

## **Appery, LLC Reveals Top Three Mobile App Development Trends to Watch for in 2016**

*Appery.io platform surpasses 300,000 developers*

**Walnut Creek, CA, December 14, 2015** – After reaching a quarter million users in August of this year, Appery, LLC announced today that [Appery.io](http://Appery.io), the first complete development and integration platform for the deployment of cross-device applications in the enterprise, has surpassed 300,000 developers. The growth of Appery.io is a testament to the company's commitment to product development, performance and to its customers. Unlike its competitors, Appery.io appeals to both enterprise IT and "citizen developers" in the lines of business. This is further proof to the value of an agile cloud-based, end-to-end platform.

Along with this milestone, the Appery team is sharing its predictions on the top three trends for mobile app development in 2016. From evolving developer models and broader integration to industry consolidation, these are trends that developers and enterprises need to start thinking about as 2015 comes to a close.

### **Hybrid HTML5 development continues to gain momentum in the enterprise:**

The assumption that a native app performs better than a hybrid HTML5 app is outdated, especially for enterprise apps. In 2016, many more apps will be built using a HTML5 or hybrid HTML5 approach because of their much more favorable economics and time-to-market, and in the case of hybrid HTML5 apps, a much improved user experience.

In 2015 there were significant advances in JavaScript frameworks, which enabled platforms such as Appery.io to close the user experience gap that existed between hybrid HTML5 apps and native apps. As a result, apps built with these frameworks now look and perform like native apps, while still enjoying significantly better economics. Because of these advancements made in 2015, hybrid HTML5 will become the most obvious choice for most enterprise use cases in 2016. Only specialized apps that can justify very large budgets and slow times-to-market will be built as native.

### **Enterprise mobility will evolve from ad hoc projects to broader mobility and digitalization projects:**

In 2015, many enterprises were looking to build their first app to help simplify and streamline their businesses. While these enterprises often had multiple departments in need of apps, only one or two departments actually had successful launches. Come 2016, there'll be significant pent-up demand as most departments will require mobile apps. From sales and marketing to customer service and manufacturing, increased mobilization will be key in making business easier and more efficient.

Further, in 2016, we'll begin to see enterprises evolve their mobility efforts into plans for broader digitalization. According to [Gartner](http://Gartner), there will be nearly 26 billion IoT devices by 2020. In 2016, enterprises in key verticals such as health care, payments, automotive and energy will start to experiment with IoT devices that are specific to their industry. These efforts are going to require enterprises to adopt a more complete development and integration platform to leverage across all their needs. These platforms will modernize the enterprise infrastructure so that all data is available to all devices.

### **A fragmented industry will continue to consolidate into fewer, better platforms:**

As discussed above, enterprises will need a more complete platform. Currently, there are dozens of

point vendors, each offering only a piece of the required solution. Enterprises are often forced to integrate different products in order to create a complete solution for their mobile development needs.

2016 will see many vendors either go out of business or be consolidated as enterprises begin to demand more complete platforms. These platforms will integrate development tools with enterprise-grade backend services and integration middleware that can support not only mobility projects, but also broader enterprise digitalization projects. The outcome will be fewer, but more robust and higher-quality platforms. This trend is good news for the enterprise – everything they need to build a beautiful, functional enterprise-grade app will be available in one place.

“Exceeding 300,000 developers on Appery.io is an important milestone and further validation that we offer a compelling platform to enterprises and developer, said Fima Katz, CEO of Appery, LLC. “Next year promises to be an exciting time for enterprises looking to go mobile and it’s important for them to choose a platform that is backed by a large developer community. Our team is constantly looking forward to where we believe the industry is headed and how we can best equip ourselves and our customers with the technology needed to compete. We’re confident that our platform will build upon the success we experienced in 2015 and continue to be the best platform for developers to create powerful and innovative applications across all device types and screen sizes.”

Appery.io dramatically simplifies integration with cloud services and enterprise systems, combining the simplicity of visual development with the power of JavaScript, to create cross-platform enterprise apps rapidly. For the latest on cross-device mobile app development and to look back at Appery, LLC’s 2015 accomplishments, visit the [Appery.io blog](#).

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### **About Appery.io**

Appery.io is a rapid development, integration and deployment platform for delivering cross-device apps in the enterprise. It combines enterprise grade integration middleware with a browser based rapid development environment and mobile backend services to accelerate enterprise mobilization. Appery.io enables developers and business analysts to rapidly create and run apps that help businesses of all sizes increase revenues and improve productivity. Appery.io is developed and marketed by Appery, LLC, a wholly owned subsidiary of Exadel, Inc.

For more information, visit [appery.io](#) and follow Appery.io on [Twitter](#), [Facebook](#) and [Google+](#).

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