
Mobile Application Development Survey – Report

August - September, 2012



AGENDA

1) Research process

2) Key findings

3) Survey results



1) Research process

Research goals:

- Gather data on the mobile application development market:
 - Mobile strategies
 - Investment in mobile applications
 - Number of applications being developed
 - Number of users being targeted
 - Primary motivating factors
 - Primary inhibitors / areas for improvement
 - Styles / programming languages
 - Mobile devices / platforms
 - Demographics

Methodology:

- Survey the Integration Developer News database of mobile developers. We received 430 completed and 131 partially completed surveys. Only completed surveys were used in our analysis
- This participation rate is a good indicator of the strong level of interest / engagement on this topic



2) Key findings

- There's a lot of focus on mobile application development, however a significant majority of organizations, 73% in this study, don't have a comprehensive mobile strategy today
- Nevertheless, 23% of the over 400 organizations represented in this study plan to spend \$500K or more over the next 12 months on mobile application development
- 41% of respondents will develop more than 5 mobile applications over the next 12 months
- 12% of respondents are developing for 100,000 – 999,999 users and an additional 9% are developing for 1,000,000 or more users
- A significant 76% of mobile applications at organizations represented in this study, access multiple data sources
- The most frequently mentioned factors motivating these organizations to develop mobile apps are: Gaining competitive advantage, improving employee productivity and customer acquisition / retention



2) Key findings ... cont. 2

- The primary inhibitor to the development of mobile applications at these organizations is “not enough in-house expertise”
- Respondents most frequently mentioned, security, clouds (tuned for mobile projects), data integration and user interface / experience tools as areas they would like to see improved
- Only a small 12% of respondents are using a Mobile Enterprise Application Platform (MEAP). 48% of respondents indicated that they do not know enough about MEAP
- A substantial 73% of respondents are designing and deploying applications that require encryption in transit or in storage
- More than half of our survey respondents (53%) are building “most” through to “all” of their mobile apps that are dependent upon existing applications, data or logic (legacy applications)



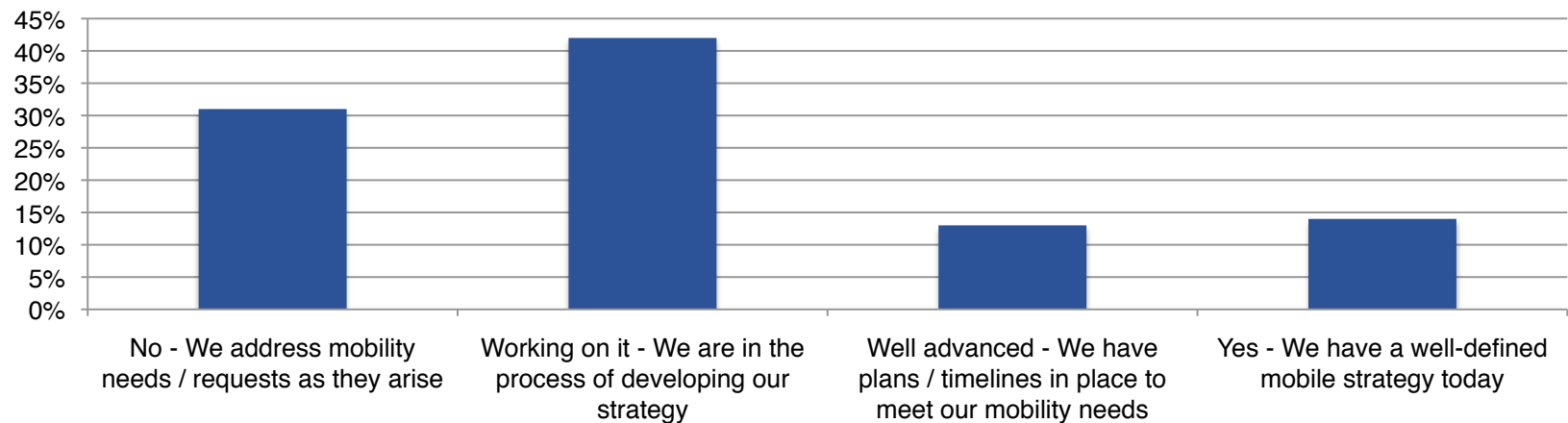
2) Key findings ... cont. 3

- Apple iPhones and iPads are the most supported by these developers of mobile applications (77% and 71% respectively of these respondents). Not far behind are Android Phones (69%), and further back, Android Tablets (56%)
- Java, HTML5 and Web apps using web services and/or REST, were the most frequently mentioned development styles for these mobile application developers
- Since most companies are yet to settle on a mobile strategy but are willing to invest significantly in mobile apps development, there are lots of opportunities for companies, vendors and others who provide services in this fast-emerging market



3) Survey results

3) Does your organization have a comprehensive mobile strategy today?

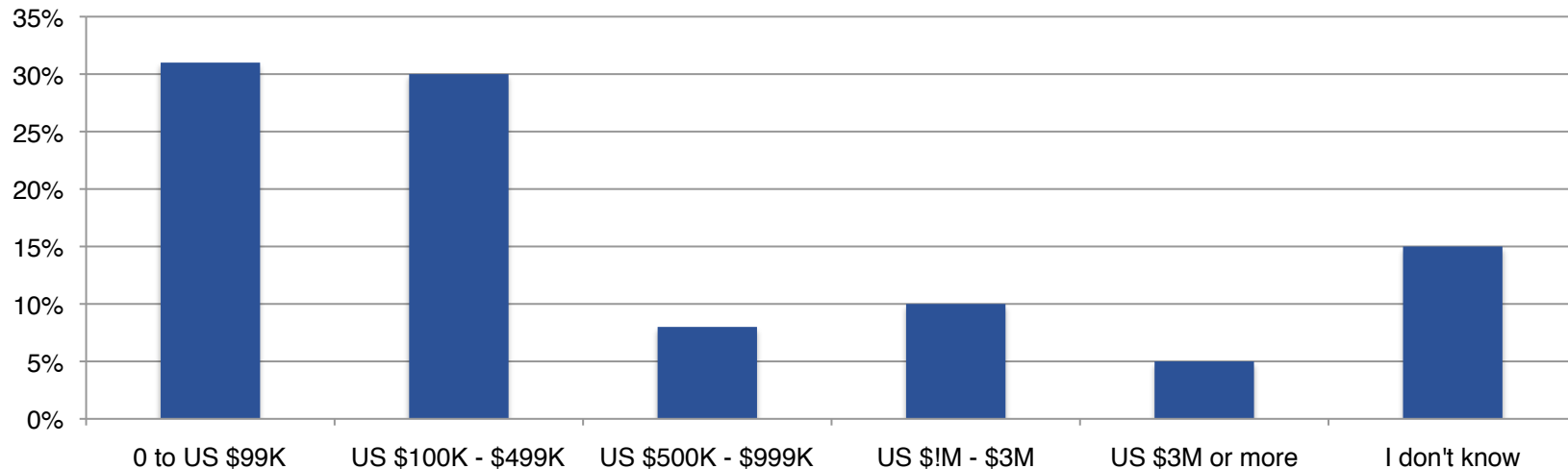


- Although there's a lot of focus on mobile application development, a significant majority of organizations don't have a comprehensive mobile strategy today. 73% of respondents indicated that they currently address mobility needs as they arise (31%) or they are working on developing their mobile strategy (42%)
- Only a small number of organizations represented in this study are "well advanced" (13%) or have a "well defined mobile strategy today" (14%)



3) Survey results

How much do you expect your organization will invest in the development of mobile apps over the next 12 months?

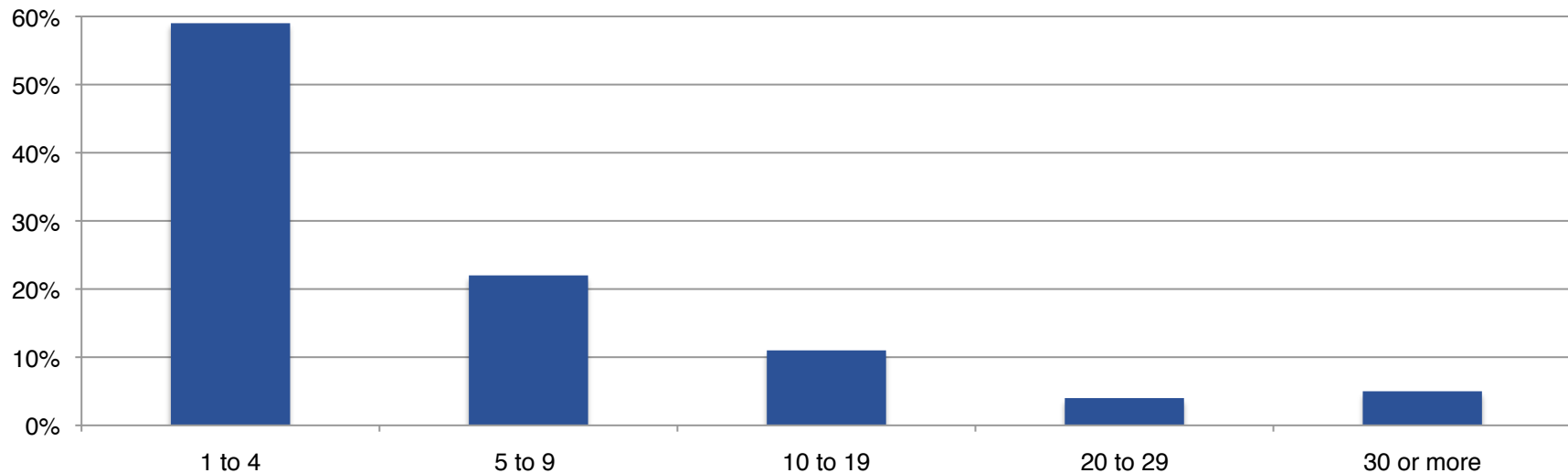


- The majority of organizations represented (61%) plan to spend up to US \$499K on their mobile application development
- 23% plan to spend \$500K or more over the next 12 months, with 5% of these organizations planning to spend \$3M or more on mobile application development



3) Survey results

In the next 12 months, how many mobile apps do you expect to build?

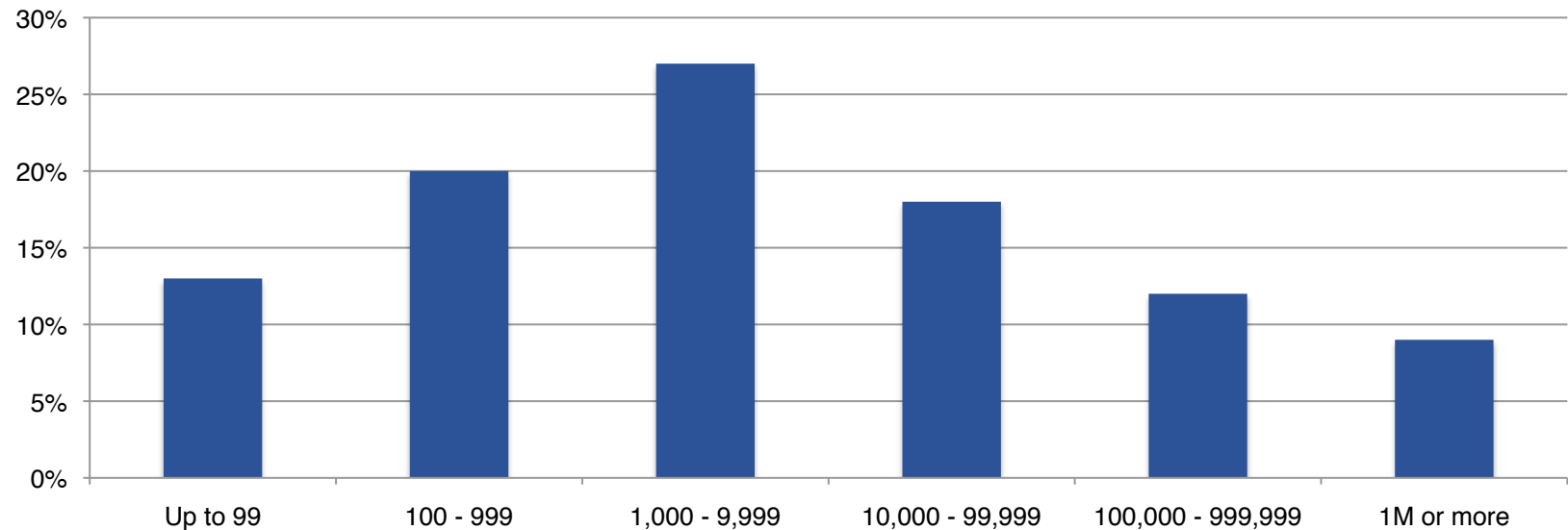


- While the majority of organizations represented in our survey are developing from 1 to 4 mobile applications, 41% are developing more than 5 mobile applications over the next 12 months



3) Survey results

2) How many users do you expect to use your mobile app?

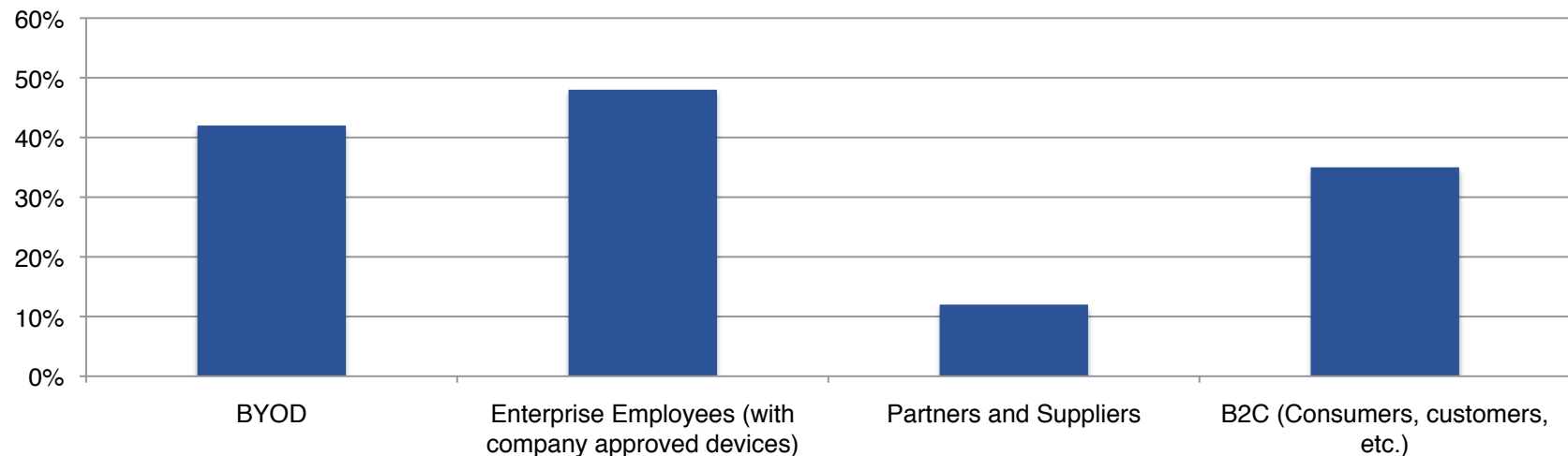


- 12% of respondents are developing for 100,000 – 999,999 users
- 9% of respondents are developing for 1,000,000 or more users
- Those developing for these larger numbers of users were predominantly from finance and technology



3) Survey results

3) Please describe the general nature of your mobile projects? (check all that apply)

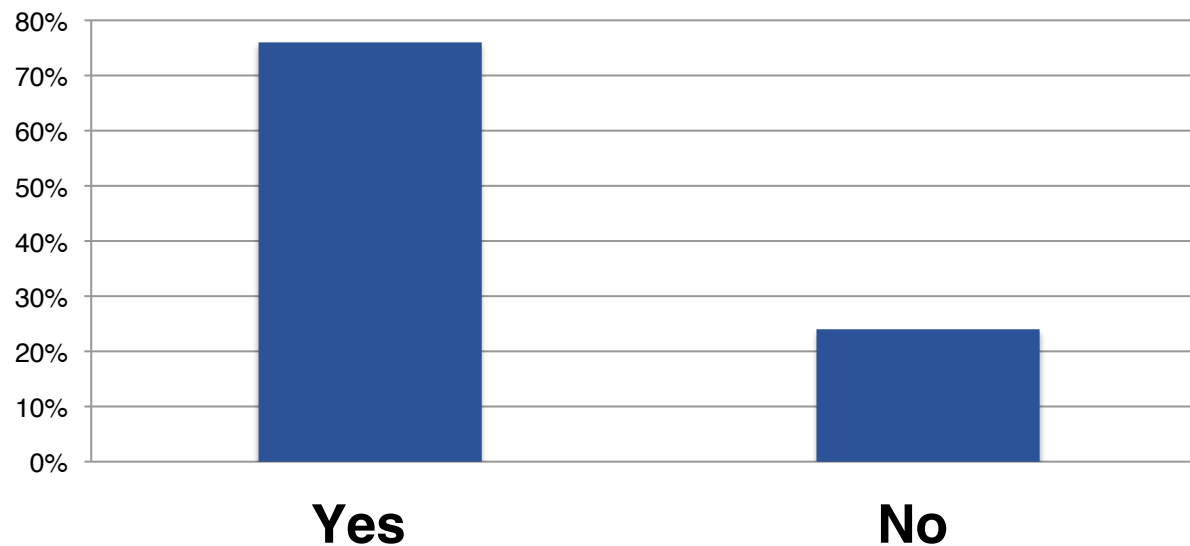


- The largest development effort is for Enterprise Employees
- “Improving employee productivity” is a major motivating factor, a finding that was clear in a subsequent question in our survey
- Nevertheless, other areas such as B2C are also of great importance to our respondents



3) Survey results

Does your mobile app access data from multiple data sources?

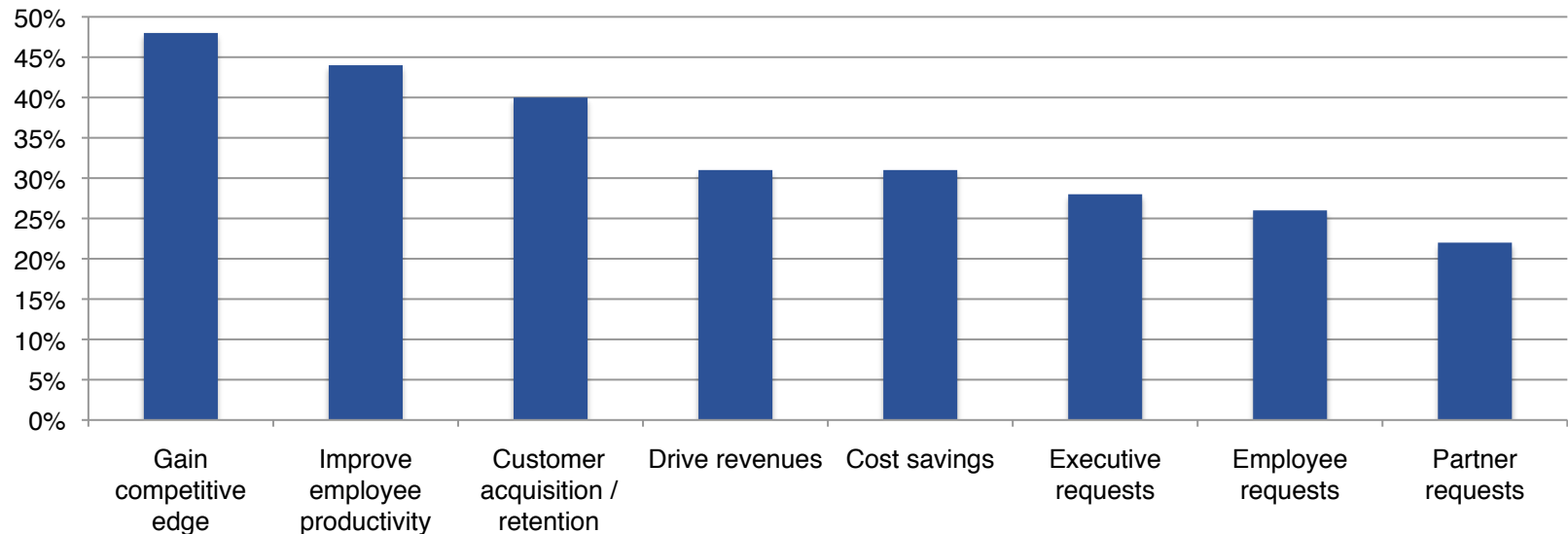


- A significant 76% of mobile applications at organizations represented in this study, access multiple data sources



3) Survey results

Which factors drive your company's development of new mobile applications? (check all that apply)

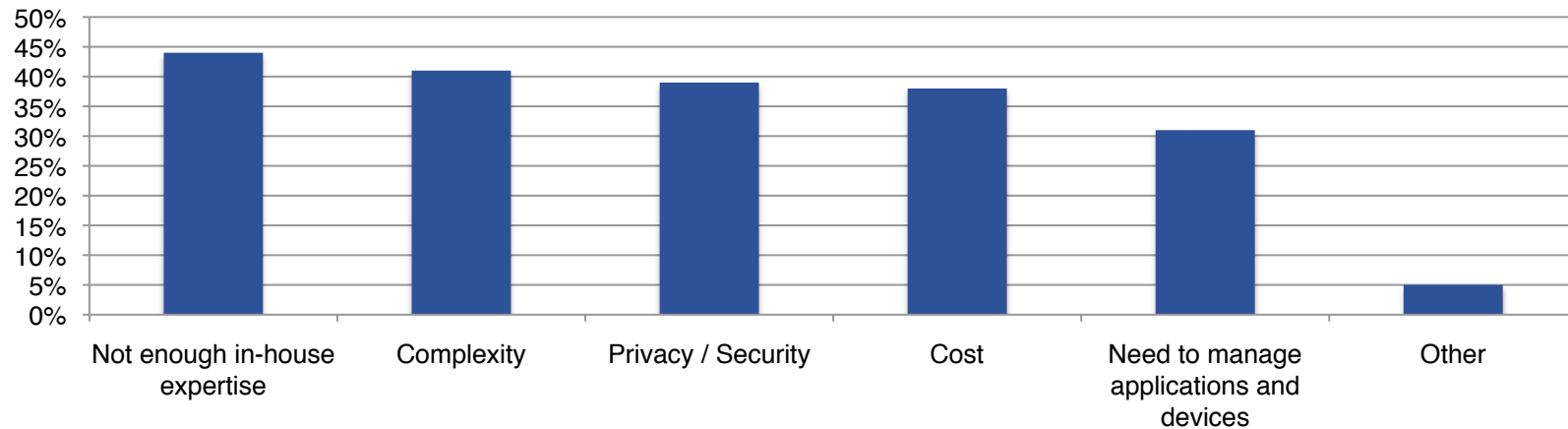


- Gaining competitive advantage, improving employee productivity and customer acquisition / retention are the leading driving factors
- Results are shown in descending order of frequency of selection
- On the survey, possible responses to this question were randomized



3) Survey results

Which hurdles, if any, impede development of your mobile applications? (check all that apply)

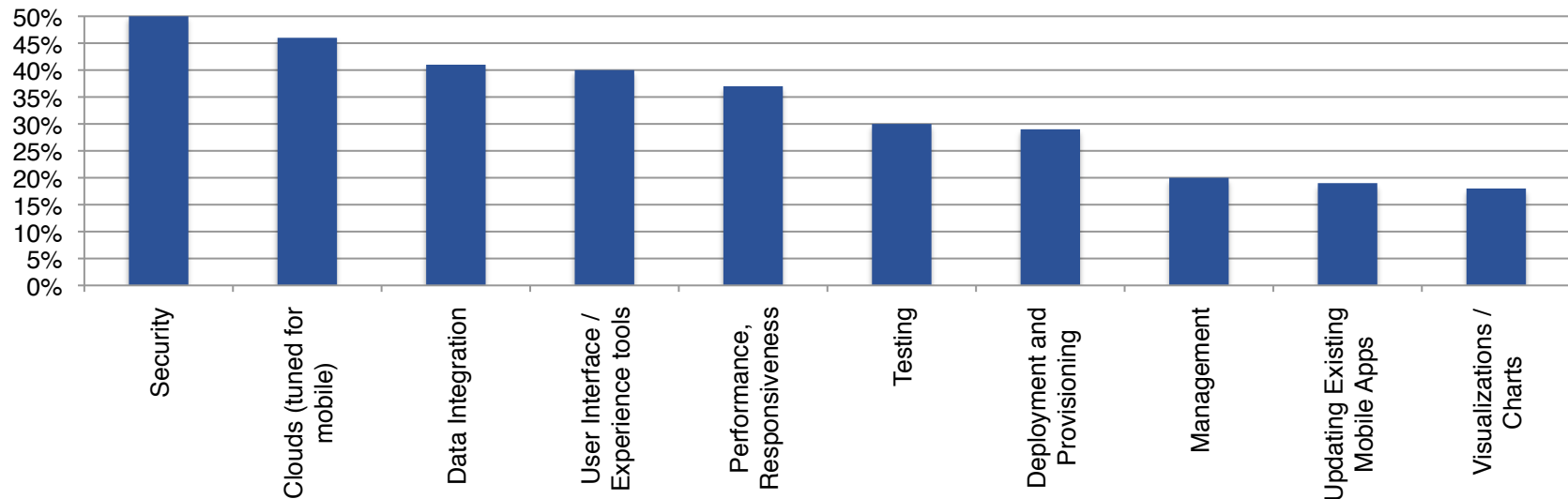


- Not enough in-house expertise and complexity (related to expertise?) are the primary inhibitors to the development of mobile applications
- The “other” responses included, time pressure, competing projects, need to select a mobile application development platform
- Results are shown in descending order of frequency of selection
- On the survey, possible responses to this question were randomized



3) Survey results

Which vendor-supplied technologies would you like to see improved? (check all that apply)

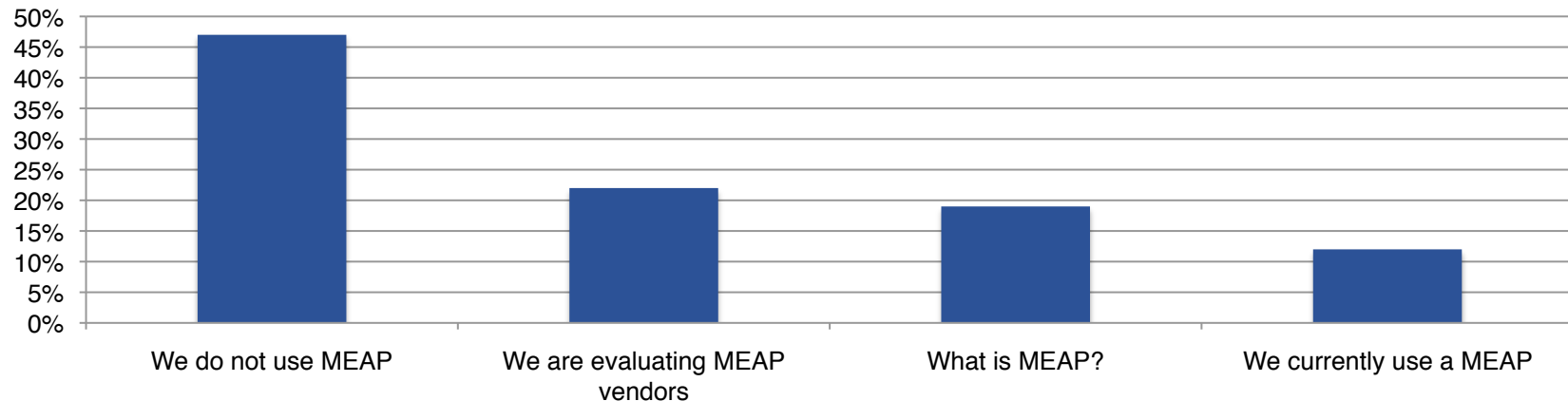


- Security, clouds (tuned for mobile projects), data integration and user interface / experience tools were the most frequently mentioned areas respondents would like to see improved
- Results are shown in descending order of frequency of selection
- On the survey, possible responses to this question were randomized



3) Survey results

Describe your use of MEAP (Mobile Enterprise Application Platform)

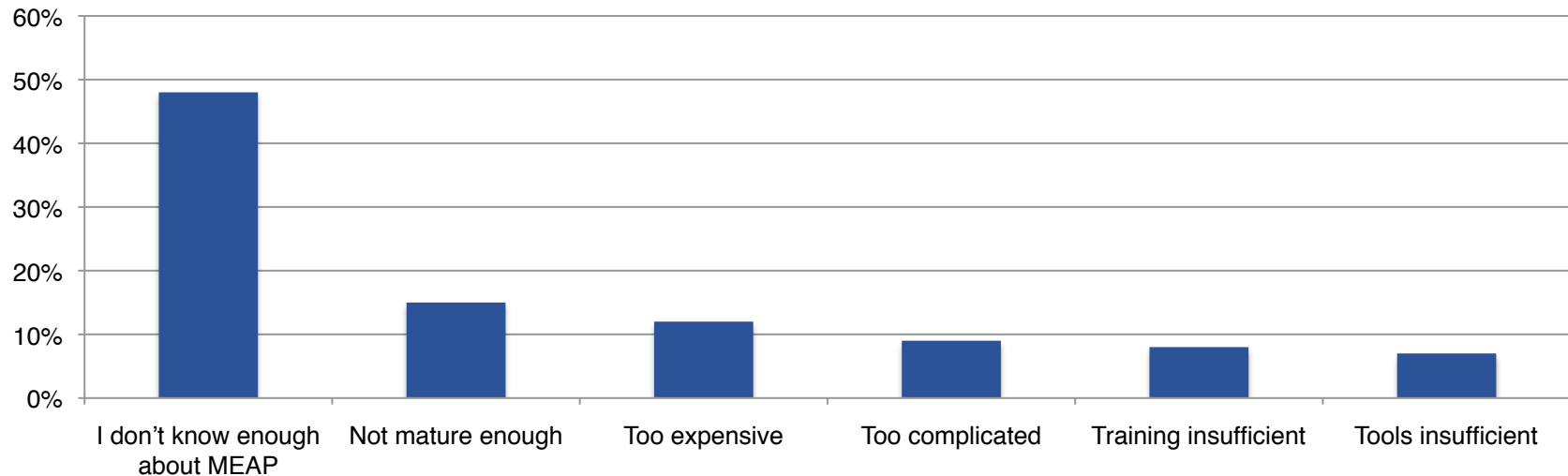


- A substantial 19% of respondents are not familiar with MEAP
- Only a small 12% of respondents are using a MEAP
- Results are shown in descending order of frequency of selection



3) Survey results

If you're NOT using MEAP, why not? (check all that apply)

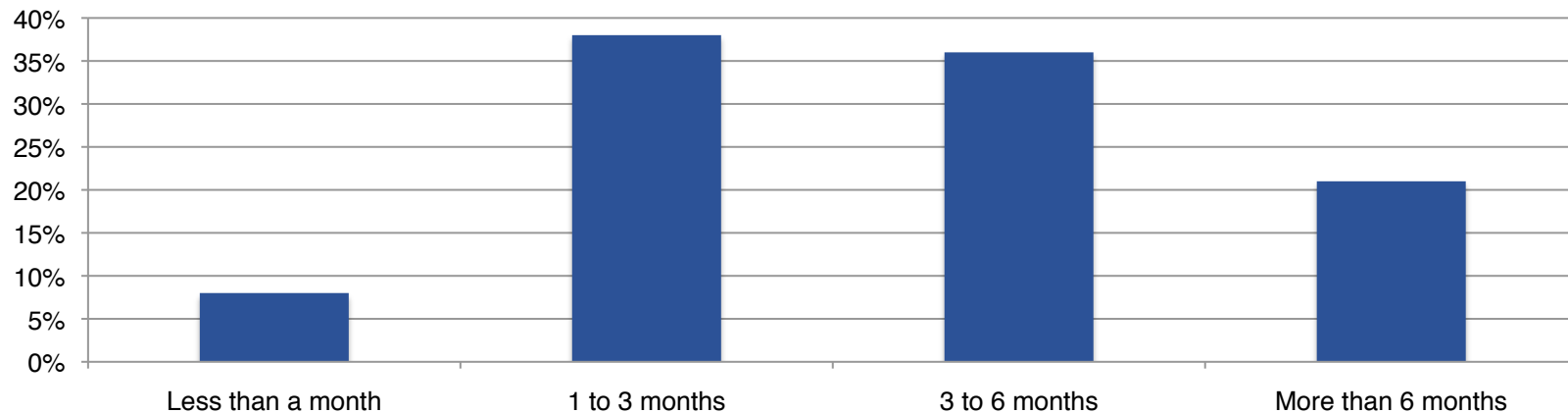


- A substantial 48% of respondents indicated that they do not know enough about MEAP
- The other reasons they're not using MEAP were substantially less frequently mentioned (maximum was 15% ... "not mature enough")
- Results are shown in descending order of frequency of selection



3) Survey results

On average, how long does it take you to design and deploy a mobile application?

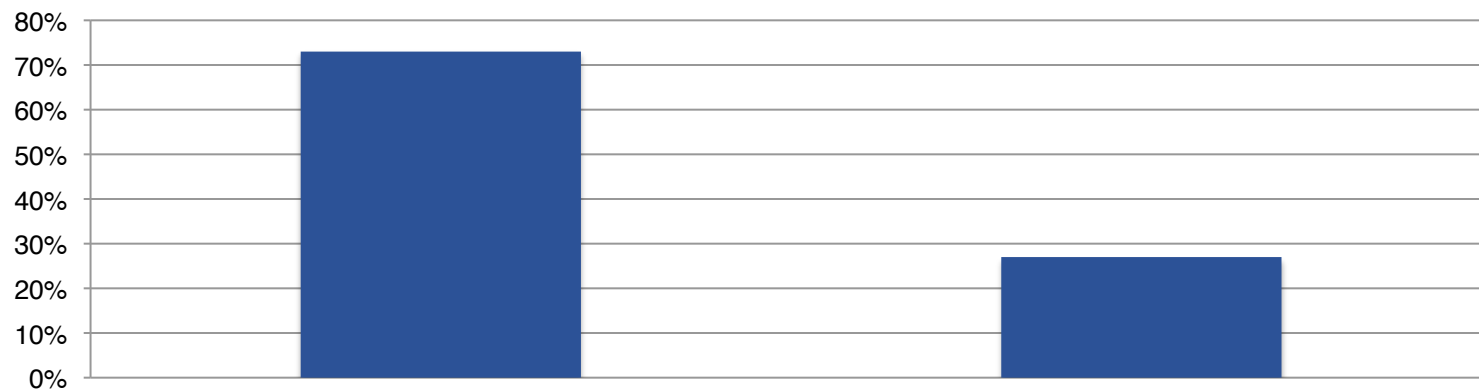


- A small 8% of respondents are designing and deploying their mobile applications in under a month
- A sizable 21% of respondents indicated that designing and deploying their mobile applications takes 6 months or longer



3) Survey results

Do any of your mobile apps require encryption (in transit or in storage)?

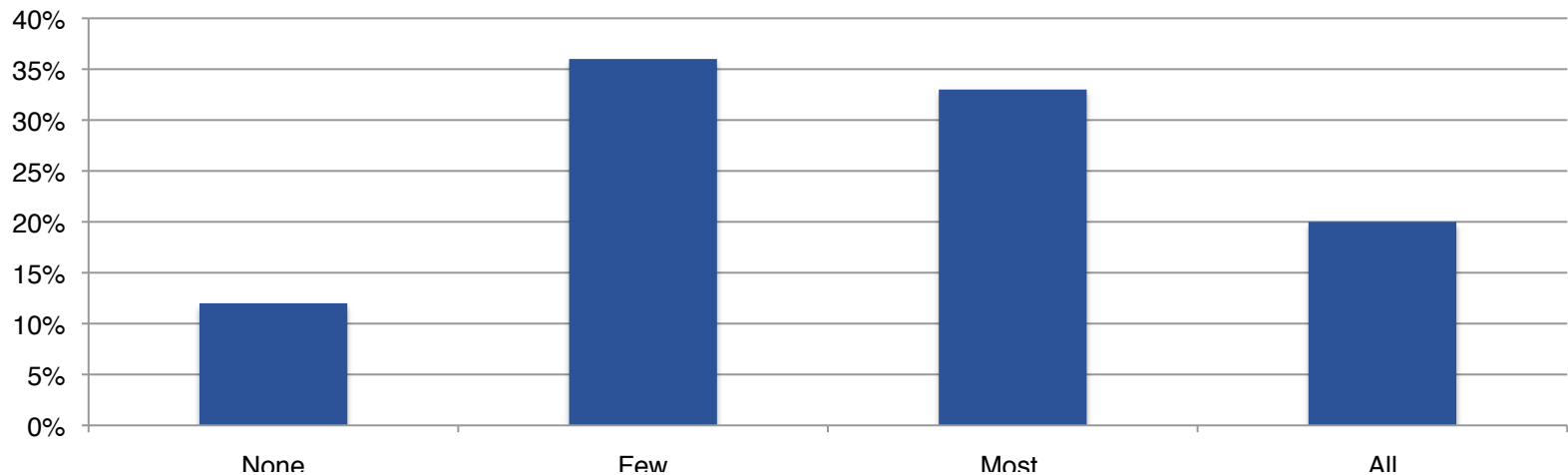


- A substantial 73% of respondents are designing and deploying applications that require encryption in transit or in storage
- In descending order by industry: Medical (100%), Utilities (91%), Financial (81%), Manufacturing (79%) and Technology (77%)
- A lower proportion of those in Education, Entertainment, Health and Fitness and Other indicated that they require encryption



3) Survey results

Please describe how many of your mobile applications depend on your existing applications, data or logic?

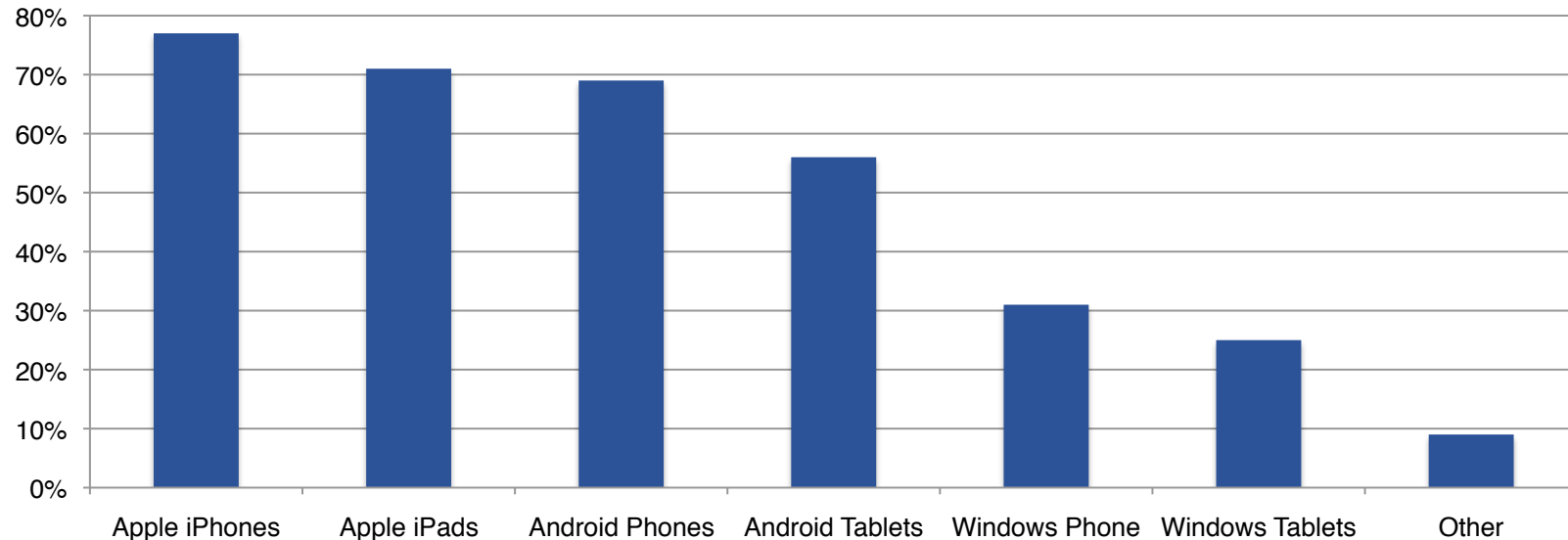


- More than half of our survey respondents (53%) are building “most” through to “all” of their mobile apps that are dependent upon existing applications, data or logic (legacy applications)



3) Survey results

What devices do your mobile apps support? (check all that apply)

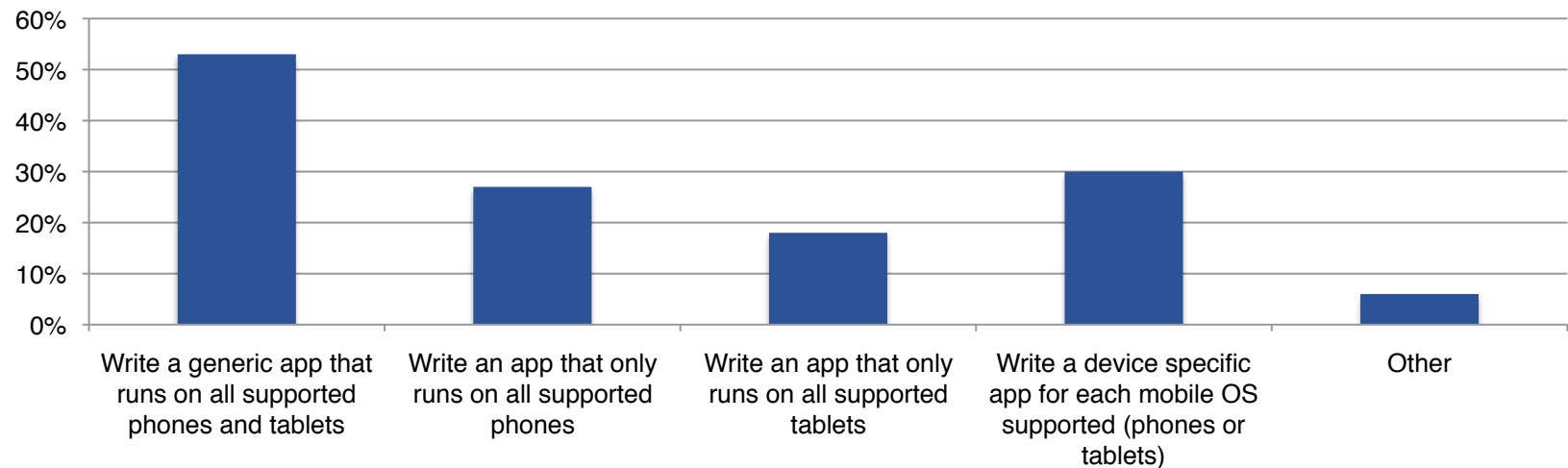


- Apple iPhones and iPads are the most supported by these developers of mobile applications
- Not far behind are Android Phones, and further back, Android Tablets
- Windows Phones and Tablets are a distant 3rd with these respondents



3) Survey results

How do you write your apps for the devices supported? (check all that apply)

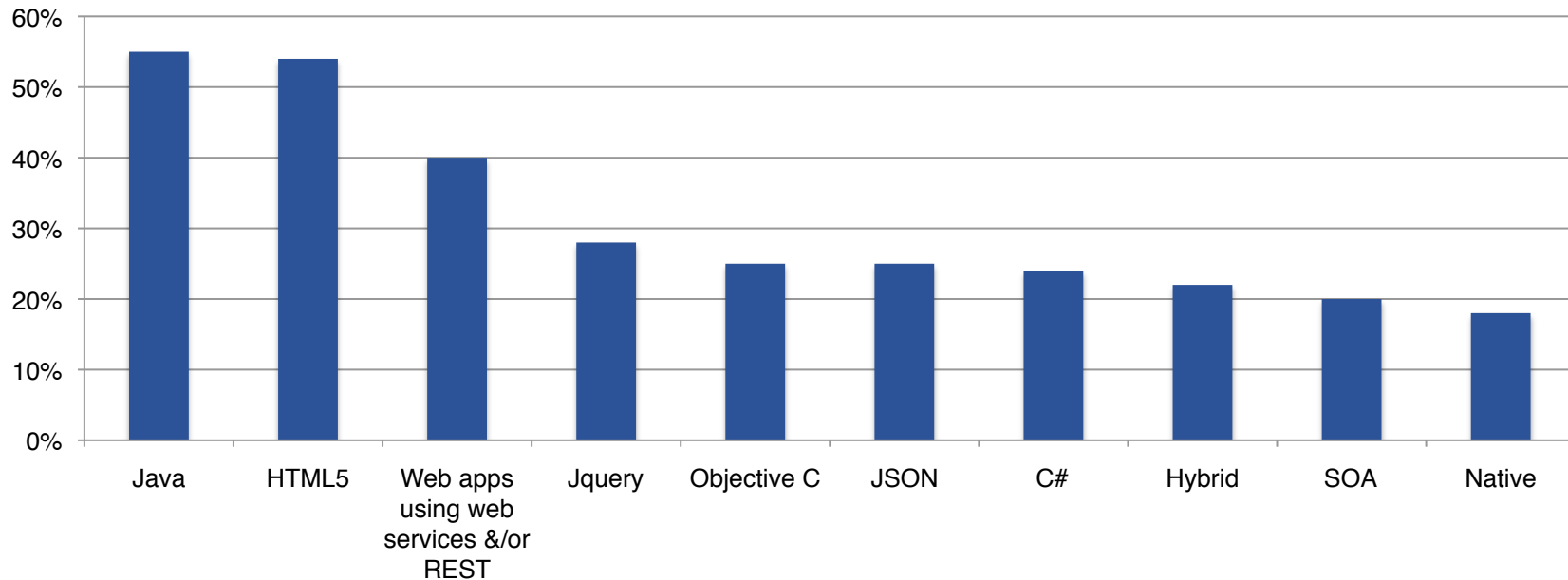


- More than half of our respondents (53%) are developing mobile applications that are generic and run on all supported phones and tablets
- The next most frequently indicated response (30%) was “Write a device specific app for each mobile OS supported”



3) Survey results

What styles of development do you use for mobile apps? (check all that apply)

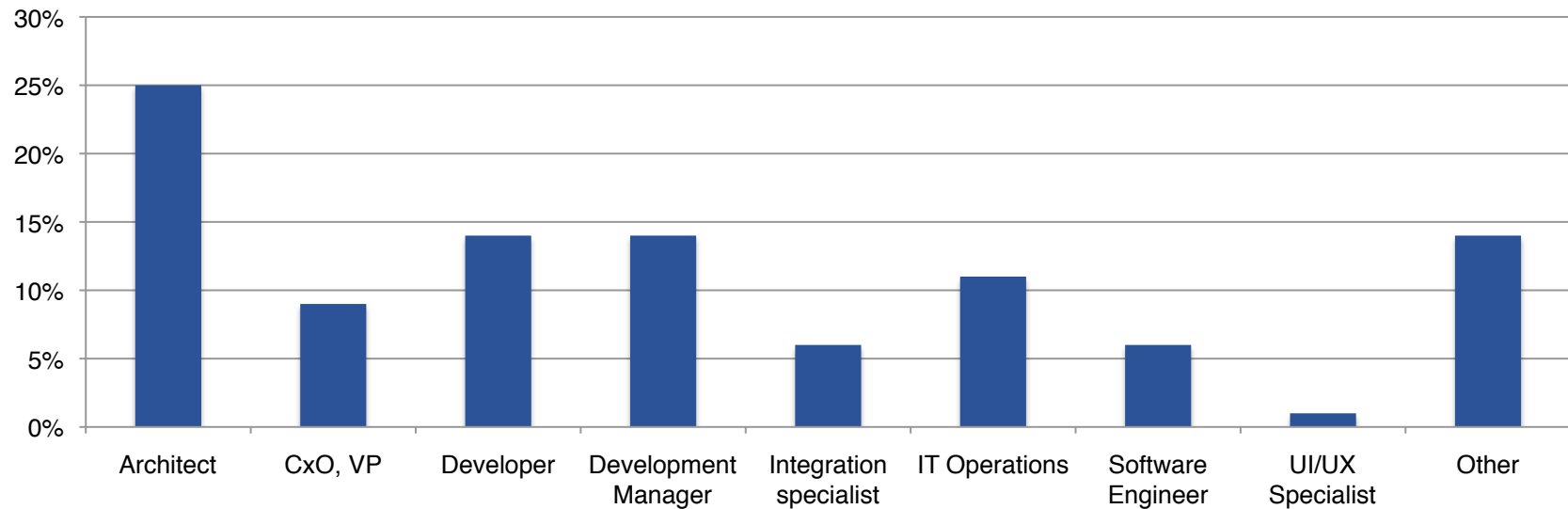


- Java, HTML5 and Web apps using web services and/or REST, are the standout development styles for these mobile application developers



3) Survey results

What is your title / responsibility?

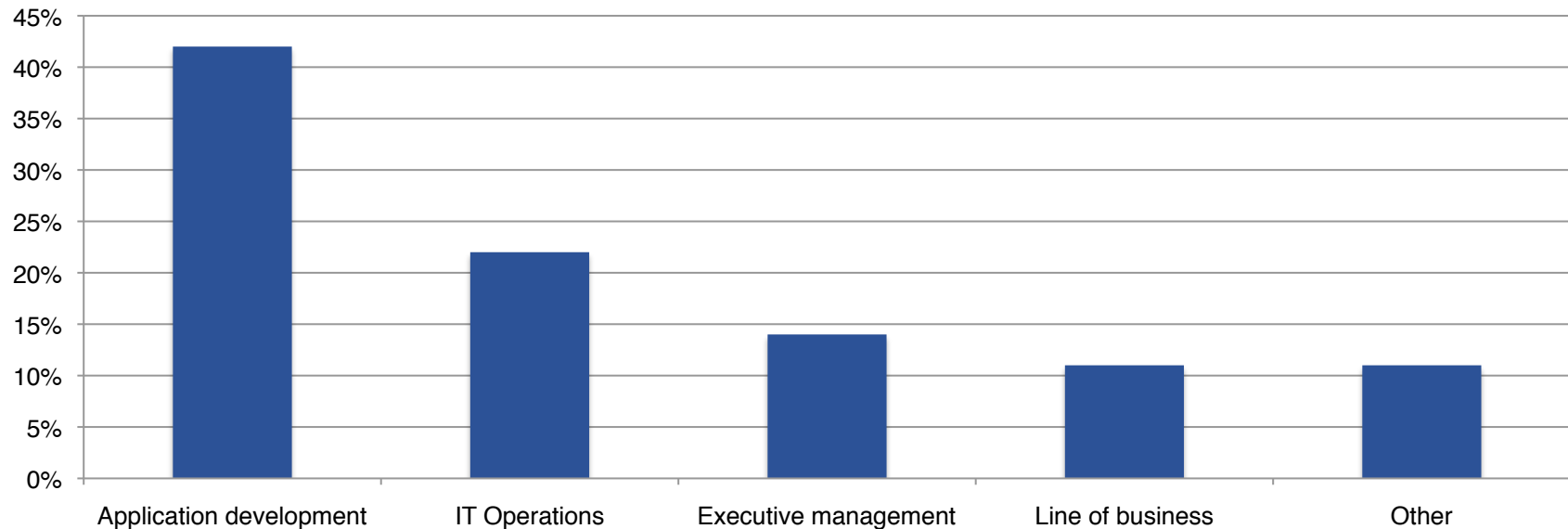


- Architects, developers, development managers and those in IT ops were the most heavily represented in our study
- Those who responded “other” included, Engineering Manager, Functional Analyst/Tester, Mobile Business Analyst, QA, Researcher



3) Survey results

In what department do you work?

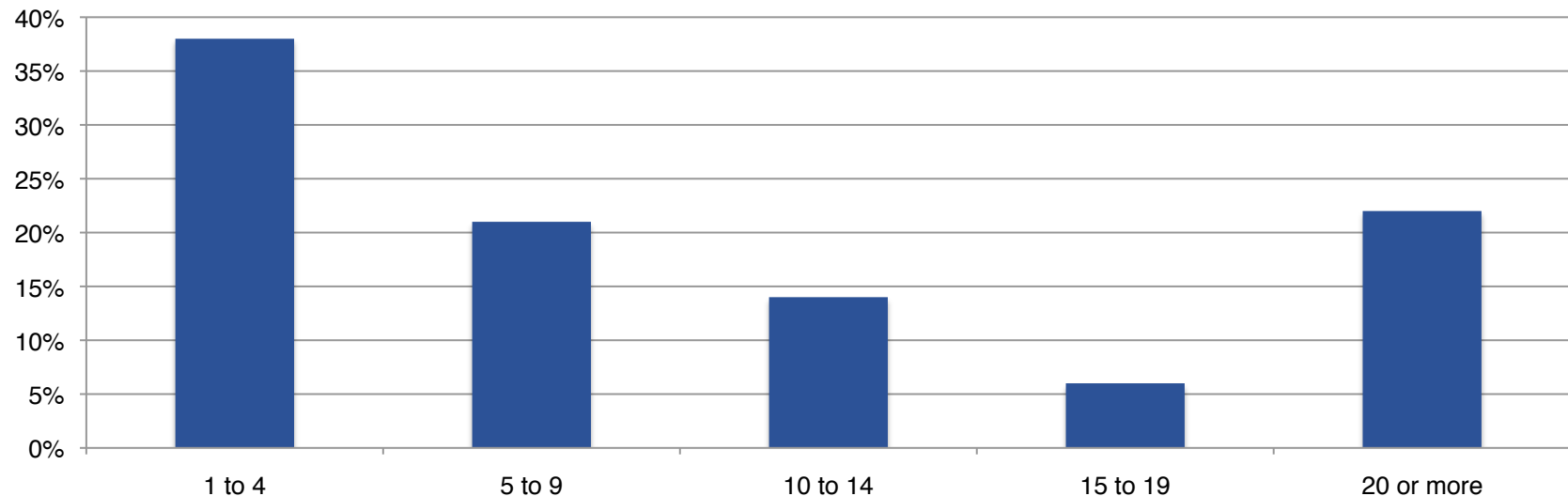


- Application development and IT operations were most heavily represented (42% and 22% respectively)
- “Other” included titles that could be included in the first 4 groups, e.g. Engineering, Marketing and Sales in Line of Business, and Technology, Information Systems and Networking in IT Operations



3) Survey results

How large is your organization's mobile team?

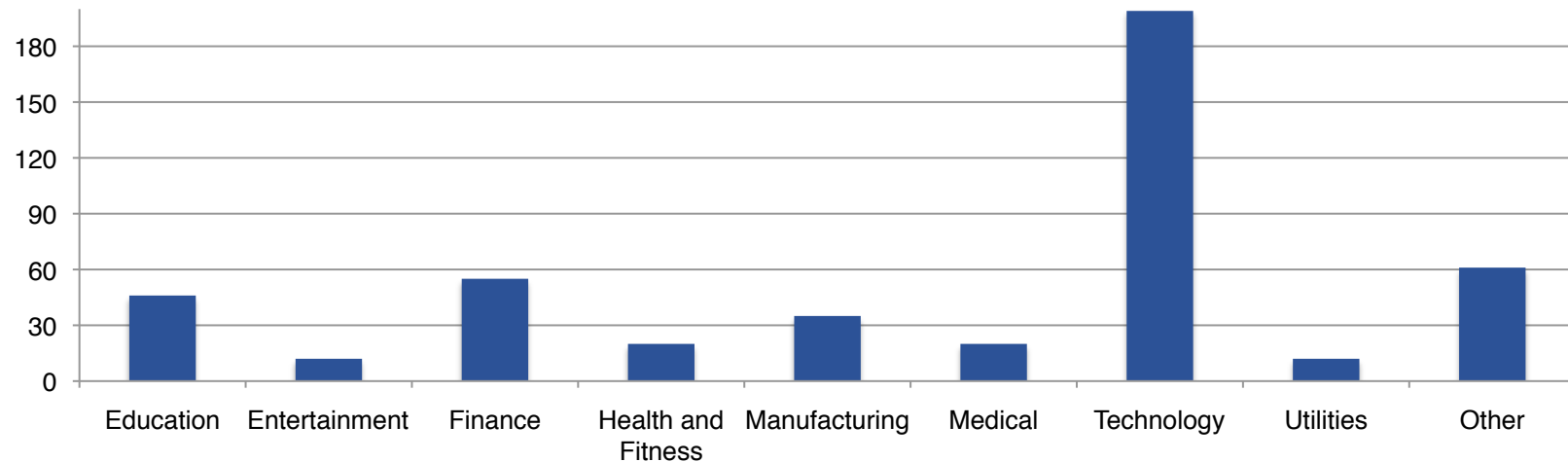


- 38% work in organizations with mobile teams of 1 – 4 people
- The next largest group of respondents, 22%, work in organizations with mobile teams of more than 20 people
- The rest are “in between”



3) Survey results

1) Please describe your organization's main business.

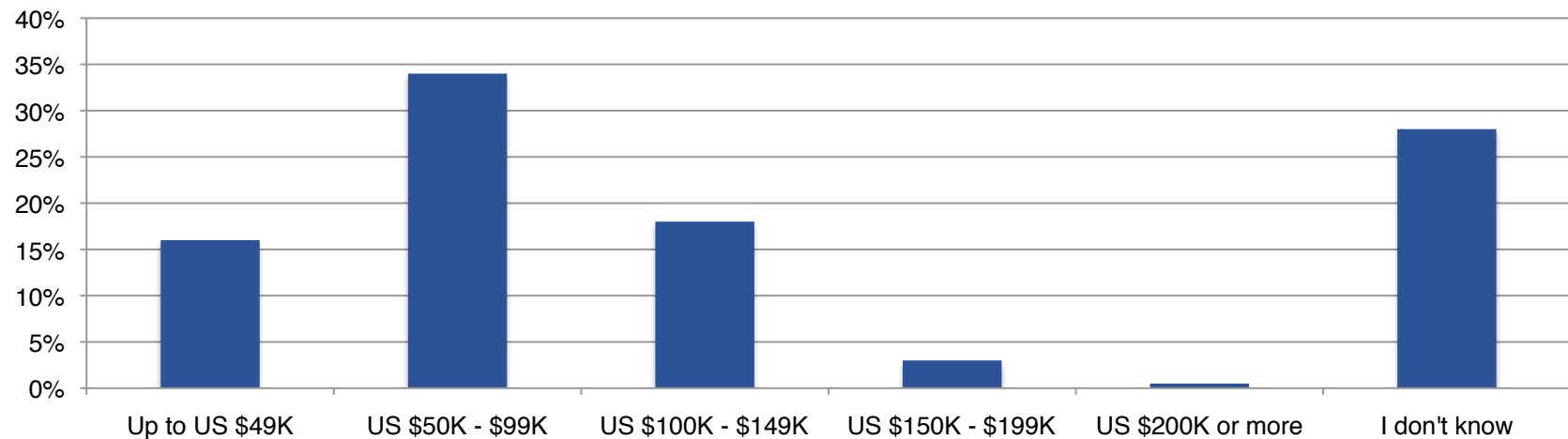


- Respondents came from a wide range of industries, with “technology” being most heavily represented, i.e. 46% of all respondents
- “Other” industries represented included: Chemicals, energy, government, hospitality, insurance, logistics, real estate, transportation
- Mobile development is now spanning all major industries



3) Survey results

What is a typical salary for mobile developers in your organization?



- 34% of respondents indicated US \$50K - \$99K



Contact

Ross King

King Research

Email: ross@kingresearch.com

Website: www.kingresearch.com

