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Signs you need to test the performance of your mobile apps

We're living in a mobile-first world meaning there's a huge demand for engaging mobile applications. So just how engaging are yours, and are you blessed with the platform and tools needed to test performance? Get it right and the rewards are great: native mobile apps are 2x as engaging, but get it wrong and 60% of users will abandon your app within 3 seconds.

Since 2010 the number of smartphone users has risen by **700%**

There are now **2 million apps** in each leading market place.

Users of the three most popular mobile operating systems...

Android **63.99%**
iOS **32.03%**
Windows **1.48%**
Other **2.49%**

48% of businesses don't have the right testing processes in place.
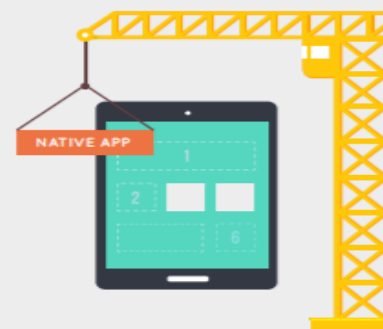
Native mobile apps in-demand

Having access to this huge amount of choice means that apps have to engage consumers faster than ever.

60% of users will abandon an app if it doesn't load within **3 seconds**.

But only native apps, apps built specifically for a particular mobile OS, provide the high-performance needed.

Native apps are **2x** as engaging and have risen in popularity by **18%** since 2014.

NATIVE APP

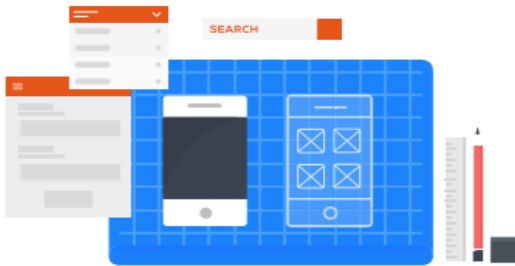To engage users, businesses need native mobile apps, which isn't always possible.

Demand for mobile app development will grow **5x** faster than most businesses' internal ability to build them well.

44% of businesses don't have enough time to test. And the challenges go on:
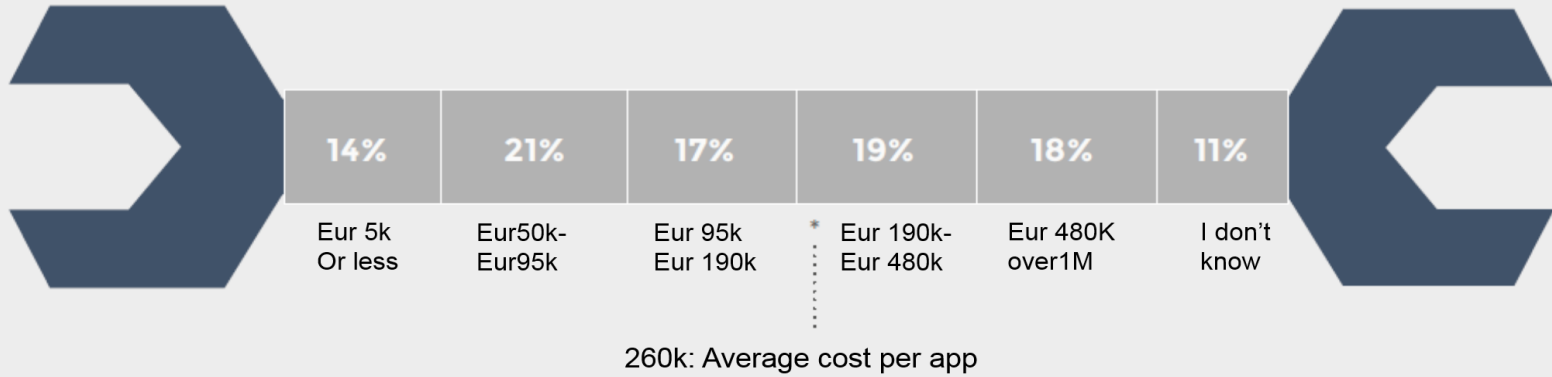
50% of organisations have fewer than 5 developers in-house, whilst **46%** don't have *any* mobile testing experts at all

56%
of mobile leaders surveyed say it takes
from **7 to 12 months** to build a mobile app.

14%	21%	17%	19%	18%	11%
Eur 5k Or less	Eur50k-Eur95k	Eur 95k Eur 190k	Eur 190k-Eur 480k	Eur 480K over1M	I don't know

260k: Average cost per app

Code once, rollout everywhere

The ability to code your app just once but roll it out across the platforms and retain the same high level of engagement and performance has many benefits.

Decrease costs

Over a three-year period, an organization with multiple mobile applications can expect to avoid **€6.1 m** in platform-specific mobile application developer expenses.

Reduce mobile application development costs by over **€1.2m,** accrue mobile application maintenance and upgrade efficiencies of **€900k**, and reduce the cost of testing by **30%.**

Reduce app development time
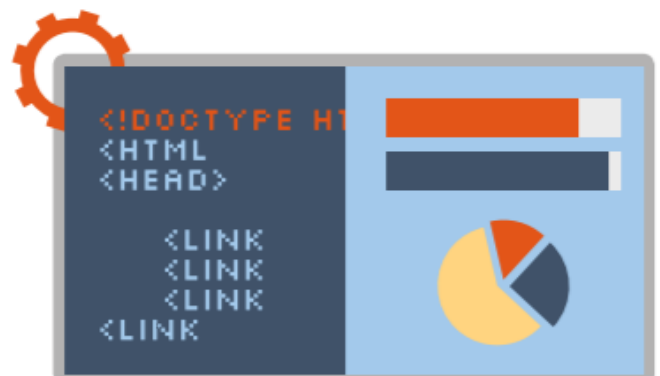Increase speed to market by **15%**.

Develop mobile apps in iOS, Android and Windows using just one code base.

Increase customer engagement
Seamless native performance across any device.

Improve app performance
Reduce defect leakage to **<0.9%.**

Some of the largest companies in the world have benefitted, and so can you.**

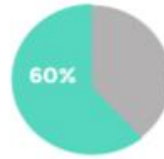| Honeywell	Mars PetCare	Reed.co.uk	Sennheiser	Siemens
30%	50%	50%	60%	75%
less code written	less development time	shared code	shared code	shared code

What next?

If you'd like to find out how much time, effort and money could be saved by deploying mobile apps through Sogeti, using Xamarin, register today for the FREE 3-day Xamarin Test Cloud Assessment.

Over the course of the workshop, you'll gain insight into the maturity of your mobile app testing capabilities and a recommendation of improvement. As well as actionable steps to improve your organisation's capacity for automated testing of your mobile application(s).

https://www.sogeti.be/services/digital-solutions/mobile-solutions/fast-mobile-applications/

*Kinvey Survey

**www.xamarin.com/customers

sources: Xamarin, Statista, NetMarketShare, utest, Gartner, Kinvey, Forrester Report, Sogeti

About Sogeti

Sogeti is a leading provider of technology and engineering services. Sogeti delivers solutions that enable digital transformation and offers cutting-edge expertise in Cloud, Cybersecurity, Digital Manufacturing, Digital Assurance & Testing, and emerging technologies. Sogeti combines agility and speed of implementation with strong technology supplier partnerships, world class methodologies and its global delivery model, Rightshore®. Sogeti brings together more than 25,000 professionals in 15 countries, based in over 100 locations in Europe, USA and India. Sogeti is a wholly-owned subsidiary of Cap Gemini S . A ., listed on the Paris Stock Exchange.

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