Sacramento Business Journal Profiles Apptology

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Folsom-based custom-app builder Apptology Inc. is adding a line of less expensive applications in a bid to broaden its market share. The company began two years ago by developing high-end smartphone and tablet applications for clients ranging from the Wall Street Journal to Round Table Pizza. Now it is offering ready-made apps for about $550 that can easily be tailored for smaller businesses like restaurants.

So far, the new business is doing well, said Dana Smith, Apptology's chief marketing officer. "We're busy through the next four months just based on referrals."The company has 10 employees in the U.S., mostly around Sacramento, and another 100 programmers in India. It was founded by Rich Foreman, a 10-year executive with WebEx, which was bought by Cisco Systems Inc. in 2007. After a couple years with Cisco, he started Apptology in 2010 to focus on the growing app market.

WebEx developed and supports online video conferencing, so it's no surprise that Apptology has chosen to operate as a virtual company. Apptology's U.S. employees work remotely and meet only weekly at the company's Folsom office.

The custom app development business differs from that of many app developers, who write apps in hopes of finding a hit that will sell hundreds of thousands of copies for $1 each, said Eric Ullrich, program director for VentureStart, the technology incubator for the Sacramento Area Regional Technology Alliance.