

# 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?

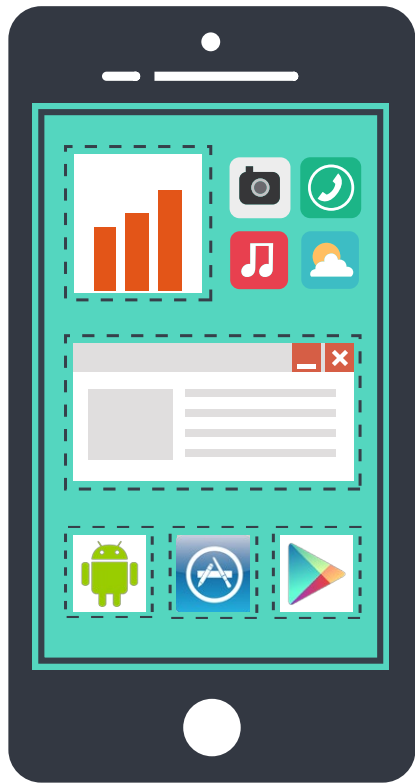
Get it right and the rewards are great: native mobile apps are 2x as engaging, but get it wrong and 60% of users will abandon your app within 3 seconds.



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



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



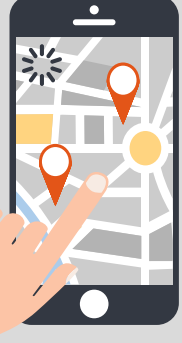
Users of the three most popular mobile operating systems...

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

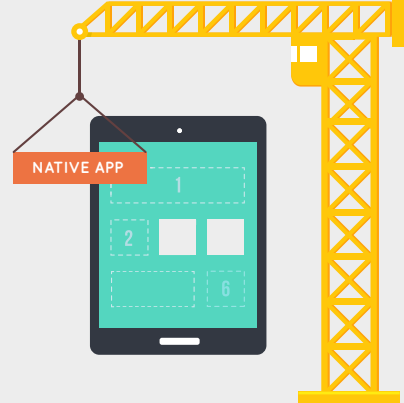
Having access to this huge amount of choice means that apps have to engage consumers faster than ever.



**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.

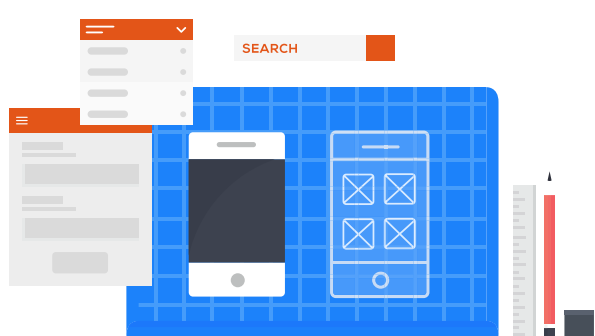


To engage users, businesses need native mobile apps, which isn't always possible.

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.

How much does your organisation spend to develop and deploy one app?



## Code once, rollout everywhere

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



### Decrease costs

Over a three-year period, an organisation with multiple mobile applications can expect to avoid **£5.2m** in platform-specific mobile application developer expenses.

Reduce mobile application development costs by over **£1m**, accrue mobile application maintenance and upgrade efficiencies of **£650k**, and reduce the cost of testing by **30%**.

### Reduce app development time

Increase speed to market by **15%**.

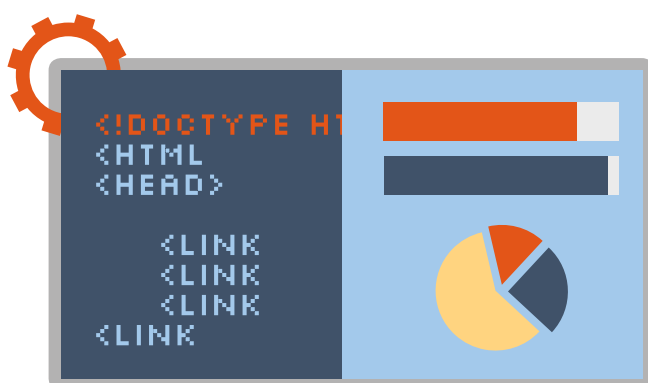
Develop mobile apps in iOS, Android and Windows using just one code base.

### Increase customer engagement

Seamless native performance across any device.

### Improve app performance

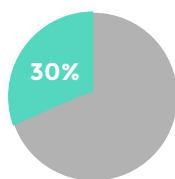
Reduce defect leakage to **<0.9%**.



## Results you can expect

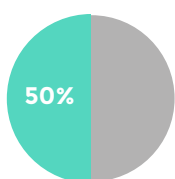
Some of the largest companies in the world have benefitted, and so can you.\*\*

Honeywell



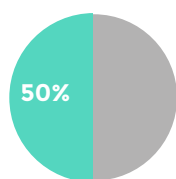
less code written

Mars Pet Care



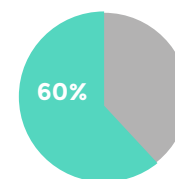
less development time

Reed.co.uk



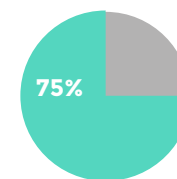
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Sennheiser



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## 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 on improvements. As well as actionable steps to improve your organisation's capacity for automated testing of your mobile application(s).

[www.uk.sogeti.com/native-apps-fast](http://www.uk.sogeti.com/native-apps-fast)

\*Kinvey Survey

\*\*[www.xamarin.com/customers](http://www.xamarin.com/customers)

Sources: Xamarin, Statista, NetMarketShare, uTest, Gartner, Kinvey, Forrester Report, Sogeti

