



3 Things Other App Developers Don't Usually Think About!

Increase efficiency, Decrease Costs, Increase Profits

Our Goal: To build software applications using emerging intuitive technologies that allow our clients' to meet their marketing and business goals. In the process endeavour to enhance our clients ability to engage with their customers, increase efficiency decrease costs and increase profits.

The innovative use of mobile and social technology for marketing is well and truly on the rise, with more and more companies launching dedicated smartphone and tablet applications in a bid to make information about their products and services more accessible to clients. However, most app developers don't understand the potential of interaction available between corporate and consumer. It's now possible to create a communications loop that connects you with your clients in a way that was never achievable before.

Download a resource pack to start planning your app.
Go to: www.iapps.net.au/resources/



Efficiency in the Mobile World

Last year, on average, businesses and developers created 2.3 apps per company. This year, that number is 6.5, or a 183% increase in app development. Development life cycles are becoming important.

With so much innovation taking place at the operating system and hardware level, and with app production on the rise, it is becoming more important than ever to decrease not only time-to-market for an application, but also the update cycle.

Mobile Evolution

Mobile technology is continuously evolving at a rapid pace, and companies who hope to maintain their competitive advantage must be able to adapt.

BlackBerrys have long been essential to city workers in the UK, however with the meteoric rise of iPhone use since its launch in 2007 and other mobile phone manufacturers quickly following suit with their smartphones. Mobile apps are a quick, logical and low cost way of providing an efficient tool for a company seeking success in areas such as entertainment/games, education/information and in-house efficiency/productivity.

iApps Pty Ltd is an Australian based software developer established in early 2010 to specifically address the need for application developers in the mobile market including Apple, Android, Windows Mobile 7 and Blackberry. iApps understands the power of an integrated campaign.

App Development

iApps staff come from a diverse range of software development backgrounds with a combined experience of over 100 years.

To date we have designed, developed and published a portfolio of quality applications that span tourism, agriculture, primary industries, aviation, art, education, media and entertainment industries.

iApps Expands into India

In 2011 iApps opened its international production office in Bangalore, India to scale our operations and deliver a faster turn around time to our global clients.

Our team of experienced programmers, web developers and graphic designers can create a perfectly tailored app or mobile web program to suit your business objectives.

Why iApps

- Quality application development on time and within budget
- Integrated and supported long term solutions
- Scalable development options
- Dedication to client satisfaction
- We invest the time and resources to designing a solution that is perfect for your needs
- We are an established company run by industry veterans
- Regular and specific client updates over the course of development

In summary, we pride ourselves on building quality applications for businesses of all sizes.

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