GA

Copy

_____

COPY

WHITE PAPER

5 Common Mistakes Managers Make In Choosing an App Development Company

Connecting with your customers has always been a keystone of a successful business. In today's digital world, that connection must include a mobile app.

How important is mobile? Consider this: 63 percent of your customers use a mobile device for search. The same research shows that four out of five searches via mobile lead to a purchase, often within a few hours. Mobile has the highest conversion rate of any marketing medium: close to 80 percent of mobile phone searches end in a purchase.

For some organizations, mobile performs a second important function: to increase team collaboration and productivity, allowing people offsite and in the field to access the full resources of your company with the push of a button and the swipe of a screen.

To succeed in today's market, your current website is not enough – you need to go mobile. But how do you select the best app development company?

Here are five tips to make your company's entry into mobile a success: What to do, and what not to do.

Mistake #1:
Thinking Mobile is your Existing Website on a Phone or Tablet
The mobile environment is very different from the desktop. Not only is the screen size far smaller, but your customers are also in a very different frame of mind – on the go and in a hurry. So before you contact an app development company, do your homework and be clear about your requirements:
- Do you need a static site that is easy to scroll for information, or a dynamic interface that encourages engagement and interaction, like a purchase?

- What are your core features, your 'must-haves'? In the mobile environment, a complex menu is a turnoff and you will lose your audience quickly – less is more should be your mantra. Your focus should be on core features that provide users with quick access to relevant information, real-time updates and direct connections to functions.
- What will be the best platform for deployment – iOS (iPhone and iPad), Android or Windows? If you need multiple platforms -always a good idea- which one is most important? You may want to roll out your mobile presence on a single platform and expand over time, for budget reasons
- Do your core features include using the mobile device's GPS, accelerometer, camera, and other sensors? If so, you have a more specialized type of mobile app and your app developer will need to plan for that internal interface
- How will you integrate your mobile presence with your current business applications and information sources? An experienced app mobile development company has undoubtedly worked with major business software and can provide the programming necessary to have the apps "talk" with one another
- How important is data security? If you are displaying financial information or have transaction functions, you will certainly need high security. Likewise, if your business is involved in healthcare, you will need a mobile app with security that meets HIPAA compliance standards
- How will you manage the mobile app within your organization? User interactions are likely to download into databases and may be processed in a CRM system – understand all those interactions so you can communicate your needs to the app development company.
- What is the budget for developing the mobile app?

Knowing the answers to these questions is the essential first step in choosing an app development company that suits your unique needs.

Mistake #2:
Expecting the Development Company to Create your Strategy
Your goal in going mobile is to create business value, whether you are engaging more effectively with consumers or empowering your employees to be more productive. While a good app development company can help in executing on your strategy, they cannot be expected to develop the strategy itself. You are the one that best understands your business, its competitive arena, and your customer behavior patterns.

The more precise you are in defining your objectives for the app development company, the better your results will be.

While the business team is likely the source of your decision to go mobile, you

need to include your IT group and their objectives in order to properly align your mobile strategy. While an advanced development company can manage the backend of your mobile app as a contracted service, your IT department will be responsible for the interaction of the mobile app with your databases and internal processes – make sure they are well represented in your strategy.

Mistake #3:

Hiring an Enthusiastic Amateur

Just as there are inexpensive templates for websites, there are cheap templates for mobile. So any tech-savvy college kid can create your mobile app, right?

Wrong. If you are serious about making money, growing your brand and improving your business processes, you need a pro - an app development company that understands business and can help you execute on strategy and reach your goals.

Since the app development business is very competitive, hiring a professional firm doesn't mean you will need to spend a lot of money, particularly if you use an offshore vendor. But choosing an amateur is likely to cost you a great deal, especially in the long run.

How do you know you're looking at a pro? Just as in hiring someone to join your staff, you want a successful track record. Check the app developer's previous client history and references.

For example, if you are an e-commerce company needing a robust transaction interface, find a developer with a great track record in e-commerce. If the transaction process is too much of a hassle, customers will simply quit, and your sale is lost. What you want is a seamless process from your product offerings to checkout.

Remember, too, that your app is more than a set of functions. You want a developer who can capture the style and culture you exhibit on your website and marketing materials – your brand. The developer's UI portfolio should include previous site designs and styles that are akin to the brand you want to project to your customers.

Mistake #4:

Forgetting the Future

The digital space is one of constantly evolving technology, and you need an app development company that is keeping up with trends in the industry –and can meet your organization's evolving needs.

Be prepared at the git-go of your mobile app development process for the evolution of your app – just as you do with your website. You are likely to add functions over time as your business responds to the market, and you need a development company with a range of skillsets to grow with you. You may in fact add additional native apps as a way to target high-value audiences or expand your product and service offerings.

Another consideration is your app development company's update process: Can they update the application and still ensure the security of valuable enterprise information stored on the devices, whether they are company assets or employee-owned assets?

Knowing ahead of time the breadth and depth of your app development company's capabilities will provide a much better understanding of their value to your organization and how they can improve the value of your mobile strategy.

Mistake #5:
Confusing Price with Value
Is the cheapest vendor the best choice? While price is always a big consideration, value is your main goal. Since your app development cost is likely to be a one-time expense, make sure you get the most out of it.

You want to be sure that your app developer has a team large enough and talented enough to provide a total solution:
- To provide the features and style you want
- With a rigorous quality control process to ensure your customer data is protected and no glitches interrupt their interaction with the app
- Who will deliver on what they promise and meet your deadlines

Once you are assured of a good value, you can then use your negotiating skills to secure a good price. Since tech is now a global enterprise with hundreds of thousands of talented engineers in India and other centers outside the U.S., your chances of getting a price that meets your budget are very good indeed.

_____

Make no Mistake: Choose Cabot Solutions as your App Development Company

About Cabot Technology Solutions
We build apps for mobility. Partnering with companies, both small and large, we design and code custom web and mobile applications. As a premier mobile

application development company, our services and technologies are the foundation of everything we do. We perfect our processes to make apps you would love using. Yes, nerds, geeks, techies, technologist – that's us. We're proud and passionate about what we do.

With offices in the US and offshore development centers in India, Cabot Technology Solutions serves clients across the globe. Our expertise as a mobile app development company spans all major platforms like iOS, Android, Windows, and Blackberry. Among our recent app development work:

- e-Commerce
- Communications and Social Networking
- e-Publishing and Education & e-Learning
- ERP, CRM & Enterprise Solutions and Productivity
- Medical & Health, including HIPAA compliance
- Music & Audio Streaming and Lifestyle apps

Why Cabot

Talent - State-of-the-art software & programming skills
Industry-savvy – In-depth knowledge and command of the latest technologies
Commitment to quality – QC's at every stage of the development process
Commitment to service – As you succeed, we will succeed
Cost-effective – As a multinational company, we deliver premium web development at a very competitive price

Next Steps

Get your app development process started!
Click (or paste into your browser) http://www.cabotsolutions.com/project-planner/

Prefer the Phone?
(845) 262-3347 Eastern Time – Broadview Heights Ohio

Or Trusty Email
sales@cabotsolutions.com

Our website
www.cabotsolutions.com

LOGO
Cabot Technology Solutions Inc.
7750 Town Centre Drive, Suite #300, Broadview Heights, OH 44147
www.cabotsolutions.com
FREE CONSULTATION: **(845) 262-3347**

GA

5 Common Mistakes Managers Make
In Choosing an App Development Company

To succeed in today's market, your current website is not enough – you need to go mobile. But how do you select the best app development company?

Here are five tips to make your company's entry into mobile a success: What to do, and what not to do. Click below to download your free white paper "5 Common Mistakes Managers Make in Choosing an App Development Company."

These tips are brought to you by Cabot Technology Solutions. We design and code custom web and mobile applications for companies large and small in e-commerce, healthcare, social networking, ERP, CRM and enterprise productivity solutions and many other uses. Our expertise spans all major platforms including iOS, Android, Windows, and Blackberry. We're proud and passionate about what we do.

With offices in the US and offshore development centers in India, Cabot Solutions delivers premium web development at a very competitive price.

Once you've read the tips, we can help your planning process. Just visit http://www.cabotsolutions.com/project-planner/

We're happy to provide a free consultation. Just contact us at (845) 262-3347 or by filling in your request in the dialog box below. Thanks!

BUTTON
DOWNLOAD

DIALOG BOX
Name
Company
Title
Phone #
Email address
Your Message: DIALOG BOX AREA

LOGO
Cabot Technology Solutions Inc.
7750 Town Centre Drive, Suite #300, Broadview Heights, OH 44147
(845) 262-3347

GA

SUBJECT LINE

FREE White Paper: 5 Common Mistakes In Choosing an App Development Company

EMAIL BODY COPY

To succeed in today's market, you need to go Mobile.

63 percent of your customers use a mobile device for search – there's no question that you need to go mobile. But how do you select the best app development company?

Here are five tips to make your company's entry into mobile a success: a free white paper, "**5 Common Mistakes Managers Make in Choosing an App Development Company**."

These tips are brought to you by Cabot Technology Solutions. We deliver custom web and mobile applications for companies large and small at a very competitive price. Our apps include e-commerce, healthcare, social networking, ERP, CRM and enterprise productivity solutions and many other uses.

But first things first: Know the right questions to ask in finding the best mobile app developer for you. Click the button below to initiate your download.

BUTTON – Redirects to Landing Page

DOWNLOAD

LOGO

Cabot Technology Solutions Inc.

7750 Town Centre Drive, Suite #300, Broadview Heights, OH 44147
www.cabotsolutions.com
FREE CONSULTATION: (**845**) **262-3347** Eastern Time

SUBJECT LINE

Thanks for downloading 5 Common Mistakes In Choosing an App Company

EMAIL BODY COPY

With the right information, you're ready to go Mobile.

You've downloaded your free white paper, "5 Common Mistakes Managers Make in Choosing an App Development Company." You are now on the way to initiating your mobile strategy.

These tips are brought to you by Cabot Technology Solutions. We deliver custom web and mobile applications for companies large and small at a very competitive price. Our apps include e-commerce, healthcare, social networking, ERP, CRM and enterprise productivity solutions and many other uses. Learn more about us at our website: www.cabotsolutions.com.

We're always happy to provide a free consultation. Just contact us at (845) 262-3347. Thanks!

LOGO

Cabot Technology Solutions Inc.
7750 Town Centre Drive, Suite #300, Broadview Heights, OH 44147
www.cabotsolutions.com
FREE CONSULTATION: (845) 262-3347 Eastern Time

_____

EMAIL – REMINDER - Sent 5 days after Initial Email

SUBJECT LINE

It's time to download 5 Common Mistakes In Choosing an App Company

EMAIL BODY

With the right information, you're ready to go Mobile.
Your customers spend an average of 3.3 hours a day on their mobile devices. 63 percent of your customers use mobile for search. Isn't it time for your company to go mobile?

To succeed, you'll need an app development company. Download your free white paper, "5 Common Mistakes Managers Make in Choosing an App Development Company" to get you headed in the right direction.

These tips are brought to you by Cabot Technology Solutions. We deliver custom web and mobile applications for companies large and small at a very competitive price. Our apps include e-commerce, healthcare, social networking, ERP, CRM and enterprise productivity solutions and many other uses. Learn more about us at our website: www.cabotsolutions.com.

We're always happy to provide a free consultation. Just contact us at (845) 262-3347. Thanks!

BUTTON – Redirects to Landing Page

GA

DOWNLOAD

Cabot Technology Solutions Inc.
7750 Town Centre Drive, Suite #300, Broadview Heights, OH 44147
www.cabotsolutions.com
FREE CONSULTATION: (845) 262-3347 Eastern Time

_____