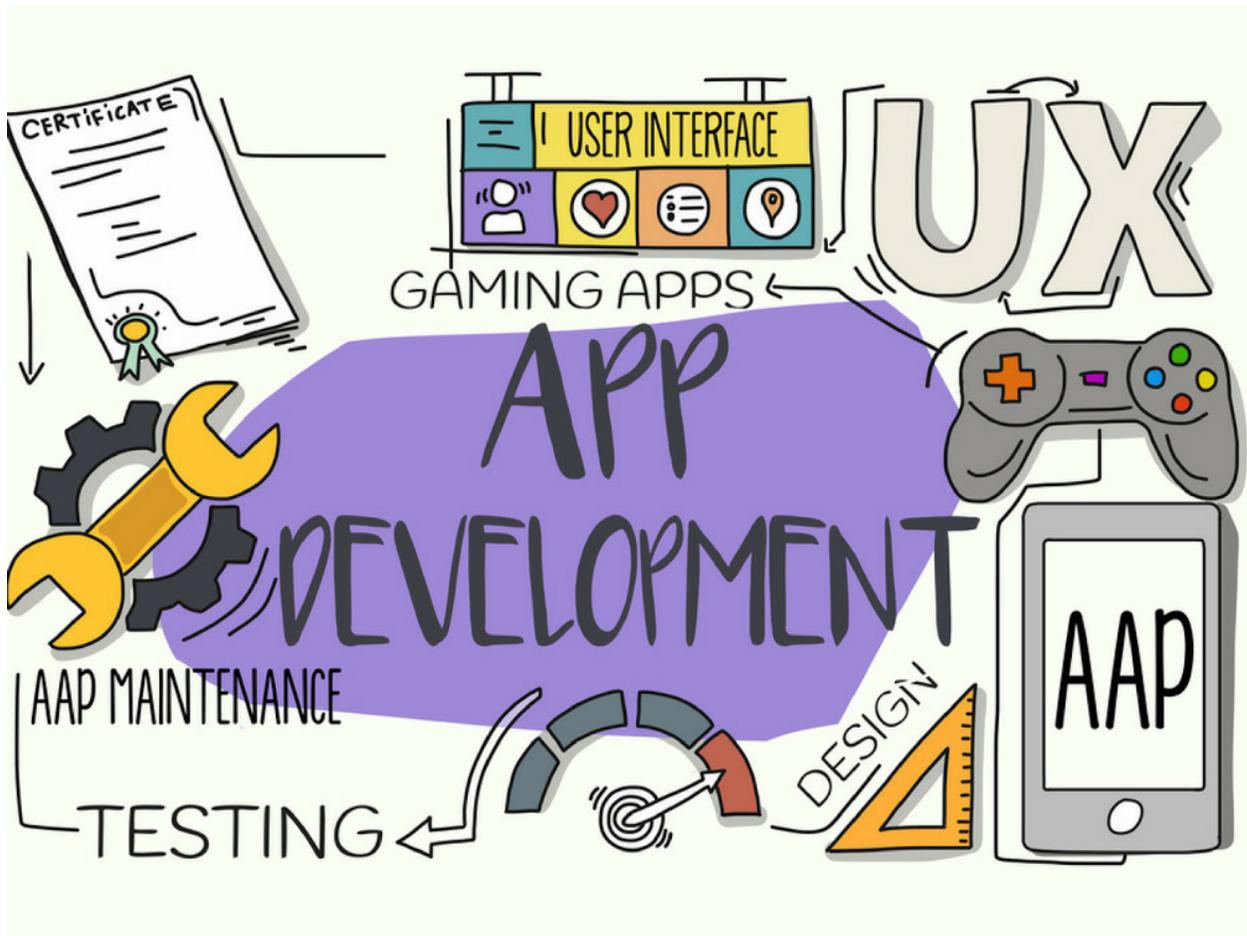
How Mobile Application Development Services From
Webmyne Can Revolutionize Your Business

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Overview

Our modern world has gone completely digital. Today, more people than ever are making use of advanced technology like smartphones, computers, tablets, and more – worldwide. Internet connectivity and technology are no longer optional – they're required for almost every single daily task.

This surge in the use of modern technology is especially apparent in the world of mobile phones. Today, over 4.77 billion people have mobile phones, and subscribe to cell services worldwide – meaning that over 64% of people in the world have a mobile phone.

In countries like the United States, the statistics are even more striking. 95% of Americans have a cell phone, and more than 80% of Americans have a smartphone and use it regularly. It's hard to overstate what a dramatic change this is. The rate at which smartphones were adopted by the general public is incomparable to any other technological innovation of the past.

Let's do a quick comparison. The first personal computer was released in 1974. While computing is now totally ubiquitous in the United States, only 84% of Americans own a computer – and computers have been available for over 40 years.

Compare those statistics to the prevalence of smartphones. The first-generation iPhone is usually recognized as the first true "smartphone", and it was released in 2007. That means that within only a decade, 80% of Americans have adopted smartphone technology. This number shows no sign of slowing as smartphones continue to become more widespread, affordable, and easy-to-use.

Smartphones, then, have experienced a growth rate that's **400% higher** than the adoption rate of personal computers, and have maintained a rate of adoption that is higher than any previous digital technology.

This trend is reflected in internet and device usage habits, too. By 2016, mobile internet traffic had surpassed desktop-based traffic for the first time in history – 51.3% of all internet traffic was from mobile devices, compared to 48.7% from all other sources.

The implications of these statistics are clear – Mobile computing is the future, and creating mobile apps through Android and iOS Mobile app dev is absolutely critical to competing in the modern world.

Businesses must use these trends to their advantage by creating smart, custom-built mobile applications that can drive business growth.

In this whitepaper, we'll take a deep look at the benefits that are offered by custom-built mobile apps, discuss issues that often prevent companies from developing their own applications, and examine solutions that can allow businesses of any size to use the power of mobile applications to their advantage.

Let's begin by discussing the basics, and examining why custom-developed mobile applications are crucial to modern businesses.

How Businesses Can Benefit From Custom Mobile Applications

To truly understand how businesses can benefit from custom-built mobile applications, we must first look at the difference between **customer-facing** and **employee-facing** mobile applications.

Both types of mobile applications can be very useful – and a great company will make use of both – but there are some key differences that must be noted.

> **Customer-facing** applications are custom-developed mobile applications that provide your customers with some kind of service or connectivity. For example, if you run a bank, you may want to develop an app for your bank that provides customers with an easy-to-access banking portal on their mobile device.
>
> When you develop a customer-facing application, your focus is on providing a customer with a great experience, and adding value to the services or products that your business offers, in an effort to maintain your customer's relationship with your business and continue to grow.
>
> **Employee-facing** mobile applications are somewhat different. Rather than choosing to use "off-the-shelf" business software, many businesses are opting to create custom-designed mobile business applications that employees can use while performing their day-to-day tasks.
>
> These employee-facing applications are generally focused on creating efficiency, and providing employees with specialized tools that can be used to streamline operations, decrease overhead, and maximize profit.

Both customer-facing and employee-facing mobile applications offer a unique set of advantages.

Now that we've defined the basics of these different application types, let's examine the benefits that each type of custom mobile application can offer to your company.

The Benefits Of Customer-Facing Custom Mobile Applications

Providing your customers with a custom-built mobile application can be a fantastic way to drive engagement with your brand, boost profits, and ensure that you beat the competition. Let's

take a look at 6 of the biggest ways that a customer-facing mobile application can benefit your business.

1. Helps Build Your Brand – The power of brand recognition should not be underestimated. A stylish, intuitive, and easy-to-use mobile application is a fantastic way to build positive brand associations, and to increase customer satisfaction with your product or business.

2. Provides A Dedicated Marketing Channel – Your customers have their smartphones on them 24/7 – so a custom-developed application is one of the single best dedicated marketing channels available. By placing your business only a click away from them at all times, you can increase customer engagement, market your products more effectively, and grow your sales.

3. Customers Prefer Apps To Mobile Websites – Responsive design and other advanced web development technologies have made mobile websites easier to use than ever before, but 85% of customers would still rather [download an app](#) instead of using a mobile website.

Customers see mobile apps as more convenient, intuitive, and easier to use than mobile websites. In addition, mobile apps can make better use of the advanced technology present on smartphones, such as GPS, cameras, accelerometers, and other multimedia features.

This makes custom-developed apps much more useful than mobile websites – so even if your company does offer a web-friendly mobile experience, a custom application will help increase your web traffic, sales, and growth.

4. Stand Out From The Competition – A smart customer-facing mobile application is a great way to set yourself apart from the competition. This is especially true among small businesses. If you can provide your customer with an intuitive, easy-to-use, and well-designed mobile application, you can outcompete other companies, and gain a larger market share.

5. Encourages Customer Loyalty – Mobile applications make it easier than ever to implement customer loyalty programs, and to stay in constant contact with your customers through smartphone notifications, special offers, and much more.

And because these messages are delivered directly through your application, they cut through the "noise" of mobile advertisements, banner ads, social media ads, and much more – reaching your customers directly through their smartphones.

6. Provides Smart User Insights – While mobile websites can provide some data about your customers, a dedicated custom mobile application is a much more effective tool that can help you gather smart user insights.

Smartphones are the ultimate data-gathering tool. Mobile applications can help you track customer behavior, location, time spent on each individual section of your app, and much more. These insights can help you refine your application, create targeted marketing campaigns to drive sales, and grow your company.

These are just a few of the benefits of developing a customer-facing mobile application. Properly implemented, your mobile application will provide a huge amount of value to your customers, and allow you to gain a higher customer satisfaction rate – as well as smart insights that can be invaluable for business growth.

Now, let's take a look at the benefits that employee-facing applications can have for your business.

The Benefits Of Employee-Facing Custom Mobile Applications

Although customer-facing mobile applications are important, custom-developed applications meant for internal use should not be overlooked. In fact, a [study by CDW](#) revealed that most top companies use at least 6 custom-developed software applications to accomplish their day-to-day tasks, while they only use about 5 "off-the-shelf" applications.

In addition, most IT departments are continuing to innovate and develop more effective employee-facing applications – [48% of all surveyed executives reported](#) that their app budget was going to increase in the coming year.

There's a reason for this. Custom-developed employee-facing applications can save businesses a huge amount of time and money. Let's take a look at the benefits of these applications now.

1. Improves Employee Efficiency – Custom-developed mobile applications will always emphasize employee efficiency. When your business creates a custom application, it's built with the specific requirements of your business in mind. This allows you to

streamline business processes, improve employee efficiency, and enhance business productivity and ROI.

2. Highly Scalable And Customizable – Off-the-shelf mobile applications are often not scalable – so when you rely on a third-party product for critical business functions, you could run into trouble. These applications are meant to handle only a limited amount of resources and processes, and they may not be able to grow alongside your company.

A custom-built app can be built to your exact requirements and can be easily scaled alongside your business, providing maximum flexibility.

3. Data Is More Secure – [Data is the most valuable asset](#) that your company has – and it can be dangerous to entrust your valuable data to a third-party software vendor. While most software providers do take steps to ensure that your data is secure, it's still often stored on off-site servers, and there's always a risk that it could be vulnerable to hacking and intrusion.

However, custom-built applications allow you to maintain total control over your data. You can be certain that your most valuable data is secure, and that you don't have to rely on any third-party security systems.

4. Custom Apps Integrate Smoothly With Existing Business Software – If you're looking for a mobile application that integrates with your existing software infrastructure, it can be hard to find the right one. Many off-the-shelf products don't offer thorough integration with your existing software and hardware platforms.

This is not the case with a custom-built application. Because custom mobile applications are built from the ground-up, they can quickly and easily be adapted to integrate thoroughly with all of your existing business software applications. This increases efficiency and allows your business to function with fewer errors and incompatibility issues.

5. Lower Overall Costs – Many third-party software vendors are now using a "Software-as-a-Service" (SaaS) model. Essentially, this means that you don't own the software you're using – instead, you pay a monthly fee to use it. While this can mean that you pay less up-front, it can lead to an overall higher cost.

Custom-developed software usually costs more up-front, but after it has been developed, **your company owns it**. That means that you won't have to pay any monthly

fees, and you can continue to use, upgrade, and maintain your custom mobile applications for years to come.

So whether you're interested in building a customer-facing application, an employee-facing application, or both, there are many benefits that your company can enjoy.

However, despite all of these advantages, many businesses – both large and small – are falling behind, and failing to use custom mobile applications.

In the next two sections of this whitepaper, we'll examine the statistics behind custom mobile app usage, and then discuss the reasons that many businesses haven't taken advantage of the benefits of Android and iOS Mobile app dev.

91% Of Top Companies Use Mobile Apps – But Some Businesses Are Falling Behind

Large companies were quick to adapt to the trend of smartphone usage. In fact, as far back as 2011, a survey conducted by analytics company Distimo showed that 91% of the world's top 100 companies have released some kind of mobile application on either Android or iOS.

This is not too surprising – after all, these large companies have the resources, developers, and budgets to create quite a few apps, and take advantage of the increased usage of smartphones.

And since then, this trend has continued – the vast majority of large companies have taken advantage of the explosive growth of smartphones, and have used mobile applications to drive business growth.

In fact, the importance of mobile software is only growing over time – and 90% of executives at large companies have said that they plan to invest a significant amount of money into mobile applications in 2016 and beyond.

Now is an ideal time to begin investing in mobile applications. More people are using smartphones than ever before, and Americans are spending more time on their smartphones than ever – it's estimated that we check our smartphones an average of 84 times a day, and that we spend up to 3 hours on our smartphones each and every day.

The mobile app market is larger than it's ever been before. It's estimated that in 2017, mobile applications will be responsible for approximately $77 billion in revenue. For comparison, the market cap for mobile applications in 2014 was only $35 billion, meaning that the smartphone app market has grown by over 200% in only 3 years.

It would seem, then, that now is the perfect time for businesses to expand into the mobile marketplace, and take advantage of the astronomical growth of mobile computing.

However, despite the many benefits of custom mobile applications, many businesses have been slow to adopt them. This is understandable – in the past, the costs of developing a custom mobile application have been quite steep, and beyond the reach of many smaller businesses.

Even in 2015, the median cost of developing a custom app was $37,000-$170,000 – with outliers costing more than $500,000. These high costs are one of the primary reasons that smaller businesses have been slow to adopt mobile applications.

In 2016, it was [estimated that only 20%](#) of small businesses were taking advantage of custom mobile applications – though 27% of surveyed businesses said that they planned to have a custom mobile application in place by the end of 2017.

To understand why this is the case, we must take a deep look at the reasons that many businesses have been unwilling or unable to capitalize on the value of mobile applications.

The Problem: Understanding The Reasons Why Businesses Haven't Capitalized On Mobile Applications

While the benefits of custom mobile applications are vast, it's important to understand the risks that are involved.

While custom apps boast a huge number of advantages, partnering with the wrong software development team can be risky, and the high cost and large time commitment required to develop a custom application can prevent businesses from investing in mobile applications.

Let's take a deep look at some of the most common reasons why businesses have failed to capitalize on the potential of custom mobile applications now.

1. High Upfront Cost – It could be argued that high development costs are the single biggest barrier that some companies have, to custom mobile application development. As mentioned above, most custom-made apps require quite a bit of monetary investment, and some smaller businesses are simply unable to afford the costs, or unwilling to risk making a bad investment.

Most large corporations, on the other hand, can easily afford the cost of a comprehensive development team, product testing, quality control, and the infrastructure required to ensure that their mobile applications are up to par.

2. Long Development Times – Custom applications can have long development cycles – and because each app is different, it's often not clear how long a project will take until the software developer has already begun the process of developing the application. Because development times can often be long and uncertain, many smaller businesses are wary of investing money into custom software development.

Scope creep, delays, and other issues can also be major problems for inexperienced developers, and further increase the development cycle of a custom software application. Because smaller businesses do not have as many resources as larger companies, this can be a major cause of concern, especially if they lack the funds to continue development.

3. Lack Of Short-Term ROI – Larger businesses can often invest in applications that don't have a clear ROI, or that will only deliver a return on investment over a long period of time.

Because these companies have a significant amount of resources at their disposal, they can afford to make a long-term investment in a custom application, even if it won't provide a positive ROI for several years.

However, most smaller businesses are unable to do this. Custom applications developed for small businesses must have a clear monetization scheme, and their value to a company must be established early on to justify the cost of development.

This means that many companies simply choose not to invest in a custom mobile application because it lacks short-term ROI, and its full benefits would only be felt several years down the line.

So despite the fact that custom software applications are great investments, many companies feel that they must concentrate their funds on other areas of business that will provide a higher up-front ROI.

4. Lack Of Cross-Platform Support – In the US, 55.3% of smartphone users use Android devices, and 43.5% of smartphone users use iOS devices. Overall, Android and iOS compose 99.6% of the mobile market share – so Android and iOS Mobile app dev are both critical in the modern world of mobile computing.

However, many businesses don't have the budget or the in-house expertise required to develop for both Android and iOS. Some companies choose to develop their applications for one OS or the other – but this is not an ideal solution, as it locks out half of all potential users of the application.

In addition, some development teams are unable to deliver a consistent experience across both iOS and Android platforms, so development and release of a custom mobile application can be frustrating and disjointed.

5. The Risk Of Hiring The Wrong Development Team – Because smaller businesses don't have in-house developers, they must outsource their development to another team of developers. While this isn't a bad thing, it means that they must choose their development partners very wisely.

It can be difficult to balance quality of service with the cost of development, so many businesses looking to develop a mobile app simply hire the firm that offers them the lowest overall cost for their development project.

And while doing so may reduce initial costs significantly, hiring the wrong development team can be a huge risk that results in scope creep, a shifting project timeframe, and higher overall project costs.

These 5 risks are the primary reasons that many businesses still have not taken full advantage of the power of custom mobile applications. Despite the many advances in development technology, it can still be difficult for businesses to develop great mobile applications.

But while these risks certainly shouldn't be ignored, each risk can be mitigated entirely if you choose the right development partner for your custom mobile development needs.

That's where Webmyne comes in. We have the experience, expertise, knowledge, and track record to ensure that your development process is a success.

The Solution: Webmyne Ensures The Success Of Your Custom Mobile Application

If you're looking to harness the power of custom mobile applications and you need a software development partner, look no further than Webmyne.

Webmyne is a different kind of software development company. Founded over 15 years ago, we believe that client satisfaction is more important than anything else.

Because of this belief, we've dedicated ourselves to providing the most reliable, affordable, and transparent outsourced software development services on the market today.

When you work with us, we put your needs first – no matter what. Learn more about our expertise, our depth of experience, and our process below.

Our Expertise

At Webmyne, we specialize in custom mobile application development. Our team of engineers, developers, and project managers are all experts at Android and iOS Mobile app dev, and have a deep knowledge of the modern platforms and development tools required to create responsive, modern, cross-platform applications.

Our expertise includes:

- **HTML & CSS** – Using cross-platform development tools like PhoneGap, Xamarin, Sencha, and Ionic, our development team can quickly develop beautiful HTML & CSS-based applications that are perfect for your needs on both iOS and Android platforms.

- **AngularJS & JQuery** – Our developers can quickly harness the power of Javascript for your mobile application, using development platforms like Mobile Angular UI and Bootstrap to create powerful, interactive cross-platform applications.

- **PHP** – Our developers have a vast depth of knowledge of PHP, and can offer custom-designed applications that make use of this powerful, flexible programming language. Whether you need your development done on iOS or Android platforms, our PHP experts can build a powerful application that's perfect for your needs.

- **Microsoft ASP.NET** – Our team has been building custom Microsoft ASP.NET applications for more than a decade, and we specialize in .NET mobile application development. Using tools like Xamarin, we can turn our .NET expertise into beautiful, functional, cross-platform applications.

When you hire our team, you get the full knowledge of all of our expert developers. And because we specialize in such a large variety of frameworks, languages, and development styles, we can ensure that we pick the perfect development platform for your application.

Our Experience

Webmyne has the experience you need to make sure that your development project is a success. We've been in business for over 15 years. In that time, we have completed more than 1500 projects for 450 clients in more than a dozen different countries.

We boast a 100% project completion rate, and our dedicated project managers, engineers, and development teams are deeply experienced in their fields. This experience is what makes us such an effective development partner.

We understand the common delays, issues, and problems that can occur during software development – we've seen it all!

Because of this, we are experts at proactively anticipating development issues and avoiding delays and other costly problems that often occur with other outsourced software development teams.

You can trust that our depth of experience will make your project a success. Our team of software development experts can provide you with a truly exceptional full-lifecycle software development solution – guaranteed!

Our Process

Our seven-step development process is central to each and every project that we take on. By following these steps, we can ensure that we create the best possible product for your needs, and that your project is a success.

Take a look at the details of our process below, and see how we can help you develop an incredible custom mobile application.

Step 1. Define Client Requirements

Everything begins with our clients. After you fill out an application for development, we will schedule a series of in-depth brainstorming sessions with your staff and our project management and development team.

During these sessions, we will take a deep look at the requirements you have for your custom application, and discuss the details, scope, and budget/timeframe requirements that you have requested.

We believe that this is the most important step in the development process, so after initial meetings, our business analysts and developers will work to create a full list of the client requirements for your proposed project, allowing you to analyze and refine the guidelines that will be followed during the development process.

Step 2. Refine Requirements And Definitions

After initial delivery of our client requirements, we will engage in several more meetings with your team, and ensure that all of your requirements have been met during the initial consultation process.

After this, we will present you with a final list of client requirements, and a Scope of Work (SoW) document that clearly outlines the requirements, timeframe, budget, and other details of your project. Once that document has been signed, we will proceed to the initial design phase.

Step 3. Present Initial Software Designs

After you have committed to software development, we will begin the process by creating comprehensive wireframes, mockups, and software designs.

Our team of designers will collaborate with developers to create a comprehensive framework upon which your application will be built.

After we have created a set of initial software designs, we will present you with our initial prototypes, allowing you to give us your feedback, and providing our developers with the information they need to further refine your app. Once you have agreed to a software design, we will begin the development phase.

Step 4. Develop Your Software

Once the development process has begun, we will assign a team of project managers to oversee the development of your custom mobile application, ensuring that our team of expert engineers and developers maintains a consistent schedule.

We will offer you regular meetings to discuss the progress of your application, ensuring that we stay within the agreed-upon timeframe and budget, and that all important features of your software are implemented in a satisfactory manner.

Throughout the entire development cycle, we will provide you with constant updates. We are 100% dedicated to transparency – should we encounter roadblocks or issues, we will inform you right away, allowing us to discuss appropriate solutions, and ensure that progress on your project remains steady.

Step 5. Product Testing And Quality Control

After we develop an initial prototype that's functional, we will begin comprehensive testing of your application. Our QA and product testing team will ensure that your app is responsive, bug-free, and optimized for a fantastic user experience. Our testing services include:

- UI testing
- Configuration testing
- Functionality testing
- Cross-platform testing
- Load/stress testing
- Security testing
- Data migration testing
- A/B testing
- Compatibility testing
- Integration testing

We will work with our team of QA experts to make sure that your product meets our most stringent quality standards, and that each and every area of functionality on your custom mobile application is tested for usability, functionality, and reliability.

Step 6. Perform Software Installation

After we have presented you with the final version of your software, we will perform all required installation procedures, working hand-in-hand with your IT team to ensure that you have all of the appropriate resources and infrastructure required for your application to run smoothly, and to integrate with your other systems.

After software installation on your system, our quality control team will perform a final series of functionality checks, ensuring that your application is running at peak performance, and is free of bugs and glitches.

Step 7. Provide Training And Resources To Your IT Team

Finally, our team of engineers and developers will work with your IT team to hand off important resources about your application.

We will provide your company with robust documentation about the architecture of your application, maintenance guidelines, and hands-on training that will allow you to take full control of your application, and maintain it for years to come.

We can also partner with your company to offer IT services and support of your new application, allowing you to maintain a "hands-off" approach, and minimize the amount of time that your team has to spend performing routine maintenance tasks.

By following this comprehensive 7-step process, Webmyne can guarantee the success of your project, and provide your company with a powerful, scalable, and useful mobile application that will be a valuable tool for years to come.

Our Promise

Our promise to our customers is simple. We believe that we are more than just a development company – we are a true partner to our clients. A partnership requires that both partners work together towards a common goal – and this requires trust, cooperation, and transparent communication.

This is why we dedicate ourselves to our clients. In a partnership, both parties must succeed – or both parties will fail. Your success is our success, so we promise to always work with you to achieve our mutual goal, and ensure that we live up to the responsibilities that you have given us.

Conclusion

We hope you enjoyed this deep dive into the world of custom mobile applications.

Smartphones and mobile technology are truly the future – and businesses need to take notice. By 2020, it's expected that there will be over 6.1 billion smartphone users worldwide – so the need for mobile applications is only going to grow over time.

That's why this is the ideal time for businesses to invest in custom mobile applications. Whether you're interested in creating a customer-facing application to boost engagement and sales, or an employee-facing application that will help you streamline your business, now is the time to begin investing in mobile apps – especially for small-to-medium-sized businesses.

Development of mobile applications is faster, easier, and more cost-effective than ever, and increased cross-platform support ensures that businesses are able to take full advantage of both iOS and Android platforms.

However, it's important to note that custom mobile application development is not without its risks. Custom mobile apps are a fantastic investment – but if you choose the wrong development partner, the development process can be expensive, time-consuming, and provide you with less-than-stellar results.

This is why it's so critical for modern businesses to find the right outsourced development partners – and why Webmyne is a fantastic choice for any business looking to create a custom mobile application.

We provide total transparency, incredible depth of knowledge, and the development expertise that's necessary to ensure that you minimize risk during the development process, and maximize your return-on-investment.

When you partner with Webmyne, you can be certain that you'll get incredible service, reasonable rates, and a fantastic end result – guaranteed.

So if you're interested in Android and iOS Mobile app dev services, don't wait any longer. Get in touch with Webmyne for a consultation today, and see how we can provide your business with the tools that it needs to thrive in the modern world.