ARE YOU DOING MOBILE RIGHT?

Check your "mobile IQ" against the latest trends in mobile application development

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TABLE OF CONTENTS:

INTRODUCTION:

This eBook takes a look at five of the latest and growing trends in mobile application development at the enterprise level. In this eBook, I'll highlight the capabilities and benefits of each trend with facts and figures with hopes of alerting you of how integrating some, or all, of these trends can take your application development to the next level.

Those of you who are developing mobile and web apps are in a constant state of updating and adjusting your applications to include the latest technologies, the newest phone sizes, and security concerns. And those of you who are trying to break into the mobile app arena are discovering how an overabundance of amazing technological advancements quickly become a pain in the you-know-what when you're trying to incorporate the lot of them into your app.

What's more, those of us providing app builder software are stuck in the middle of this battle, trying to keep up with the latest trends, decide the future of those trends, and meet high customer demands, wherein half those customers are hard-core developers, and the other half have no idea what an API even is. Throw in the speculation of latest features and rumors of new directions from mobile phone makers, and what you get is a chaotic battle of balance for all parties.

We've done a lot of research on what these trends currently are and have compiled a list of what we feel are the top five trends in mobile development. These five trends represent the vast majority of the new apps breaching into today's market, and we feel strongly that these trends also have the strongest staying power.

MOBILE PAYMENTS:

As the nomenclature leads, mobile payments are any payments made by a mobile device via SMS, USSD, or mobile app

Mobile Payments on a steady uptake

82%
of mobile payments are made directly in apps

2012
$19.5 billion paid

200 million users
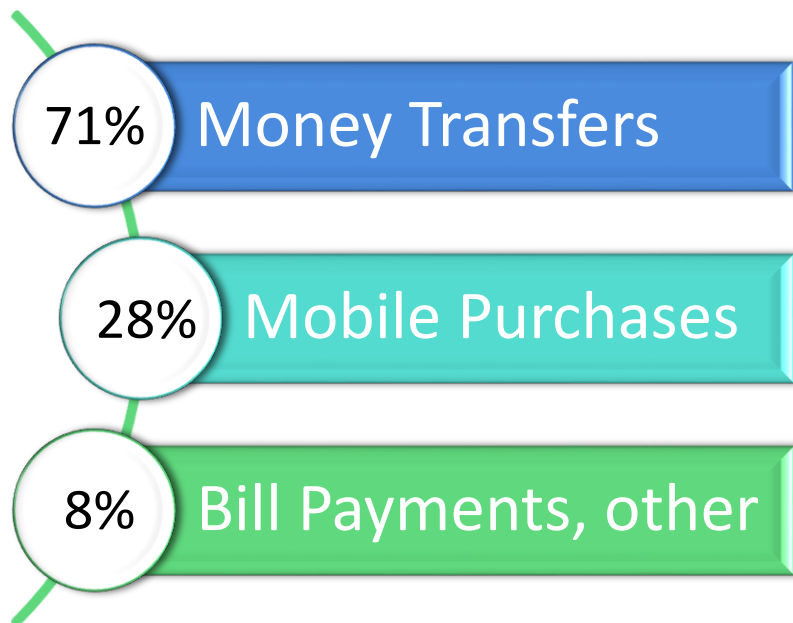
2013
$25 billion paid

245 million users
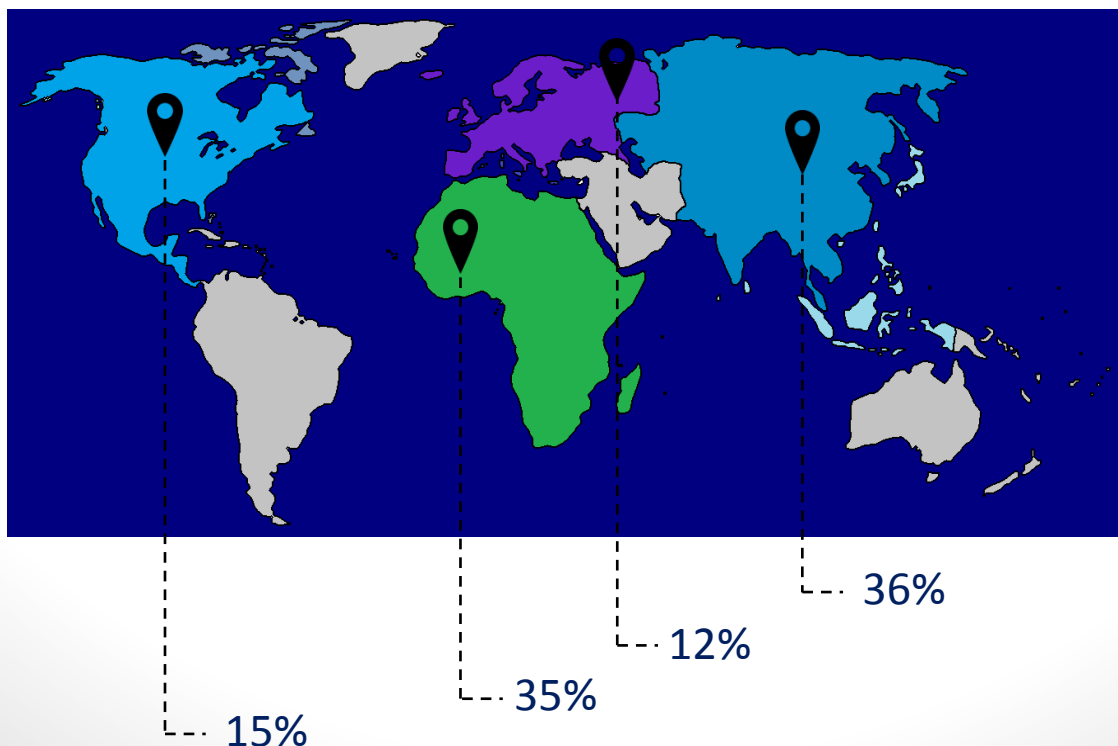
2017
$721 billion expected

450 million users expected

PURCHASING POWER

How 2013's $25 Billion spent?

71%	Money Transfers
28%	Mobile Purchases
8%	Bill Payments, other

Know Your Audience: Who's Paying By Phone?

15%

35%

12%

36%

NEAR-FIELD COMMUNICATION (NFC):

The ability to transfer data simply by having multiple devices within an acceptable range.

Availability

Currently on a whopping

137

devices

iOS 7 to include NFC variant Air-drop

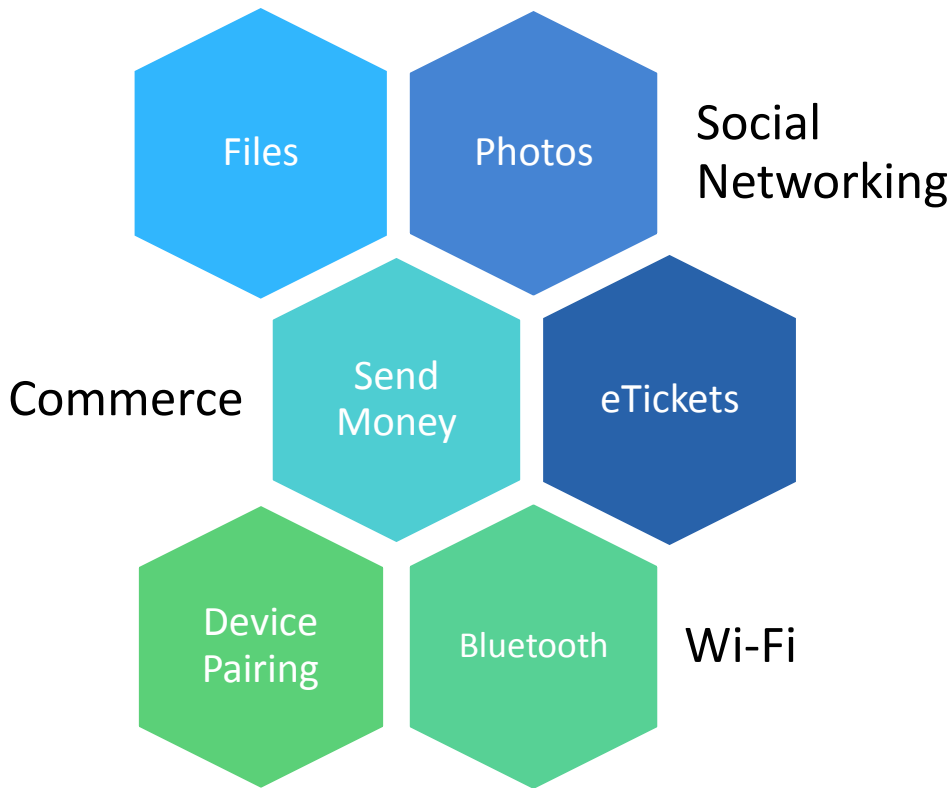Owns 84% of NFC market, 48% increase expected by 2016

5 devices, NFC variant for 2014

* Windows, Bama & Symbian make up less than 11% of the total market

2017

By 2017, mobile payments made by NFC will top

$180,000,000,000

WHAT'S THE BIG DEAL?

Files

Photos

Social Networking

Commerce

Send Money

eTickets

Device Pairing

Bluetooth

Wi-Fi

Regardless of your industry, NFC offers an opportunity for users to instantly connect with you, friends, & other devices
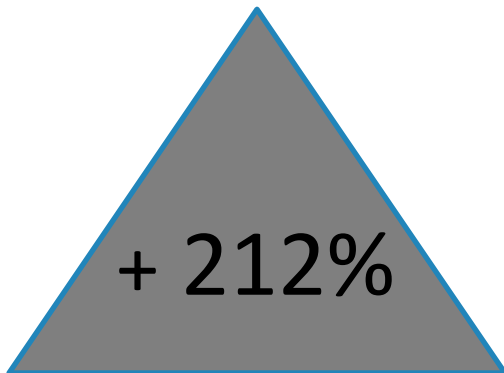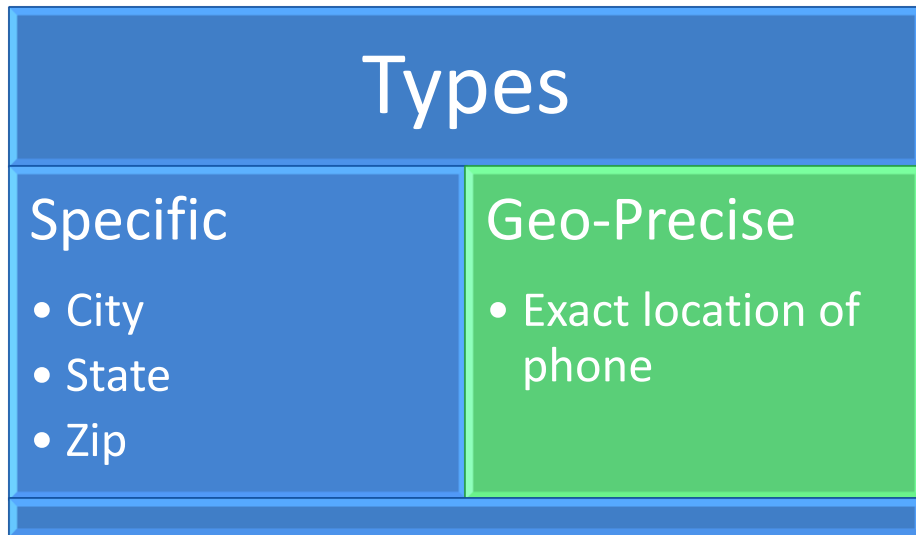
Did you know…

These guys make more $$$ from NFC than any other global business!!

LOCATION-BASED TARGETING (LBT):

The ability to tailor advertisers and promotions based on the location of a mobile device.

Types

Specific
- City
- State
- Zip

Geo-Precise
- Exact location of phone

+ 212%

Location-based targeting grew by 212% in 2012

Also in 2012, the use of Standard LBT dropped by 51 %

- 51%

Does it work?

LBT allows you to be in the right place, at the right time, with the right customer
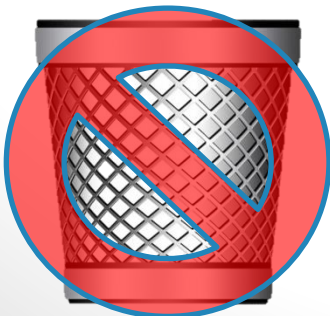
95%

In the United States, 95% of national advertisers are already using LBT.

Increase Sales By Learning Your Audience

Behavior – Track customer actions allowing you to target brands

Local – Market to where your customers are at an exact moment

Retarget – Build loyalty by understanding customer needs

Don't waste time and money; LBT cuts down on 30% of ad waste

PUSH NOTIFICATIONS

Push notifications are a way for a downloaded app to send information to your mobile device even when you aren't actively using the app

Why Push?

Push Notifications provide an easy avenue for you to announce something directly to the app user. Push Notifications are mostly used to deliver 3 types of messages:
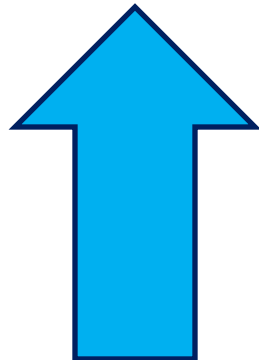
Reminders

Update Availability

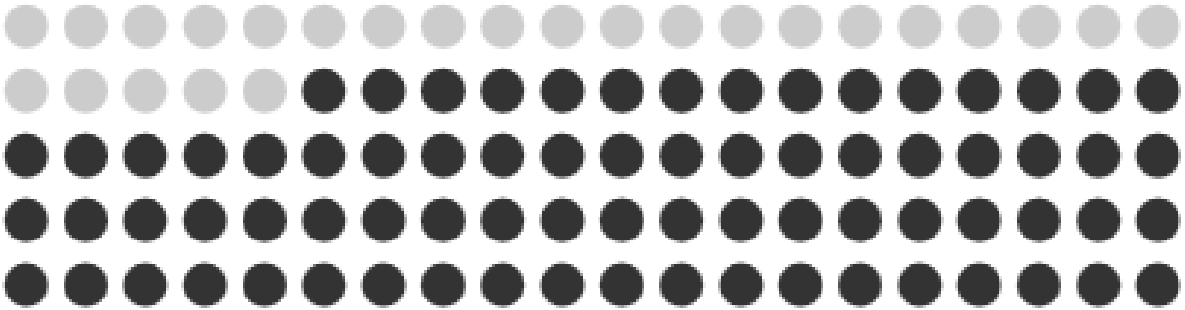**Specials & Promotions**

Should You Get Pushy?

yes

Push Notifications boost app usage by up to

500%

Push Performance

75% of mobile users opt-in to push notifications

- Apps with Push are opened 30% more often

- Push Apps stay open 25% longer

- Apps without Push only opened 14% of the time

Push Notifications Add Longevity

CLOUD-BASED APPS:

Apps hosted in the cloud, allowing mobile users to access from any device, from any location

By 2016, 40% of all mobile apps are expected to be cloud-based

FACT:

80%

of the US population accesses cloud apps for work-related purposes

Budget-friendly Reliability Mobility Control Access Sharing Anywhere Flexibility Freedom Innovation Cut-Cost Speed Power

Take it to the Cloud

Considering a move to the cloud?

Here are 4 reasons to get you moving:

1. Cost Control
2. Faster Deployment Speed
3. Greater Accessibility
4. Promotes Innovation

56%

of companies shifting to the cloud move to promote corporate innovation

Better Move Fast!

If you don't, your employees will! Studies show that 7 of every 10 cloud apps are not sanctioned by their IT departments

CLOSING REMARKS:

We're looking forward to seeing how these trends transcend time. With a plethora of new technology coming out on what seems like a daily basis, we're curious and excited to see how developers utilize these trends.

If you're just reaching out into the world of mobile development, whether on a personal or enterprise level, I encourage you to check out Genuitec's suite of products at www.genuitec.com. Genuitec boasts two stellar product for mobile development, MobiOne Studio and MyEclipse 2013.

MobiOne Studio is a design center allowing you to leverage drag-and-drop technology to code once for cross-platform mobile and web applications. Get a free 15-day trial by logging on to www.genuitec.com/mobile

For customers needing an application development solution at the enterprise level, consider MyEclipse 2013 with Mobile Tools. MyEclipse utilizes the full app dev power of MobiOne while incorporating the IDE power of MyEclipse. A free 30-day trial is available at www.myeclipseide.com.

For More Information on Utilizing the Latest Mobile Trends, Visit www.genuitec.com

Are You Doing Mobile Right?

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