

A close-up photograph of a person's hands holding a dark-colored smartphone. The person's fingernails are painted a light, shimmering color. The background is a blurred crowd of people, suggesting a busy public event or conference. The lighting is bright, creating a soft glow on the phone's screen.

# SOGETI'S XAMARIN MOBILE SOLUTION

A new era of mobile

app development

## Build mobile applications for every major mobile OS using just one codebase

Do any of these challenges sound familiar?

“Our mobile applications are taking too long to get to market.”

“We’re not getting enough engagement on our mobile platforms.”

“We need to improve customer experience and our teams must collaborate more.”

No doubt they will if your organisation lacks the internal expertise to create native apps built with the user front of mind. They are the reasons more and more companies are turning to Sogeti’s mobile skills.



**In 2017, the market demand for mobile app development services will grow at least five times faster than the internal IT organisation has capacity to deliver.\***

## Increase engagement and sales by creating native apps

Creating native mobile consumer applications leads to an increase in accessibility, engagement, and ultimately, sales.

An added complication to building a mobile app is the differing skills needed to code on the main operating systems. What works well on one, may not work well on another. For this reason, apps built specifically for a platform (native apps) are twice as likely to be successful in terms of engagement.

With the ability to use the same codebase – Xamarin for Visual Studio offers:

- Platform-native UX
- Full performance
- Native platform service integration

Data from Chartbeat shows **55%** of page sessions last less than **15 seconds**; so you have to capture your potential customers’ attention quickly.

## Increase your return on mobile app investment

Fundamentally, organisations need to see a fast return on their investment in mobile applications. This could be from increased productivity or by better and more frequent engagement. Whichever it is, the return will originate from how easy it is for the user to transact with a mobile app.

With Sogeti’s Xamarin services, sharing the code and simplifying the build reduces development time and therefore cost, while enterprises gain native mobile applications that work with each of the main mobile operation systems. You can also be confident that you are building quality apps that perform seamlessly across 2,000 devices, and make maintenance and upgrade efficiencies.

## Fast-track speed to market

Research suggests that **56%** of mobile leaders say it takes from **7 to 12 months** to build an app.

However, organisations with a mature DevOps strategy are deploying code **30 times** more frequently than their competitors and getting their code into production **200 times** faster.\*\*

The pressure is on to get mobile applications to market swiftly - and at a lower cost than ever before.



**Using Xamarin, Mars Petcare was able to get their mobile applications to market 50% quicker.\*\*\***

Sogeti’s Mobile DevOps approach means you can:

- **Get code to production 200 times faster than the competition**
- **Increase your speed to market**
- **Eliminate costly redundant development**

**“With Xamarin, we’re essentially writing one codebase to target all mobile platforms. We get Android, Windows, and iOS versions at a fantastically reduced cost.” \*\*\***

Ken Hosch, Director of Innovation, Research, and Strategy Siemens PLM Software

## What is Sogeti's Xamarin solution?

Xamarin is the only platform available for building and testing mobile apps in iOS, Android, or Windows using just one codebase. The mobile solution that Sogeti provides, using Xamarin, gives you access to the platform, devices and people you need to build, test, and deploy amazing native apps cost effectively, and fast.

Demand is high for more interactive applications. But with more than two million apps in each of the leading app stores, it's highly competitive. If you're going to do it, you must do it right.

And this is where Xamarin excels:

- **More than 15,000 companies rely on Xamarin**
- **Over one million developers have built amazing apps with Xamarin**
- **Xamarin integrates seamlessly with Microsoft Azure's mobile app services**



**Mobile device apps were used 11 million times a day in 2015, up from 7 million a day in 2014. That's equivalent to 7,610 times a minute.**

## Get the results you need with Sogeti's managed mobile services

With access to **400** mobile experts skilled in cutting edge technology in our Mobile and Xamarin Centres of Excellence, and over **13,500** Test professionals worldwide, we can scale up and down according to your requirements. Our proven results can help you to deliver:

- **Increased speed to market by 15%**
- **A lower cost of testing by 30-50%**
- **Higher performing apps, with defect leakage reduced to < 0.9 %**

**"Sogeti's ability to ramp up and down, the availability of the digital innovation lab – Sogeti Studio, and the fixed price commercial arrangement really made them a fantastic partner to work with."**

Robbie Wright, ICT Project Manager,  
Southampton Airport

## How do you develop, test and maintain your apps?

How does an organisation go about building multiple native mobile apps without having to develop, test and maintain them for each mobile operating system? It's a challenge. Compounded by device fragmentation, app complexity, fast release cycles, and high user expectations.

If you're operating multiple applications then the challenge multiplies because in order to achieve 90% device coverage, your mobile app has to have been tested across 185 physical devices. There aren't many who have an IT department with the skill, time, or test environments to do this. But Sogeti can simplify your mobile app testing, with access to over 2,000 devices in Xamarin Test Cloud.

## Ensure project success

As a Microsoft Cloud Solutions Provider, Sogeti has local, near shore and offshore dedicated delivery centres that specialise in building cloud native apps on the Azure platform. In addition to our technical services, we help organisations build out their digital strategy to make sure their apps are solving real business challenges.

For more than 25 years we've delivered high-quality applications, tools, and development and testing resources across the globe. By combining Xamarin with our mobile DevOps approach, we enable you to deliver great apps and provide connected experiences.

By leaning on our extensive experience as a Xamarin Elite and Microsoft Gold partner, you can design, develop, and test your mobile apps. Whatever your requirements, we act as an extension of your team, or as the team itself.

Microsoft provides elevated Xamarin technical support resources and a lead engineer to work with the Sogeti team. This injection of additional technical skills and close collaboration with the Xamarin Development Team ensures the apps we create will solve the business challenges that you set us.

**"We have partnered with Sogeti since 2006. During this time they have successfully enabled us to consistently deliver better quality applications, faster, without impacting staffing costs."**

David Joice, IT Director, XL Catlin

## Your next steps

Visit [www.uk.sogeti.com/native-apps-fast](http://www.uk.sogeti.com/native-apps-fast) to find out more about Xamarin from Sogeti.



Gold DevOps  
Gold Cloud Platform  
Gold Cloud Productivity



## 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.*

### Sources:

\* Gartner, "The Enterprise App Explosion: Scaling One to 100 Mobile Apps", 07 May 2015

\*\* 2016 State of DevOps Report, Puppet Inc.

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

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