Smart Mobile Applications for Smartphones

With the advancement in technology in past decade, a boom in technology industry is being noticed. More and more business and transactions began to take place through internet, thus connecting various markets at one place. This change in the market opened new horizons for entrepreneurs.

In addition, smartphones have become one of the most prominent methods to promote and expand the business. Mobile now-a-days have become essential for its users irrespective of the class they belong. Mobile space is rife with the advent of new and different Smartphone OS. Though, the focus has been primarily to develop Apps marketed towards Consumers or individuals rather than the corporate, the scenario has been changed. The changing business landscape demands enterprises to respond to market shifts promptly as customers need rapid response which raises the needs of mobile applications.

Gartner Says Sales of Mobile Devices Grew 5.6 Percent in Third Quarter of 2011; Smartphone Sales Increased 42 Percent.

Let us have a look at Worldwide Smartphone Sales to End Users by Operating System in 3Q11 (Thousands of Units)

Operating System	3Q11 Units	3Q11 Market Share (%)	3Q10 Units	3Q10 Market Share (%)
Android	60,490.40	52.5	20,544.00	25.3
Symbian	19,500.10	16.9	29,480.10	36.3
iOS	17,295.30	15	13,484.40	16.6
Research In Motion	12,701.10	11	12,508.30	15.4
Bada	2,478.50	2.2	920.6	1.1
Microsoft	1,701.90	1.5	2,203.90	2.7
Others	1,018.10	0.9	1,991.30	2.5
Total	**115,185.40**	**100**	**81,132.60**	**100**

Source: Gartner (November 2011)

Softweb Solutions is one of the early adopters of the Mobile Application Development providing comprehensive iPhone, Android, Windows and BlackBerry solutions from conceptualization to launch of the applications. Our team is expert in developing innovative, attractive and easy-to-navigate user interface.

Services We Offer:.

Our Mobile Application Development team ensures that the applications enable the users to enjoy extended functionalities of the Wireless Handhelds. We offer application development solutions for;

- iPhone
- Android
- BlackBerry
- Symbian
- Tablets
- Windows

Our offerings in mobile application development encompass the following categories:

- Custom Application Development
- Entertainment Applications
- Payment Integration
- Social Networking Applications
- Utility Application
- Mobile Compatible Website development and Promotion
- Business Applications
- eBook Applications

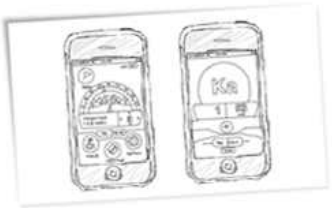
Industry verticals:

Domains where we offer mobile application development solutions are;

- Advertising
- Education
- Fleet Management
- News and Media
- Sports
- Banking
- Entertainment
- Health Care
- Publishing
- Utilities
- Communication
- Finance
- Lifestyle
- Social Networking
- Logistics & Transportation

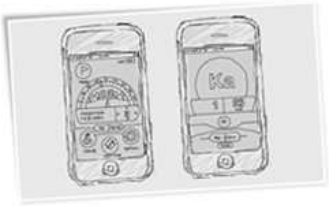
Our Process:

Softweb has a 6 Steps Approach towards App Development for the Mobile specific Needs



Conceptualization & Wire-framing

Conceptualization phase covers the activities of understanding your requirements and determining the goal of the project. The clients highlight their project objectives and ideas, and we discuss the functionalities that they require. In the wire-framing stage, we chalk out a structure that highlights platform, features, specification and feasibility. Wire-framing ensures that the project aligns according to client requirements.



Desing Development

In the design development phase, our interface design team formally defines the application and rechecks to ensure all bases are covered. We consider all the parameters necessary for building a successful application including design concepts, functionality, timeline, and budget. We create static mock ups of most screens for the client to have a clear idea about the appearance and suggest changes. All designs are approved by the client before entering the application development phase.

Application Development

Application development phase begins with designing the User Interface (UI) and then coding it in minimum time. The prototypes of the application are subject to client approval on a regular basis. If a server component is involved, we parallelly engage resources to improve development efficiency. As quality assurance is a critical factor, we deploy several techniques from code level to usability and marketing.

Application Testing

Throughout the whole development phase, our QA team follows testing process to check your application's functionality. We keep in touch with the client during development phase to facilitate monitoring of the project. We have healthy competition amongst our teams which strives to achieve quality beyond client requirements.

Marketplace Submission

Before sending the application to the App Store, you have to create a developer account if you do not have it. Then, the application is sent to the App Store for approval. It is filed under your own company name giving you full rights including pricing and account information to manage your account. Once the application is live, users can download it according to their convenience.

Application Promotion

Launching an attractive application without a well defined marketing strategy is ineffective. We work vigorously to create a long-term marketing plan for publicizing your application in the market. We create buzz for your application through various social networking sites, bookmarking sites, blogs and other social media tools.

Softweb Solutions:

Combining unparalleled experience with state of the art technical competencies, Softweb Solutions has been providing outstanding mobile application development services to its global clients and has helped them to become high performing companies in their own industries. Our expert team of developers can help you even port your application across various handheld platforms like iPhone, Android, Windows and BlackBerry.

Why us?

- Extensive experience on Mobile Application Development
- Customer orientated approach
- Skilled usage of various mobile OS SDK
- Customized Application Development with eye-catching graphics

Clients

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