



# Mobile App Development and Testing Capability Snapshot




## Why You can't Ignore the Need of Mobile App?

The way of doing business has changed over the years. With rapid changing customer needs and industry trends; companies need to adapt mobile apps solutions to expand its customer reach and enhance the operational efficiency. Here are few industry trends, which are driving the mobile app industry.


- ✓ Over **77%** of the world population is on mobile
- ✓ Estimated global user base for mobile apps to be around **2,500 million** by year 2015
- ✓ Around **48%** of internet users prefer smart phones to search product or services

## How Mobile App can Help Your Business?

 **Preference over Website:** Around 85% smartphone users prefer mobile apps over websites

 **Expand Customer Base & Reach of Business:** Mobile app provides you greater reachability and can be accessible anytime, anywhere.

 **Higher Conversion:** A mobile app can trigger higher conversion in comparison to a website

 **Conduct Business at Any Time and Any Place:** With the help of mobile app you can respond customer queries at any time from any place.

 **Cost Effective Business Process Automation:** Mobile app can help in cutting down the operational cost.

 **Easy to Discover:** Discovering a mobile app on both app stores and search engines is much easier than being found among millions of websites globally.

 **Better Customer Service and Support:** Mobile app can help you to respond customer's queries 24x7 and, on the other side customers can contact you anytime and from anywhere.

 **Effective Promotional & Marketing Tool:** Various types of promotional offers can be communicated to customer in much easier manner.

## Challenges in Mobile App Development

- ✓ **Cross Platform Compatibility** with Multiple Operating Systems.
- ✓ **Changing Hardware Complexities** and Frequent OS Upgrades
- ✓ **Different User Interface** – Screen Size, Display Properties, Keyboard Options, etc.
- ✓ **Managing Security** across all variants of OS and devices.
- ✓ **Other Challenges** like 3rd Party Integrations, Application Analytics, etc.



## What We Offer in Mobile App Development?

We at Software Assurance have developed our expertise in providing end-to-end mobile apps solutions to diverse business verticals. Our dedicated mobile apps developers & testers develop robust mobile apps by overcoming challenges.



### Native App Development

We have developed extended expertise in developing Native Mobile App for various segments.

- iPhone
- iPad
- Android



### Cross Platform App Development

The Company develops cost effective cross platform mobile apps which can be run on multiple device or platform.

- PhoneGap
- HTML5
- jQuery



### Mobile App Migration

With rapid changing mobile space, existing apps need to get deployed on latest platforms.

- Cross Platform App Porting Migration
- Intra Device Porting-Migration
- Intra Platform Porting-Migration

## Why you need Mobile App Testing Strategy?

Before launching in the market, it is important to test if mobile app is functioning well in dynamic changing mobile ecosystem. Therefore, it is required to make sure that:

- ✓ App is Compatible across various OS and devices
- ✓ App fulfills Security Measures and takes care user privacy
- ✓ User Interface is Consistent across various OS
- ✓ App functions as per Business and Technical Specifications

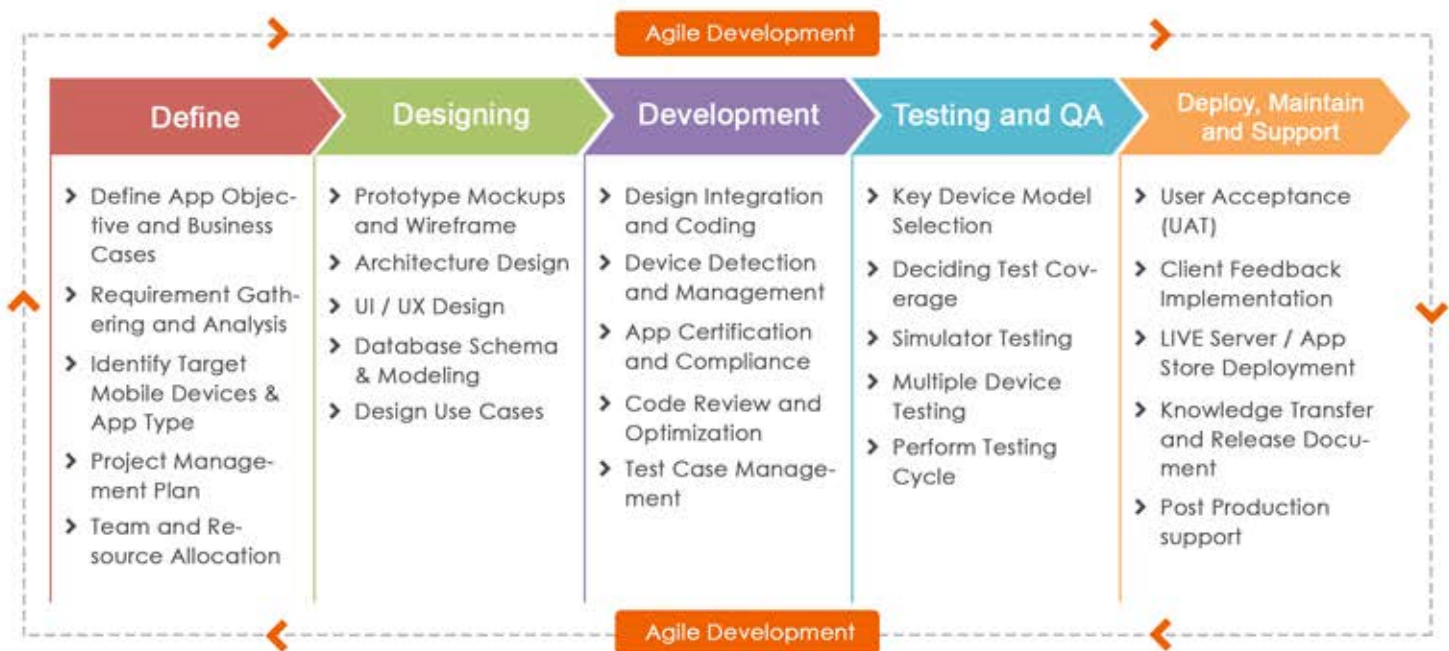
### Testing Types

- Compatibility Testing
- Performance Testing
- Security and Localization Testing
- Usability Testing
- Automation Testing
- Functional Testing
- Regression Testing
- Smoke Testing

### Our Mobile Testing Lab



## Our Approach



## Segments We Serve



## Few Examples

- ✓ Ticket Management Application
- ✓ Loan Management Application
- ✓ Gaming Application

## About Software Assurance, LLC

Software Assurance, LLC Dallas-based global Software Solutions Company, with proven expertise in providing Web, Mobile and Testing Services. We offer solutions to diverse business segments ranging from startup companies to large enterprises.



## Our business is running according to the four P's:

- ✓ People Participation and Development
- ✓ Processes Improvement
- ✓ Productivity Enhancement by means of Smart Planning
- ✓ Profit Sustainability through Effective Cost Control Measures



## What Makes Us Different?

We design, develop, code, research, plan and optimize your Business ideas. At Software Assurance, we utilize a blend of technologies, processes and expertise to deliver you the best. Share your ideas with us and we will transform those ideas into reality. The company uses an enhanced global delivery model, innovative software development and testing approach with deep industry expertise to provide high-value IT services. This approach enables our clients to improve their customers' experience, expand market reach, improved time to market and lower costs.

- ✓ End-to-End Solutions from Design to Launch
- ✓ Dedicated Mobile App Development and Testing Lab
- ✓ Extensive Experience in Testing and QA
- ✓ No Single Point Failure
- ✓ Early and Ongoing Customer Involvement
- ✓ Plan-driven Software Development
- ✓ Customer Centric Engagement Model
- ✓ Dedicated Team and Resource Allocation
- ✓ Reduced Deployment Pains and Risks
- ✓ Blended Onshore/Offshore Model for Cost Optimization

## Testimonials

“First of all, we want to thank you for taking the extra steps to ensure that our project and your team get started on the right path in a short time period. We understand why you were highly recommended by Jim [Janicki] and Jimmy [Jobe] as a partner as we continue to grow our company.”

“Thank you, Ram. You have done a tremendous job putting our team together the past several months, from development-to-design-to-marketing-to-testing team. We feel really confident in our team now.”

-Eric



## Contact Us

### USA (Headquarter):

**Software Assurance, LLC**  
7708 Mapleridge Drive,  
Plano, Texas 75024, United States.  
Phone: +1-972-992-4200

### INDIA:

**SPA Systems Pvt. Ltd.**  
Offshore Development Center  
1st Floor, Mahalaxmi Plaza, Sector 3,  
Vaishali, Ghaziabad – 201010