

# Custom Smartphone and Tablet Applications Development



Smartphones are great pieces of technology that have changed our lifestyles so quickly that nowadays it seems that many of us cannot live without that window into the virtual world in our hands. The main reason that Smartphones have become so dear to us is their ability to run all kinds of useful applications that can perform lots of useful tasks. It's like having a user-friendly computer with you at all times and once you've got used to the convenience and pleasure of owning a Smartphone, it's next to impossible to going back to living without it.

## Which approach? Native - Web - Hybrid

As newer technology emerges, the mobile landscape is becoming incredibly intriguing. While currently everyone is gung-ho about native or HTML 5 apps, a considerable section is also rooting for the third approach called Hybrid mobile applications, which combines the best of both native and HTML 5 apps. As the debate rages on which one - HTML 5, native or hybrid - is the right choice; ComMedia IT Solutions can help you make the right choice.

## New and emerging guidelines for application development

We are now moving into the world of Tablet computing as well, and with that brings a new approach to application development and enterprise application integration. There are a new set of emerging guidelines for how to build the best possible Smartphone apps that app developers should carefully consider before building their app. Having been in the Smartphone app development space since the Apple IOS devices appeared in the marketplace some years ago, ComMedia IT Solutions are well placed to provide quality applications

## Business men and women are now increasingly depending on their mobile devices

While we have seen steady growth in mobile gaming and social networking apps so far, the spotlight is now on serious business apps. More and more businessmen are now increasingly depending on their Smartphones and other mobile devices to save time, multitask and generally make life easier for them..

## Custom enterprise business apps

The ability to run mobile applications has empowered us, so much and it's quite interesting to see how businesses have now started to mobilise their enterprises in so many ways .Companies are looking to use custom-made enterprise business apps that help in a variety of activities. Hence, there is also a parallel demand for developers of apps for mobilising the enterprise. ComMedia IT Solutions is here is support clients and Independent Software Vendors (ISVs ) who have a shortage of developer skills in these areas or need short term resources for specific app development where using their own resources would dilute their teams efforts elsewhere.

## Multiple problems for developers

With so many mobile platforms in existence today, the app developer is faced with multiple problems. The first aspect is to choose the right mobile platform from a wide choice of platforms such as the Android OS, iOS, BlackBerry OS, Windows 7 and so on. Once developers make their choice of one or more platforms to develop the app for, they then have to look at confirming to all the app submission rules stipulated by each app store, so

as to prevent their app getting rejected in that particular marketplace. This whole process is part of all projects that ComMedia IT Solutions provide to our clients and ISVs

## **Apps for mobile payment**

Mobile consumers now prefer using their mobile devices to make payments online. Services such as Mobile Wallet are taking precedence over credit cards, debit cards and net banking. In response to consumers' demand, several banks today are offering mobile payment options to them. ComMedia IT Solutions have a wealth of experience in this area and welcome opportunities to advise on the most appropriate approach wherever our clients are located globally.

## **The mobile consumer is king**

The major app stores are crowded with millions of mobile apps of all imaginable types and categories. Hence, the app developer will find it increasingly difficult to get his app noticed in the market. At ComMedia IT Solutions we believe that the only way to succeed, is to offer something totally unique - an app that is understood, usable, engaging and offer multitasking capabilities, all at once.

Other areas where ComMedia IT Solutions can support you in this exciting area of mobilising the Enterprise

## **Emergence of cloud computing**

The rise in cloud computing is giving rise to enterprise applications which work seamlessly across the entire range of the cloud - private, public and hybrid. This trend is encouraging our clients toward web-based app development, as it works out much more efficient and cost-effective for them.

## **Mobile Security**

Of course, this will also create issues on security. Our clients are thinking seriously in terms of mobile security and related issues while developing such cloud-based enterprise apps.

## **Developing Location-Based Apps**

Through all of the above changes, location-based apps, mobile content sharing and mobile social networking are coming to the fore, now, more than ever. Even enterprise is using social network monitoring tools in order to build their brand image, learn more about consumer behaviour and finally, market and sell their products and services. All the latest mobile devices support GPS and hence, ComMedia IT Solutions can assist you in creating targeted and relevant location-based content. This is most beneficial to the mobile advertiser, mobile marketer and B2B companies alike.

## **Smartphone Enterprise Application Integration**

One of the most interesting things about this mobile trend, is that it is a changed application development. For the last fifteen years application development has been mostly about centralised computing through web apps. By contrast, Smartphone apps are dominated by native apps running locally on the device itself, and by utilising device capabilities. Because of this, many of the former best practices for enterprise applications need a refresh. There are new rules for optimal Smartphone app development. The question that all of our prospective clients ask us is how to most effectively integrate native Smartphone apps with existing enterprise applications. At ComMedia IT Solutions we have powerful tools for enterprise application integration. In the enterprise scenario there are many common tasks that need to be performed to build an informational mobile app that integrates with an existing enterprise backend app. This integration is proving to make up the majority of the effort in building these apps, and in many cases, the majority of an enterprise's entire IT efforts. This is where our clients use our custom offshore services to assist in this development and in turn reduce the dilution of these core development team resources.

# Tablet solutions for the post-pc world

Tablet computers created history in 2011, when led by over 55 million iPads sold by Apple, the tablet market became larger than the entire desktop PC market. Tablets are also the fastest, and in some cases, the only growing PC segment in the world today. Digital citizens, especially enterprise customers, are already heavily dependent on their tablet devices that combine the large screen of a laptop and the utility and convenience of a mobile device. Tablets are fast becoming the favourite content consumption tools worldwide, and working with ComMedia IT Solutions will help ensure your content gets the attention it deserves.

## Standing out in the crowd

Working with ComMedia IT Solutions will enable you to reach out to a growing user base. We can help you tap into the power of the fastest growing consumer electronics devices in history with our custom solutions. We can take your existing web and mobile applications to the tablet platform.

Dynamic ebooks | magazines and brochures | Digital Publishing - eBooks, digital magazines and brochures are powerful tools that not only have the potential to be far more dynamic and engaging than printed literature, but can also reach your customers at a fraction of the cost..

We will design, develop and deploy all such printed material for all tablet platforms, including the Apple iOS, Google's Android, Windows or BlackBerry as part of the service that ComMedia IT Solutions can provide you with. This makes your conversion a whole lot easier.

**UI Design and Consulting** - The tablet platform is unique, and has unique capabilities. Apps and websites designed for mobile devices may work on such platforms, but they cannot exploit the platform to the fullest, and mostly end up with unimpressive visuals and an unintuitive user experience. At ComMedia IT Solutions, our expert UI team will help you avoid such situations by providing custom-tailored design services that will ensure you stand out in the crowd

**App Design and Development** - Tablets are distinctly different from mobile devices and are usually far more powerful. This power means your tablet apps have the freedom to be more dynamic, more flexible and richer. Shriv Commedia Solution's experience in designing custom apps for tablets means we can help you give your customers exactly what they want.

**Web-to-Tablet Services** - Taking all your web properties to the tablet platform is quick, easy and painless when you have ComMedia IT Solutions helping you out. We will integrate your web and mobile presence with the tablet, so that you can step into the tablet arena smoothly and easily.

Tracking and Analytics - The tablet allows you not just to disseminate content, but also to track how that content is consumed. ComMedia IT Solutions uses customised, powerful, analytics tools to help your business move forward by understanding the market better.

**Tablet Business Solutions** - ComMedia IT Solutions can help you enhance your productivity with powerful enterprise solutions and apps custom tailored for your business. See how the tablet can make you faster, better and more efficient with ComMedia IT Solutions.



Shriv ComMedia Solutions

Commedia Solutions is a leading player in the world of Outsourced Software Development. Founded in 2003 and based in UK | USA | India. We provide high quality custom software solutions covering Smartphone and Tablet applications | Content Management Solutions Embedded Solutions | Outsourced Product Development | Legacy Application Modernisation | Mobilising the Enterprise

If you would like more information about this particular subject and the services we provide please contact us at [info@commediait.com](mailto:info@commediait.com). We will get back to you immediately.