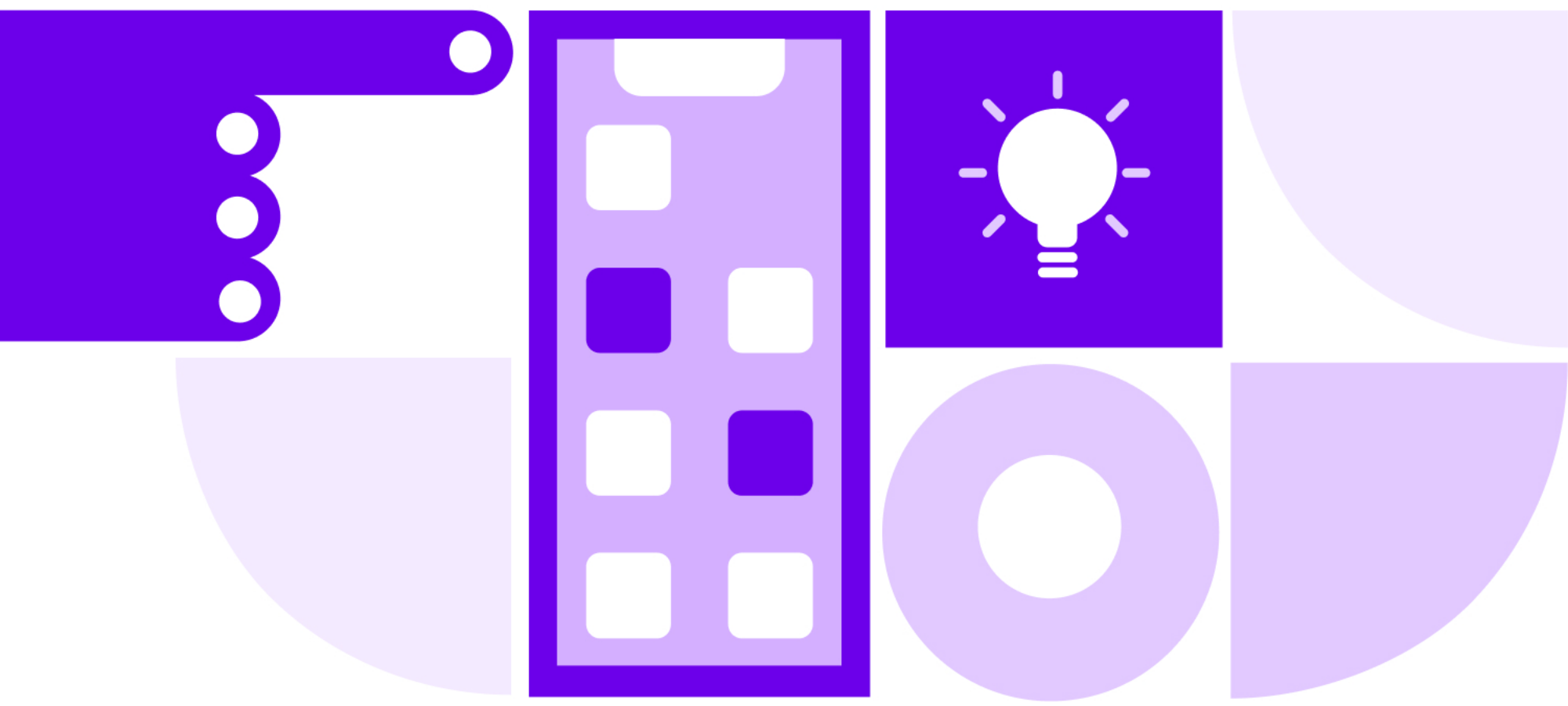


State Of Mobile In 2020

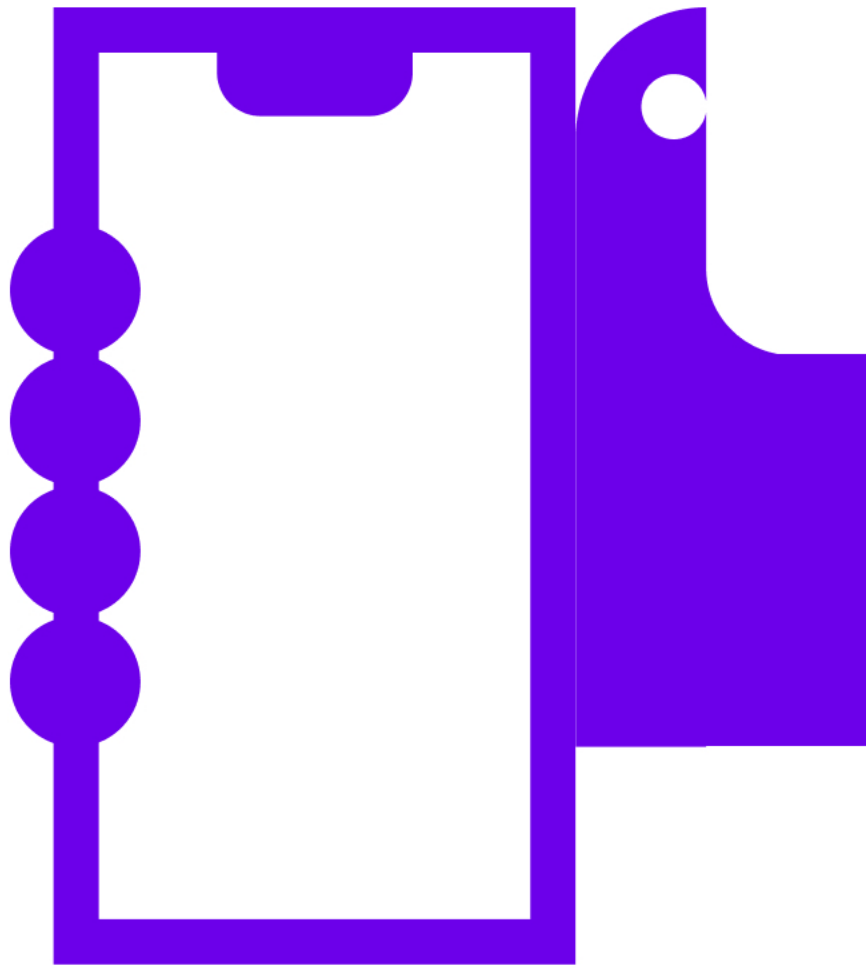
Builder.ai

Welcome

Dear Builders,

No matter the nature of a business, succeeding means staying ahead of the competition at all times. And in this increasingly digital age where an average person spends over three hours on their mobile phones each day, true business potential lies at the customers' fingertips (literally).

Think: mobile devices.

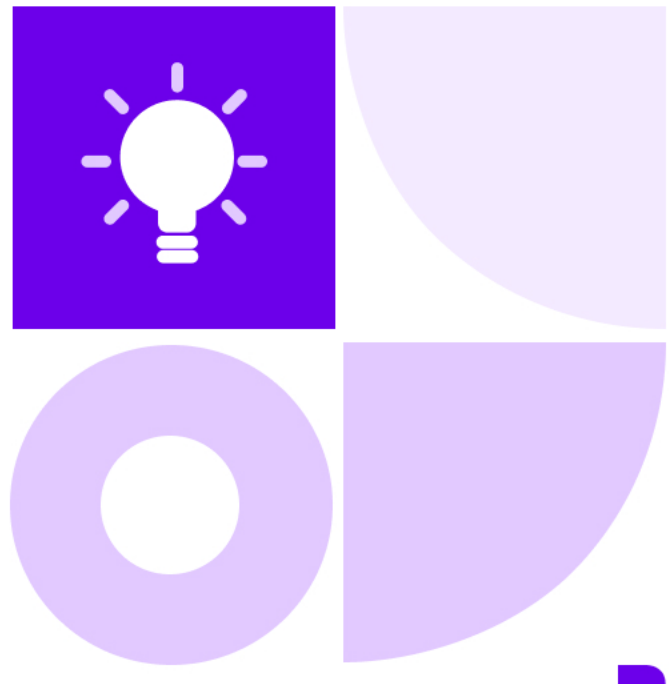


Customers now prefer to communicate with businesses via online and digital channels; the most popular choice being apps. However, while businesses recognise this, traditionally a lack of skills or technical knowledge has been a barrier. We've been working to change this.

Therefore, after an exceptional 2019, at Builder.ai, we're thinking proactively about how to help our customers create and scale their best mobile presence in 2020. We want to make it as easy and as cost effective as possible for your business to amplify its digital presence - and this is the first step. Knowledge is power.

And I hope that as you read this, you find yourself empowered to engage and maximize your customers' mobile experiences. Curious to learn about the State of Mobile in 2020?
Read on, Builders.

With metta,
Sachin Dev Duggal,
Founder and CEO, Builder.ai



Executive summary

In this report, we review just how far mobile has come in the past decade and then uncover where it's going in the next decade. We'll share mobile trends, insights and the ramifications for your next mobile development project.

In 2020, mobile devices and specifically mobile apps help streamline and enhance the daily lives of millions upon millions of consumers globally. From calling our family or friends on WhatsApp or Facebook Messenger to a heavy reliance on online shopping platforms (like Amazon and Uber Eats) across the spectrum of daily purchases. We even meet the love of our lives through online dating networks (from eHarmony to Tinder); apps play a central role in the lives of their loyal customers across the globe.

This rapidly changing marketplace has had just over a decade to come to maturity. Considering the first 500 apps to launch in the Apple App Store appeared in July 2008[1], to today with a whopping 2.57 million apps on Google Play as well as 1.84 million on the Apple App Store[2] the industry has evolved significantly. Twelve years ago the mobile app revolution was in its infancy, now we're mobile first.

But how important is mobile, really? What can businesses today do to get ahead in the mobile first consumer-driven tech marketplace? A mobile first strategy continues to be vital. But without deep knowledge, it's hard to make the best decisions for your business. Do you want to stay informed to execute your next mobile innovation in 2020? Read this report.

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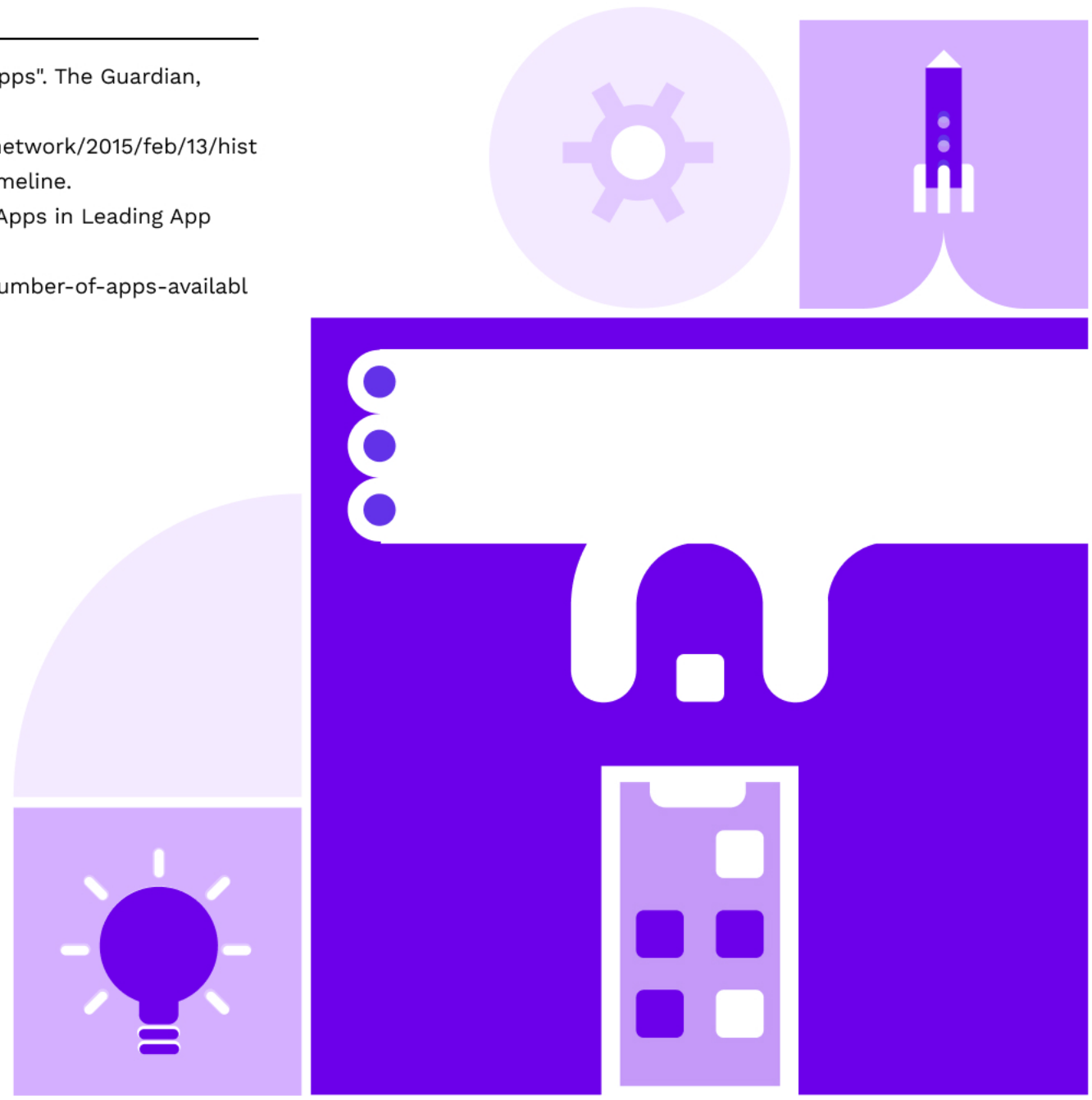
[1] "1983 To Today: A History Of Mobile Apps". The Guardian, 2020, https://www.theguardian.com/media-network/2015/feb/13/history-mobile-apps-future-interactive-timeline.

[2] Clement, J. "App Stores: Number of Apps in Leading App Stores 2019." Statista, 15 Jan. 2020, www.statista.com/statistics/276623/number-of-apps-available-in-leading-app-stores/.



The mobile (r)evolution

If your plans don't include mobile, your plans are not finished.

Wendy Clark, CEO, Coca Cola

Around the time of the low-tech videogame Snake app arrived on the Nokia 6110 in 1997, mobile apps had launched on a scattered set of personal digital assistants (PDAs). This was long before the official Apple App Store launch in July 2008[3].

No one could have foreseen the exponential growth of the app market and what would become the App Economy, except one person: Steve Jobs. At a conference in Aspen, Colorado in the summer of 1983, he predicted a digital distribution system that would become the mobile market. After the two nascent years of the mobile phone, which trends helped propel the exponential growth of Apple, Android and Windows App Stores starting in 2010? There are a host of reasons, but below we offer five factors which propelled mobile to become so ubiquitous in our lives today. This includes, in part, the technology enhancements and legislative actions starting in 2006.

In 2006

#1. The cloud renaissance

It's hard to create technology that scales without a way to actually scale. In 2006, Google and Amazon began describing the changing way subscribers accessed information with the phrase, "cloud computing." It's a little known fact that by 1996 Compaq Computer, a young tech startup, would earn $2 billion per year selling servers to leading internet providers.[4] By the 2010s, once out of reach to anyone but the largest enterprises, cloud computing and accessibility evolved to enable businesses of all sizes. From big data analytics to mobile development, businesses could now utilize the power of cloud computing to create networks of scale. And scale they did!

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[3] "1983 To Today: A History Of Mobile Apps". The Guardian, 2020, https://www.theguardian.com/media-network/2015/feb/13/history-mobile-apps-future-interactive-timeline.

[4] Regalado, Antonio. "Who Coined 'Cloud Computing'?" MIT Technology Review, MIT Technology Review, 30 Dec. 2013, www.technologyreview.com/s/425970/who-coined-cloud-computing/.

Starting 2007

#2. Smartphones evolve

On 29 June 2007, the first generation iPhone launched with a 3.5-inch display and 128 MB of internal storage. By 5 January 2010, The Google Nexus One had a cutting edge 3.7-inch display, 512 MB of RAM and 512 MB of internal storage. By 2019, we had foldable screen phones that expanded to 7 inches, offering up to 8 GB of RAM and 512 GB of internal storage. (If you're curious, in 2020, the iPhone Pro 11 has made significant adjustments with its 5.8-inch display with 64GB of storage capacity, 4K video and 18 hours of battery autonomy before a charge is required.)

Smartphones continue to become more smart with AI and connected to apps that enable customers to utilize the Internet of Things. How will that continue to impact mobile development? Read more in the mobile development trends section below.

> **"The internet is becoming the town's square for the global village of tomorrow."**
>
> **Bill Gates**

#3 The growth of wireless broadband networks

If you're over 30, you'll remember the familiar tones of dial up. You know how difficult it once was to access the internet on a desktop or laptop computer let alone a mobile device. Those dial up days are long gone and instead replaced by constant connectivity. This was made possible through a series of legislative and business actions starting in 2007. On 14 November 2007, the catchily-named 'Public Notice DA 07-4605' was how the Wireless Telecommunications Bureau announced the start date for licensing and registration process for the 3650–3700 MHz band which essentially created the wireless broadband industry.[5] The effects of this continue today with the evolution of 5G connectivity.

[5] "Public notice – Released: November 14, 2007" (PDF). Federal Communications Commission. Retrieved March 17, 2008.

After, starting in 2010

#4 The App Economy

In 2010 alone, mobile analytics firm Ditmo described 2010 as the year of the Great Mobile App Store Boom based on several factors. TechCrunch noted, “The number of apps in iTunes doubled, but the smaller app stores grew even faster, with the number of Android apps up 544%, Blackberry apps up 268%, and Nokia apps up 258%.”[6] As more apps became available, consumers became more willing to download and engage with their phones – fueling the mobile, and specifically what people started calling the, “App Economy.”

By 2013, the Organisation for Economic Co-operation and Development (OECD) published a report calling government leaders and policy makers to adequately legislate and support the development of the App Economy. Why? According to the report, the sheer volume of both customers and prospective entrants from 2008 to 2012 showed, “tremendous opportunity” to positively impact global growth.

“The growth of available apps has been phenomenal by historical standards.” As of 2007 the report also highlighted the upswing of mobile usage, noting since 2007, “There are roughly 827,000 apps available for download for Apple’s mobile operating system (iOS), followed closely by an estimated 670,000 for Google’s operating system (Android).” All these apps were generating more and more value for both customers and businesses. By 2017, TechCrunch proclaimed the App Economy would swell to $6.3 trillion and a user base of 6.3 billion by 2021.[7]

The article wasn’t too far off, as intelligence firm GSMA Intelligence reported this year, “In 2019 mobile technologies and services generated $4.1 trillion of economic value added (4.7% of GDP) globally.” What’s more, “This figure will approach $5 trillion (4.9% of GDP) by 2024 as countries increasingly benefit from the improvements in productivity and efficiency brought about by increased take-up of mobile services.”[8] In 2020, the App Economy is stronger than ever and continues to offer a range of exciting opportunities for new and existing entrants.

> **“If you’re not using mobile [marketing] to attract new customers to your business, don’t worry. Your competitors are already using it and are getting those customers instead.”**
>
> **- Jamie Turner, 60SecondMarketer.com**

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[6] Schonfeld, Erick. “Report: Analysis Of The Great Mobile App Store Boom Of 2010.” TechCrunch, TechCrunch, 7 Jan. 2011, techcrunch.com/2011/01/07/distimo-2010-mobile-app-store-boom/.

[7] Perez, Sarah. “App Economy to Grow to $6.3 Trillion in 2021, User Base to Nearly Double to 6.3 Billion.” TechCrunch, TechCrunch, 27 June 2017, techcrunch.com/2017/06/27/app-economy-to-grow-to-6-3-trillion-in-2021-user-base-to-nearly-double-to-6-3-billion/.

[8] GSMA Intelligence. “GSMA Intelligence - Research - The Mobile Economy 2020.” GSMA, www.gsmaintelligence.com/research/2020/03/the-mobile-economy-2020/1866/.

#5. More recently, cross platform development

Today, creators can build not just one but multiple apps (think: Android and Apple) at the same time with development platforms like Xamarin, for example. Though these mobile development platforms are widely offered, enterprises can still execute poorly during the development process, which is why products like Builder Studio enable cross platform development without the need for technical knowledge. This allows companies to create solutions for multiple devices to help speed up development time, reduce costs and access multiple mobile marketplaces. Moving away from the limits of native development allows for more fluidity from development through to marketing and scale which is a win-win for all involved.

Mobile by the numbers

We've seen the legislative and business outlook for mobile adjust significantly in the past decade. Now, let's review the statistics that chart the growth of the App Economy over time. Following mobile usage from 2010 to 2020 delivers dramatic insights into just how much mobile has grown. Below we've included 27 essential facts about mobile usage you should know.

Questions we'll answer below, in our statistics section:

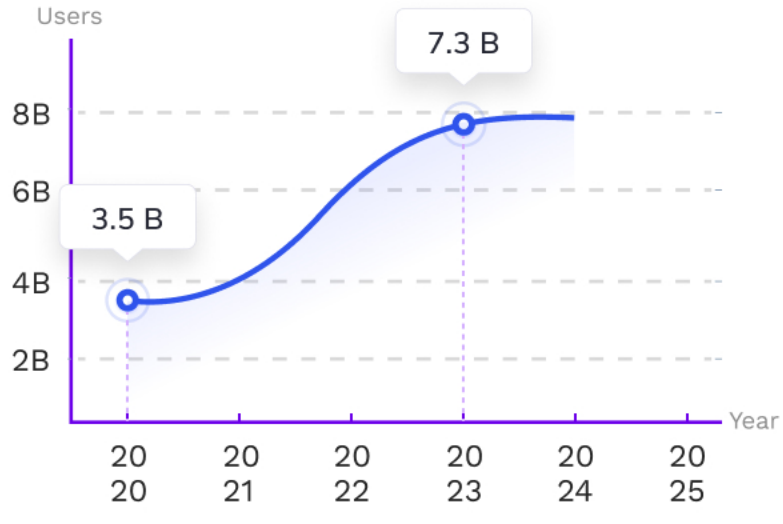
- Who's using mobile phones and smartphones? We'll provide demographics globally.
- What are the biggest and most impactful trends in mobile influencing e-commerce in the coming years?
- What are customers doing on their mobile devices? And how can you best use that information to engage with them when they're most interested in your product?

What are the demographics of mobile consumers globally?

1. As of March 2020, there are 3.5 billion smartphone users today with around 45% of the entire global population using one.[9]

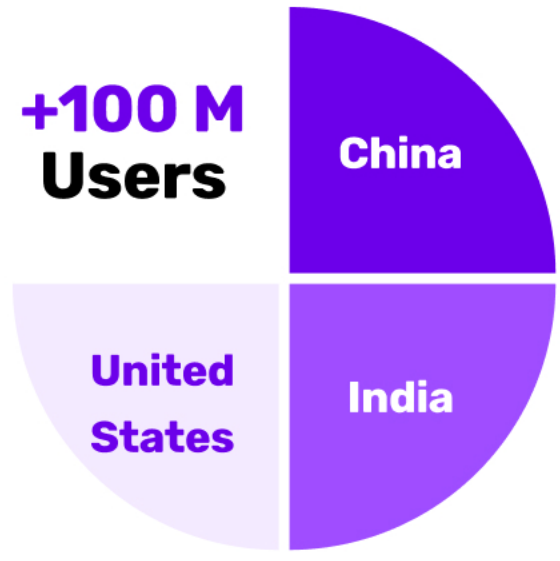
2. By 2023, it's predicted that global usage of mobile devices will increase to 7.3 billion users. (8)

3. Global smartphone usage has increased by 40% between 2016 and 2020 alone. (8)



[9] O'Dea, S. "Smartphone Users Worldwide 2020." Statista, 28 Feb. 2020, www.statista.com/statistics/330695/number-of-smartphone-users-worldwide/.

4. If we're counting those using mobile devices in general (outside smartphones), there are 5.2 billion people with mobile phones or 67% of citizens globally. (8)

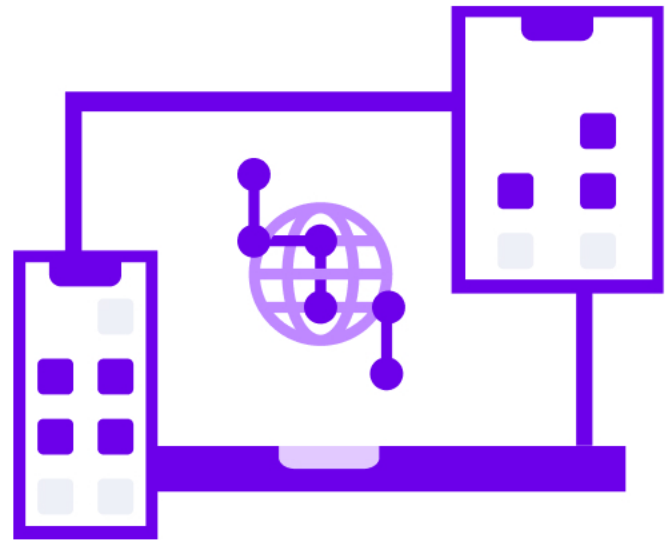


5. China, India and the United States are the countries with the highest number of smartphone users, with each country easily surpassing the 100 million user mark. (8)

6. This figure is up considerably from 2016 with 2.9 billion users globally. In 2021, Statista estimates smartphone ownership to be at 3.8 billion smartphones by 2021. (8)

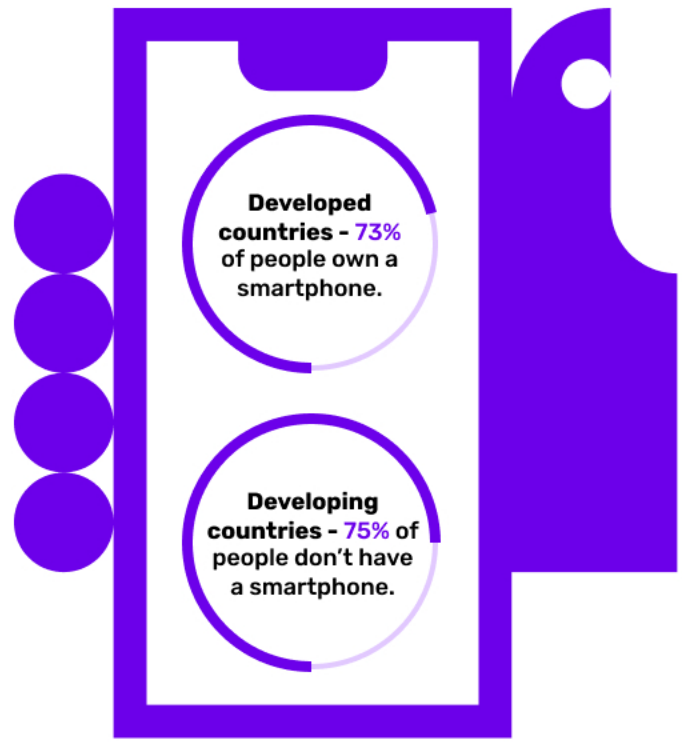
7. As of 2019, the top 5 countries with the highest rates of smartphone penetration are: the United Kingdom, UAE, Germany, United States and France. (8)

8. As of 2019, along with mobile phones, Americans own a range of other information devices. Nearly three-quarters of U.S. adults now own desktop or laptop computers, while roughly half now own tablet computers and roughly half own e-readers.[10] In the Middle East and Europe, tablet adoption rates are roughly equivalent at around 42%. (13)



9. In 2019, 81% of Americans own smartphones, up from just 35% in the Pew Research Center's first survey of American smartphone ownership conducted in 2011. (9)

10. There, however, isn't ubiquitous use internationally of smartphones. This mimics other developed countries, where 73% of people in developed countries own a smartphone. On the other hand, in developing countries, 75% of people don't have a smartphone. (8)



11. Your prospective loyal customers are highly engaged with their devices. On average, American smartphone users pick up their phones 52 times and spend 3 hours per day using it.[11]

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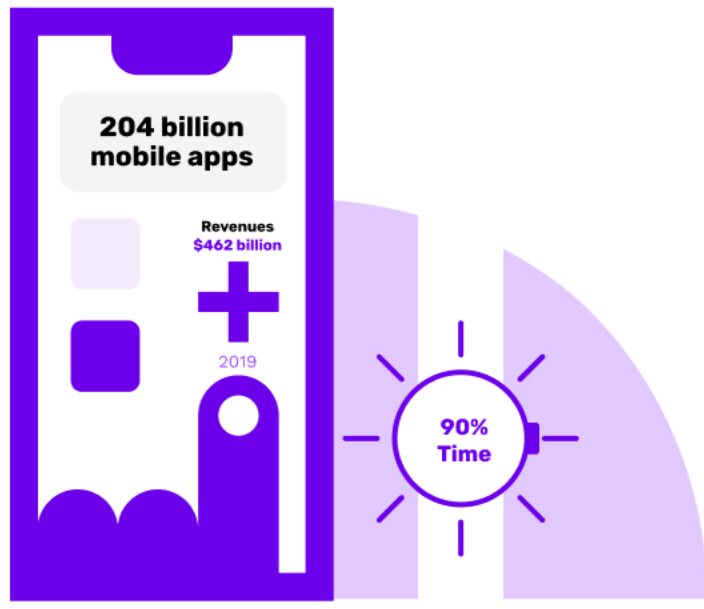
[10] "Demographics of Mobile Device Ownership and Adoption in the United States." Pew Research Center: Internet, Science & Tech, Pew Research Center, 12 June 2019, www.pewresearch.org/internet/fact-sheet/mobile/.

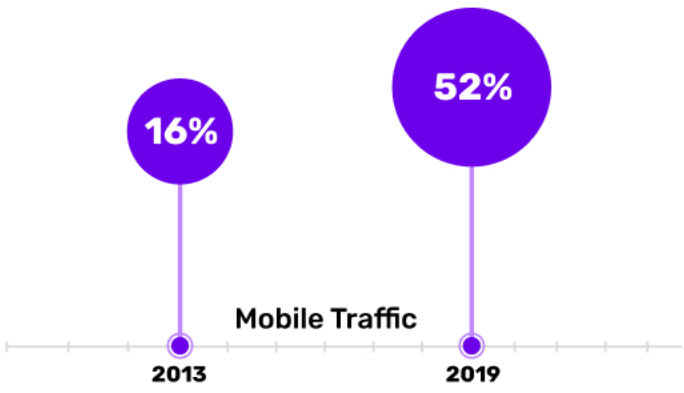
[11] "2018 Global Mobile Consumer Survey: US Edition." Deloitte, 2018, www.deloitte.com/.

What are customers really doing on their devices?

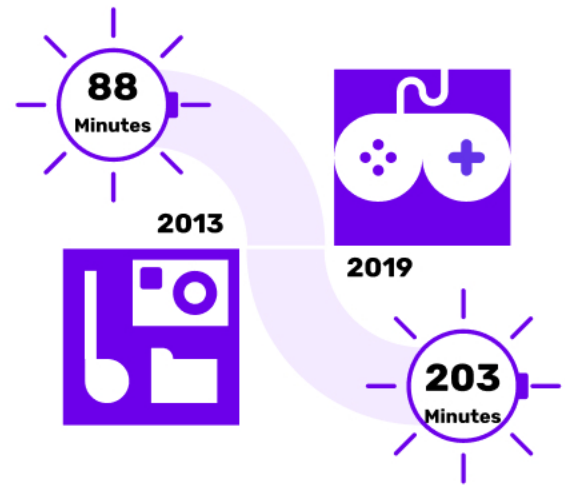
12. Mobile apps continue to be essential for customers globally. By 2019, consumers around the world had downloaded almost 204 billion mobile apps to their mobile devices with revenues of upwards of $462 billion in 2019 alone.[12]



13. More and more, it's all about apps. According to a 2019 report by eMarketer, about 90% of smartphone time is spent with mobile apps.[13]



14. Outside of apps, mobile traffic is continually climbing as well. Mobile phones made up 16% of worldwide traffic in 2013. In 2019, 52% of traffic came from mobile phones.[14]



15. Your prospective customers want to see your mobile-friendly media (and it impacts their buying decisions). In 2013, mobile users averaged 88 minutes per day consuming media on their mobile device. By 2019, the amount of time the average person was up to 203 minutes (or over three hours) daily. (7)

16. As the part of the world with the highest smartphone penetration globally at 97% overall as of 2019 (especially Saudi Arabia and the UAE), the Middle East region offers valuable insight on mobile usage and trends. In the region, the top 6 apps being used include WhatsApp, Facebook, Instagram, Facebook Messenger, Personal email and Skype.[15]

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[12] Gordon, Kyle. "Topic: Mobile App Usage." www.statista.com, Statista, 1 Aug. 2019, www.statista.com/topics/1002/mobile-app-usage/.

[13] "US Time Spent with Mobile 2019." EMarketer, 30 May 2019, www.emarketer.com/content/us-time-spent-with-mobile-2019.

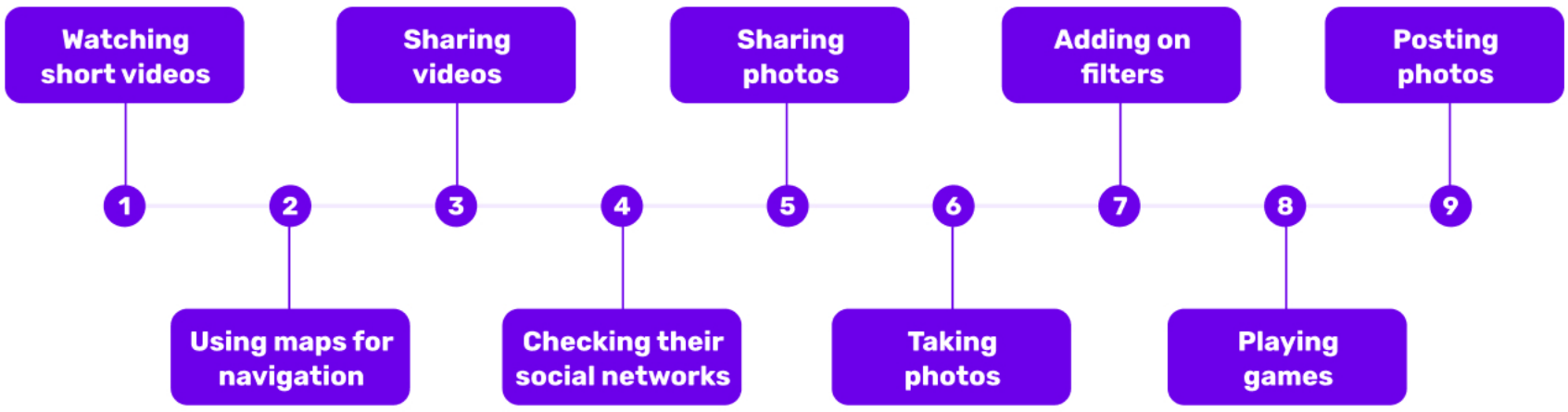
[14] Clement, J. "Mobile Share of Website Visits Worldwide 2018." Statista, 22 July 2019, www.statista.com/statistics/241462/global-mobile-phone-website-traffic-share/.

[15] Durou, Emmanuel. "Global Mobile Consumer Survey 2019." Deloitte, 11 Dec. 2019, www2.deloitte.com/ly/en/pages/technology-media-and-telecommunications/articles/global-mobile-consumer-survey-2019.html.

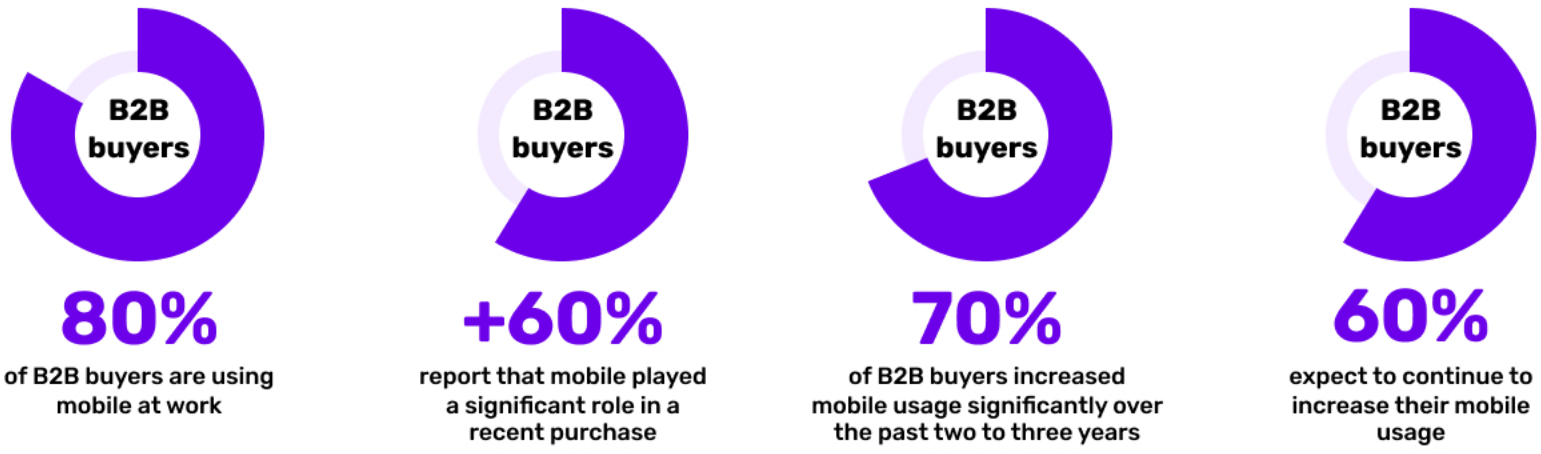
17. What's more, women consumed significantly more social media and personal communications behaviors (including posting or sharing videos for example) than their male counterparts. Personal communication appears to be a primary objective while customers noted creating professional content was less important. (13)

18. Customers across the Middle East and Europe have been increasingly using subscription-based mobile services, as well, with the top 6 apps used being: Netflix, Apple Music, Cloud storage (unspecified), Google Play Music, Spotify and Amazon Prime. (13)

19. And how are customers using their phones daily? According to research, again in the Middle East and Europe, customers regularly use their phone with nine goals in mind. First, watching short videos, live posts or stories. Second, using maps for navigation. Third, sharing videos on instant messaging apps. Fourth, checking their social networks. Fifth, sharing photos on instant messaging apps. Sixth, taking photos. Seventh, adding on filters. Eighth, playing games. And lastly, posting photos on social networks. (13)

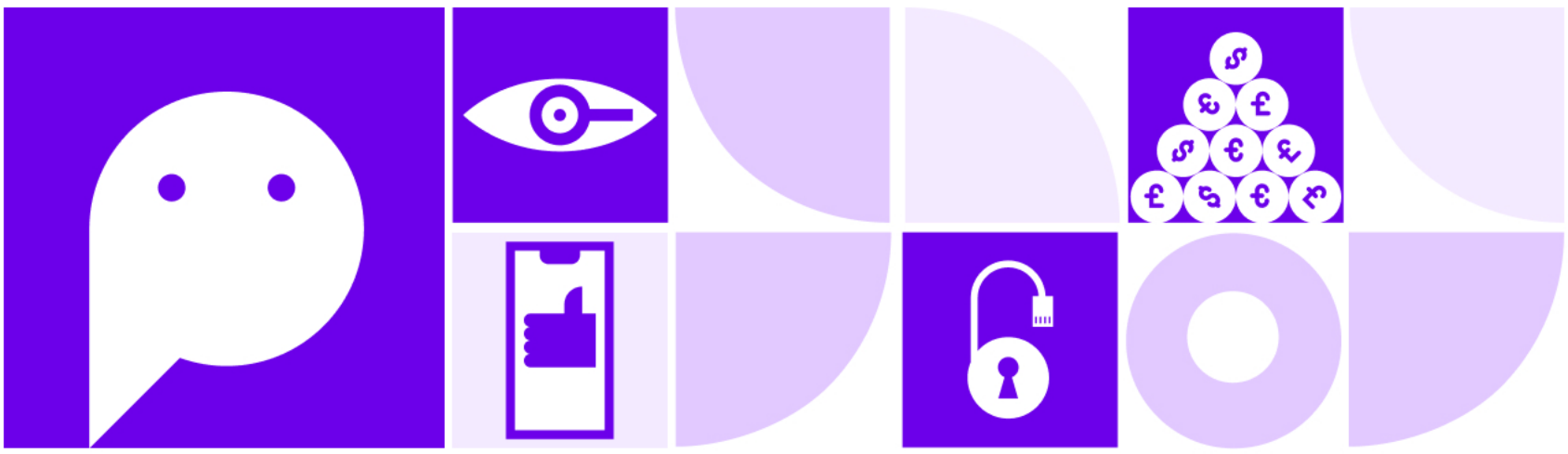


20. Professional content isn't as widely shared as personal updates (as seen from what customers are doing on their mobile devices). This doesn't make mobile any less valuable for B2Bs. According to the Boston Consulting Group (BCG) in 2017, research found that 80% of B2B buyers are using mobile at work, and more than 60% report that mobile played a significant role in a recent purchase. Moreover, some 70% of B2B buyers increased mobile usage significantly over the past two to three years, and 60% expect to continue to increase their mobile usage.[16]



[16] "Mobile Marketing and the New B2B Buyer." Https://Www.bcg.com, 29 Sept. 2017, www.bcg.com/publications/2017/marketing-sales-digital-go-to-market-transformation-mobile-marketing-new-b2b-buyer.aspx.

21. Another important aspect is mobile leadership in the B2B space – including a thoughtful and engaging strategy to approach inbound online queries. According to Boston Consulting Group, “B2B mobile leaders are generating higher levels of mobile engagement, as measured by search queries, site traffic, lead generation and transactions. They are ultimately seeing a greater share of revenue that is mobile driven or influenced – 42% on average.” (14)



22. B2B mobile leaders are also using mobile to help inform and engage their prospects. To that end, they can see the benefits because, “mobile [accessbility] can accelerate time to purchase by 20% by increasing efficiency in decision making and enhancing team collaboration, particularly in more complex purchases.” (14)

How important is mobile commerce globally?

23. In 2021, 73% of all global retail ecommerce is expected to be generated via mobile, up from 59% in 2017. Emerging e-commerce markets in mobile first economies are a large driver of this trend.[17]

24. Mobile commerce is growing. In 2020, US mobile retail revenues alone are expected to total $339 billion. That’s trending upward up from just $207 billion in 2018.[18]

25. In 2021, [American] smartphone retail commerce sales alone are projected to surpass $345 billion.[19]

26. China currently accounts for a large portion of e-commerce, but there’s been significant growth in south Asia, as well. As more affordable technology and online payment options spread across the subcontinent and beyond, these regions should account for the fastest growth in e-commerce over the next few years. Indonesia alone has seen a significant uptick, with mobile use now accounting for 56% of the country’s total population.[20]

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[17] Clement, J. “Global Mobile Retail Commerce Share 2021.” Statista, 7 Oct. 2019, www.statista.com/statistics/806336/mobile-retail-commerce-share-worldwide/.

[18] Clement, J. “U.S. Mobile Retail Commerce Revenue 2020.” Statista, 8 Apr. 2019, www.statista.com/statistics/249855/mobile-retail-commerce-revenue-in-the-united-states/.

[19] Clement, J. “U.S. Smartphone Retail m-Commerce Sales 2022.” Statista, 11 June 2019, www.statista.com/statistics/276636/smartphones-us-retail-m-commerce-sales/.

[20] “E-Commerce Can Spur Growth, Boost Trade in South Asia.” World Bank, 16 Dec. 2019, www.worldbank.org/en/news/press-release/2019/12/16/e-commerce-can-spur-growth-boost-trade-in-south-asia.

27. At this rate of steady growth, what does that mean for the next decade and beyond? By some estimates, e-commerce could account for 95% of all retail purchases by 2040.

What all these statistics mean is that any business wanting to gain market share in the retail industry needs to move into mobile. And soon. How can enterprises access this valuable, constantly growing market? Let's move on to look at developing for mobile and trends in the years to come.

5 trends taking over mobile development

> **"End users not technologies shape the market. Consequently, marketers need to stay abreast not only of technological developments, but also how people respond to them."**
>
> **- Matt Haig, author of, Mobile Marketing**
> **- The Message Revolution**

Considering the significant and growing demand for rich, highly engaging mobile experiences in 2020, how can SMBs and enterprises alike leverage the power of mobile? The key from our perspective is to kick things off quickly and improve sequentially over time based on your baked-in customer feedback loop.

#1. Low to no code development

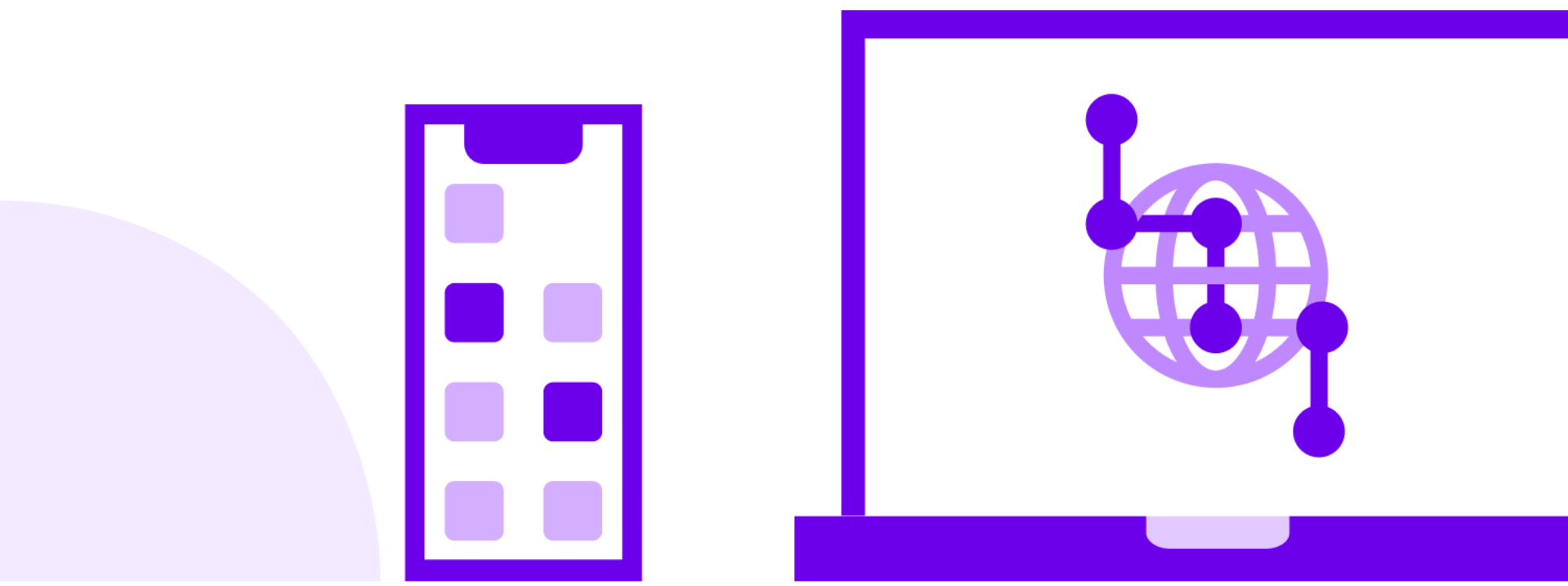
Previously out of reach for many smaller businesses, mobile app development is now scalable for businesses of all sizes. Platforms like Builder.ai give businesses an accessible and scalable way to build a wide variety of mobile solutions. From Apple or Android mobile apps to responsive websites to wearables and even marketplaces, the sky's the limit and there's no need to learn code or manage a global team along the way. Selecting from existing templates, innovative companies can pick and choose features and manage scalability from zero to millions of users.

Take for example the Qure Android app. Built on our platform, the app helps connect patients, pharmacies and doctors onto a single platform – which can be a challenge anywhere in the world. Qure connects patients and health providers in rural Kerala, India. The app featured calling (audio and video) as well as AWS and S3 Integration. Mobile solutions like these provide opportunities for market-leading businesses to best serve their customers.

#2. The blurring line between native and web apps

Speaking of creating mobile experiences without technical knowledge – the shifting need for a mobile app (especially for a minimum viable product to complete initial user testing) is no longer necessary. Instead, organizations can use mobile websites to bridge the gap between their idea and software that tests their customers' needs in alpha or beta before launching the app to the global market.

Mobile websites are another entry point to development for SMBs. Mobile websites bring together the best of websites and mobile apps, giving users a ‘website’ experience with the feature set of an app (with notifications being a tool to continue communication even outside mobile apps!). Although mobile apps don’t require an internet connection, considering many customers have 4G connectivity, this isn’t a significant barrier. Indeed, websites circumvent customers’ regular updates of mobile apps as well. Since a mobile website extends cross-platform access to users, they give businesses an easier way to reach a broad audience. Our recommendation is to launch a minimum viable product (MVP) whether it’s with a mobile app or website.

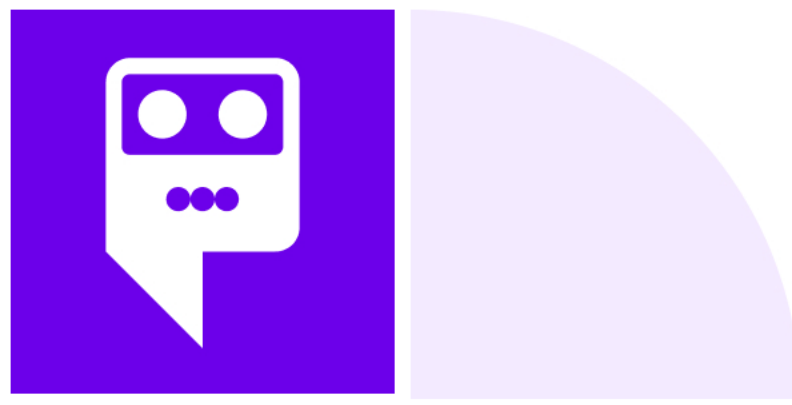


Additionally, Progressive Web Apps, or PWAs, offer a similar hybrid mix of web and native mobile app development. This growing class of web app gives users a native app UI that they know and like but provides that access via a browser. These apps work even if a device is not online and also enables a range of web-friendly features, including push notifications.

#3. Artificial Intelligence (AI)

The opportunity for businesses to utilize AI technology is immeasurable. From using HR tools in hiring to using AI-powered tools in software development like Builder.ai, there are numerous ways to integrate AI.

There are countless ways that AI could impact mobile development. Besides the obvious, AI has countless technical solutions. In terms of mobile development specifically, one way AI can improve software is through feedback mechanisms like the DEFT analysis using AI. What is a DEFT analysis? A DEFT analysis helps forecast and identify trends using large amounts of data. An academic recently summarized it like this, “the DEFT does for trend projections what SWOT analysis provides for strategic planning.” Using such an analysis, AI can provide customers their highest quality user experience by enabling user behavior analysis and determining patterns of users’ behavior. Thereafter, designers and developers can leverage those insights to deliver the highest quality user experiences.



Another AI-powered tool that supports ecommerce is an enhanced chatbot to help solve users' challenges while saving the precious time and energy of customer support. Chatbots are already widely used in business transactions. According to Statista, in 2019 over 64% of business respondents believe that chatbots allow them to provide a more personalized service experience for customers. When it comes to e-commerce, this is far more than the previous result of 34% in 2017.[21] These are just several of the countless ways AI will impact mobile development in the coming decade.

[21] Equity, Brain [Brn.ai] Code For. “Chatbot Report 2019: Global Trends and Analysis.” Medium, Chatbots Magazine, 19 Apr. 2019, chatbotsmagazine.com/chatbot-report-2019-global-trends-and-analysis-a487afec05b.

#4. Smarter, more personalized apps connected to the Internet of Things (IoT)

> **“If you want to cut through the fat and emerge as a brand your buyers want to engage with, your marketing has to seamlessly resonate with your buyer’s goals, interests, and preferences.”**
>
> **Michael Brenner, Author and Keynote Speaker**

With 5G connectivity, smarter phones and AI, the last area impacting the future of mobile development is IoT. Below, we outline four ramifications that IoT will have on future apps.

Firstly, IoT helps develop smarter and more sensor-rich apps. These sensors will enable customers to engage with and understand their personal behavior and data. This is already impacting both retailers and customers around their health decisions. For example, applications regularly communicate with their users to let them know how often they’ve been active or sedentary on a daily or weekly basis and will request users move to remain healthy. This data helps customers connect with their data in a highly personal way which increases customer loyalty.

Secondly, the IoT will help us remain always connected which will help customers make informed choices. Mobile apps becoming ‘smarter’ enables devices to remain always connected with global uptake in 5G connectivity. More connectivity means easier decision-making. Think, for example, if all your devices could connect seamlessly to each other and in doing so gathered and shared your most important daily choices with you. For business, this could mean daily decisions could become easier to make with enhanced, interactive dashboards. This leaves customers with better options for monitoring and controlling their data.

Next, location independence. With the help of smart devices, IoT-integrated devices can be easily controlled from anywhere. So, even when you’re in Bali (or at work) you could still access your important mobile applications (like being able to monitor your home as one example). This way, maintaining our presence somewhere specific will be less important and your permanent, consistent access to data will always be assured.

Lastly, personalization. With an abundance of data comes a wealth of opportunities especially for mobile-focused IoT applications. From including images and voices that match your personal tastes to regularly-recommended purchases (which Amazon already uses), your ecommerce choices will be more personalized. When businesses have more personalized data, they're better able to pick and share about customer trends. For example, a company might ask, "Fifty customers in your area recently bought umbrellas, would you also like to stock up?".

#5. Virtual and augmented reality (VR & AR)

Before we delve into this subject, let's get specific. Here, we include both VR and AR into a general bucket, though they're not the same. The major difference between VR and AR is that AR enables customers to still see the outside world and superimposes images or video on top of the 'real word' or their screens. Virtual reality, on the other hand, offers digital environments that shut out or replace entirely the real world with a headset.

In the coming decade, VR and AR will have a significant impact on mobile development in two distinct ways outlined below.

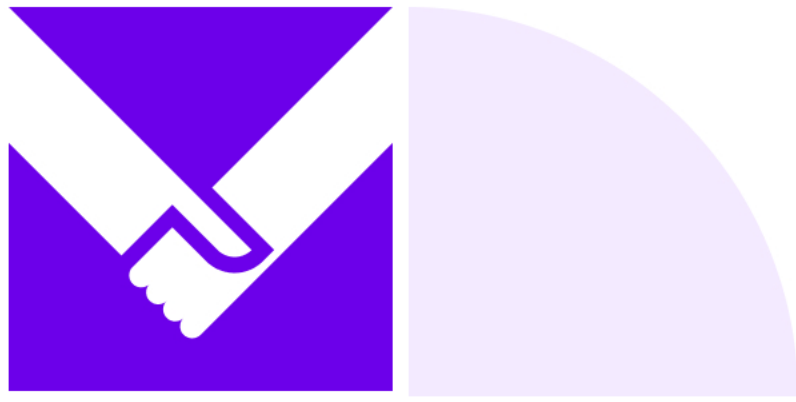
Firstly, VR and AR will create far more immersive experiences for prospective customers that will reduce purchase friction, helping customers engage with products in a totally new environment. VR has already dramatically impacted the real estate market, for example, as it offers customers' virtual views inside houses and apartments sold by agents across the globe. These virtual experiences help inform customers about their purchase and can reduce the time they spend making buying decisions – as they've seen and in a real sensory way felt – how their purchase could impact their lives.

Secondly, VR and AR-focused applications enable deeper relationships with customers. These experiences will continue to increase personalization. What better way to create new market opportunities than by giving your customers unique and tailor-made experiences they can use, see and touch? This personalization will enable better customer experiences and even more rich datasets, which is a win-win.

Conclusion

The world economy, politics and society more broadly have come a long way since the App Economy first came onto the scene in 2006. This knowledge-based App Economy now broadly impacts the lives of all customers – and that's happened only in the last decade. Global customers' buying habits have already been significantly adjusted. And in the next decade, we predict that a continued stream of creativity, brought about by novel technologies, will continue to impact customer decisions. These new technologies will delight and engage global customers who want to feel empowered to make their buying decisions exactly when they're ready.

Don’t do it alone. We’re here to help.



And when are your prospective customers ready? Today. Customers are facing challenges daily that could benefit from your idea. Mobile development cannot happen in a vaccum. Having a knowledgable, trustworthy team to execute has helped our clients immeasurably.

We want to help you turn your dream into a reality at Builder.ai. If you’re considering your next mobile strategy – whether it’s decreasing your cloud spend or increasing your mobile opportunities with an innovative new mobile app, we’re here to help.

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