

mobilize your business

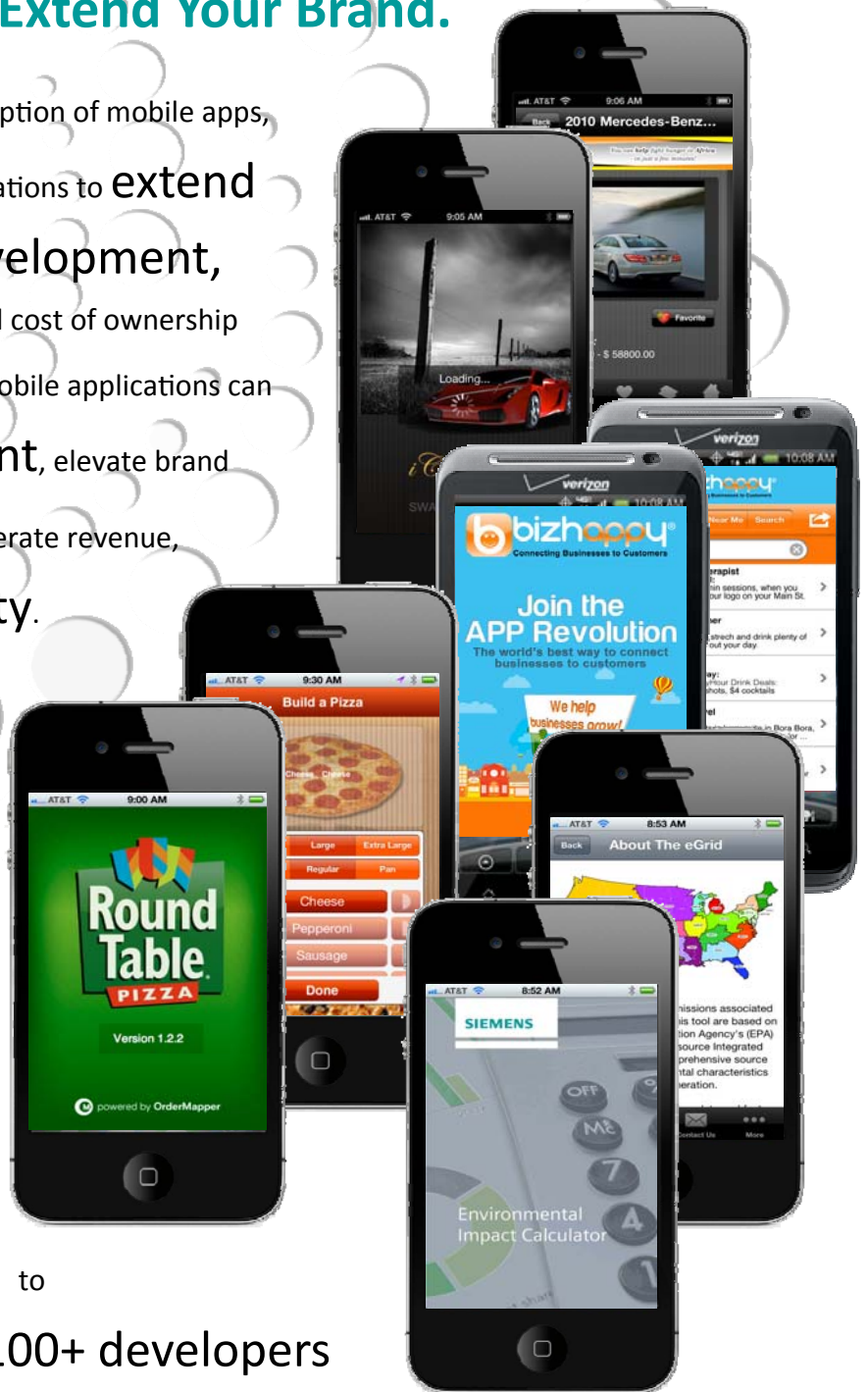
Engage Your Audience. Extend Your Brand.

With massive expansion in adoption of mobile apps, businesses are implementing mobile applications to extend their brand. Speed of development, time-to-market, quality, scalability and total cost of ownership drive these mobile initiatives. Mobile applications can drive customer engagement, elevate brand value, open new markets, generate revenue, improve customer satisfaction and loyalty.



500 Million Apps
Downloaded and
Counting

Apptology has developed over 200 apps across all platforms and include business to consumer (B2C), business to business (B2B) and business to enterprise (B2E). Apptology's team of 100+ developers have vast and diverse experience in building app functionality. Their professional project management team has 20+ years in IT consulting with large Fortune 500 companies. All intellectual property is protected under NDA.



apptology
ideas to apps

custom functionality

Apptology is a technology partner for start-ups and large enterprises. We develop on all mobile platforms including iOS, Android, RIM, Windows Mobile and Symbian. We also develop backend resources and functionality that an app may require.

Our approach is to work with you as a partner in developing your application idea, and to consult with you to develop your overall mobile strategy.

From concept through creation to market, we can manage all phases of the project in a collaborative format using interactive online technologies for meetings and updates.

We adapt our development lifecycle methodologies to meet the technical specifications of each project and determine resources needed depending on the app complexity.

10-Step Process: Design to Launch

1. Define project scope
2. Understand target audience
3. Discuss resources needed and budgetary parameters
4. Integrate branding and graphical elements
5. Design user interface (UI) mock-ups; first round of reviews
6. Development programming / second round of reviews
7. Integration with new or existing API's
8. QA testing / finalize UI / navigation
9. Final reviews and pilot testing
10. Publish to app store

Custom Multi-Functionality

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|---------------------------|--------------------------|
| Directories | News & Blogs |
| Calculators | GPS-Based Coupons |
| Food Ordering Systems | Push Notifications |
| Time Management | QR Code Scanner |
| Scheduling / Appointments | Video Training |
| Tourism / Guides | MCommerce |
| Events | Social Media Integration |
| Surveys | CRM Integration |
| Games & Entertainment | Analytics |
| Image Galleries | Ad Serving |

