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Mobile Applications for Smarter Business

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When the internet came into existence only the desktop personal computers existed. There was neither the existence of the lap tops nor the mobile phones. The mobile phones were initially used for only telecommunication. Gradually the manufacturers of mobile phone devices increased. This resulted in tight competition among the manufacturers of the different brands of mobile phones. The only way to keep the competition at bay was to offer maximum possible inbuilt features especially the mobile applications,

When the mobile phone devices started being capable of allowing accesses to the internet the mobile phone started being considered as a small computer.

Gradually the smart phones are replacing the desk top computers and laptops. The expectations of the smart phone users from the smart phones have increased manifold. The features of the smart phone are so excellent that the smart phone device can be considered a small or minicomputer. The latest technological advancements in the world of telecommunication and electronics have also increased the accessibility of the internet through the mobile devices. The most influencing factor that promotes the replacement of the desktop computers and lap tops by the smart phone devices is the issue of portability.

In this age of taut competition, besides quality of the product the service also plays a very important role. If you want to make your business a success you need to not only work hard but also work smart. If your clients or customers have started using the smart phones to access the internet, you need to have a mobile application that runs on the smart phone device used by your targeted market segment.

If you want to run your business smartly and retain the customers or clients you need to have applications that are compatible with the mobile device that is being used by them. The mobile application should easily download on the screen of the device being used by the prospective customers or clients. Studies have proved that the cost of customer retention is quite lower than that required to create a new customer. If you want to retain your customers or clients you need to resort to mobile application development.

The application owner needs to consider the three commonly used platforms in the smart phones

â€¢Blackberry:-

The blackberry is very popular among the business community and senior management level professionals. Various flanks of any business can be monitored with the help of Blackberry. The information security provided by BlackBerry is worthwhile.

â€¢iPhone:-

The iPhone is one of the leading brands of smart phones available in the market. The marketing strategy of Apple is unique and it offers App Store as a platform for the sale of iPhone applications.

â€¢Android:-

Android came in to the market after iPhone and Blackberry. It has full support of Google and is an open source so the cost of mobile application development gets reduced drastically.

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