

Yes You Can Build Mobile Apps

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The App Dilemma

- Users want more apps than IT can realistically deliver
- Mobile App Developers are
 - hard to find
 - expensive
 - want to work for Google and Apple
- 100s of thousands of Enterprise Windows Applications and Web Apps need to be reworked into native Apple and Android
- Build native Apps is hard programming. It is not HTML

How to solve it?

- Some people think HTML5 is the answer, but
 - Cross browser differences
 - Performance issues
 - Security issues
- More training ?
 - Low level programming takes many months Avg 3 to 6 months
 - Will it really address the backlog of apps?
- Offshoring?
 - Language and cultural issues
 - Time zone issues
 - Loss of control
- Onshore Outsourcing: Too expensive

Leaders have found a solution

- Gartner Analyst Richard Marshall in “Adapt a Bimodal Approach To Mobile App Development Strategy” recognizes the need for codeless, agile app platforms
- Salesforce.com spent 75% of Dreamforce conference talking about and promoting their codeless platform called Lightning
- Kony is betting their company on a new offering called the “Modeler” which is a codeless app platform
- Snappii has offered a codeless app platform for the past 4 years

What's the buzz about Codeless?

Codeless App Platform

- Visual assembly of app components: drag, drop, configure
- “Canvas painting” and not templates
- Configuring rather than coding
- Business people can use, not just programmers
- Cloud based
- Generate native apps
- Automate deployment and updating
- Should be feature rich and complete
- Should have built-in connectivity to system and data

Codeless Platform Advantages

- Speed Apps in days, not months
- Rapid prototyping to gain user acceptance
- Used by all: Business Analysts, Project Managers, Digital Marketers
- Ease of maintenance and updating
- Gets users to focus on solving business problem
- Great at new and unproven projects
- Saves massive amount of \$\$\$

Come see for yourself

- Ask us for a Demo. Email sales@snappii.com or call 603 651 0066
- Let's "livebuild" any app you need in the demo
We build it app in the browser you see it run on your device
- Go to Google or Apple Appstores and search "snappii". We have built over 80 business apps. We can customize them for you in a matter of days