Write once, deploy to multiple mobile platforms

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About me

I love the web (HTML5, JavaScript, ASP.NET)

Web Program Manager at devexpress.com
Agenda

- Creating mobile apps
- Challenges
- Opportunities
- DevExtreme (PhoneJS)
- Summary
Problem
Creating mobile apps

- HTML5 – CSS / HTML / JS
- Native – Objective C, Java, C#/XAML, C++
- Hybrid – Native + HTML5
JavaScript?
Challenges
SMEs Fear Apps

- Mobile Website
- No Money
- No Resources
- Customer Value?
- Lack of understanding

Source: http://dxpr.es/1p71SWQ
Native Approach

- Costs
- Resources
- More time consuming
- Learn new things
There are times I really appreciate HTML + CSS. pic.twitter.com/Raf5GBnX6T
HTML5 + PhoneGap
HTML Browser Issues

- Performance
- H/W acceleration
- Memory problems
- Render breaks
- Missing events
Write once, deploy to multiple...???

- Is that a lie?
- NO, HTML5 Rocks!
HTML5 + PhoneGap
Demo
Let’s build a mobile app...
Hybrid Advantages

- Cross-Platform
- Single-Codebase
- Cheaper
- Easier
- Scale up to mobile web
DevExtreme Mobile – PhoneJS

- Multiple platforms
- Native UI and experience
- One Codebase (HTML/JS/CSS)
- Native features (PhoneGap)
- Restful Services
DevExtreme Mobile – PhoneJS

Visual Studio Integration --
• Multi-Device App Wizard
• App Layout Wizard
• Data Service Wizard
• iOS Build Package Wizard
• Chart Wizard
Opportunities
HTML5 on the rise…

• 37% of mobile developers use HTML5
BUSINESS AND PRODUCTIVITY APP MARKET TO DOUBLE IN SIZE BETWEEN 2013 AND 2016

Growing at a slightly slower pace than the consumer market

<table>
<thead>
<tr>
<th>Year</th>
<th>Business and productivity market</th>
<th>Consumer market</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>$28 Bn</td>
<td>$39 Bn</td>
</tr>
<tr>
<td>2014</td>
<td>$36 Bn</td>
<td>$50 Bn</td>
</tr>
<tr>
<td>2015</td>
<td>$46 Bn</td>
<td>$65 Bn</td>
</tr>
<tr>
<td>2016</td>
<td>$58 Bn</td>
<td>$85 Bn</td>
</tr>
</tbody>
</table>

Source: Developer Economics Q1 2014 | www.DeveloperEconomics.com/go
APP ECONOMY REVENUES TO EXCEED $140 BILLION BY 2016
...and App Store sales will grow to $40 Billion

Source: Developer Economics Q1 2014 | www.DeveloperEconomics.com/go
CONSUMER APPS TAKE THE LION’S SHARE OF APP STORE REVENUES

App store revenues in 2013

- Consumer apps: $11 Bn
- Business apps: $1 Bn

Source: Developer Economics Q1 2014 | www.DeveloperEconomics.com/go

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# Business Apps Provide More Opportunity

Excludes developers that are not interested in revenue

<table>
<thead>
<tr>
<th></th>
<th>Under the Poverty Line</th>
<th>Middle Income Range</th>
<th>High Income Range</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Consumer</strong></td>
<td>48%</td>
<td>28%</td>
<td>12%</td>
</tr>
<tr>
<td><strong>Business</strong></td>
<td>32%</td>
<td>28%</td>
<td>16%</td>
</tr>
</tbody>
</table>

- $1 - $500
- $500 - $10,000
- $10,000 - $100,000
- Over $500,000

Source: Developer Economics Q1 2014 | www.DeveloperEconomics.com/go

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TIZEN Developer Conference 2014 San Francisco
iOS dominates the business and productivity market

Total revenues by platform for business and productivity apps

- iOS: $17.2 Bn
- Android: $4.9 Bn
- HTML5 Mobile: $4.7 Bn
- Other: $1.4 Bn

Source: Developer Economics Q1 2014 | www.DeveloperEconomics.com/go
Choose what makes you happy
But HTML5 Rocks
Mobile opportunities
Check out - js.devexpress.com
HTML 5-JS
(Next-Gen Client Side Widgets)

DevExpress.com/HTML5
DevExpress

- Cross Platform Mobile Development
- Developer Productivity
- Office-Inspired Apps across Platforms
- Modern UI Experiences across Platforms
- Enterprise Reporting and Data Analytics
PhoneJS
Mobile App Development
HTML 5 Java Script Framework

ChartJS
Data Visualization
HTML 5 Java Script Widgets

TestCafé
Functional Testing
Test Any Web App, on Any Device
Thank You
For more information visit us online (DevExpress.com)

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