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 an 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 Codelless?

- 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