

Scale Mobile App Development by Empowering the Citizen Developer



Even with thousands of apps being created daily for iOS and Android, mobile development teams are often, if not always, overloaded with projects. Besides creating new apps and adding new features to them, mobile app developers also have to take care of regular change requests and maintaining the apps throughout their lifecycle. In addition, mobile app developers have to support multiple platforms and integration projects such as incorporating a software development kit (SDK) to an existing app, etc. The list is endless.

Since 2015, the [shortage of mobile developer talent](#) is not letting up. While demands for talented mobile app developers is high, hiring and keeping developers is a daunting prospect for many companies. How can businesses motivate mobile app developers and ensure they stay with the company?

- **Recognize mobile app developers are artists.**

In the [State of Mobile App Developers 2016](#) InMo observed that after monetary incentives the next top 2 motivating factors for mobile app developers are the fun and creativeness in building mobile apps.

- **Empower developers with better tools.**

According to [Gartner](#), by the end of 2017, the market demand for mobile app development services is going to grow at least 5x faster than IT organizations' capacity to deliver. What this means is that companies will need to implement better mobile tools to match the growth and stay competitive. Additional talent will not be enough.

- **Prioritize development towards high value tasks**

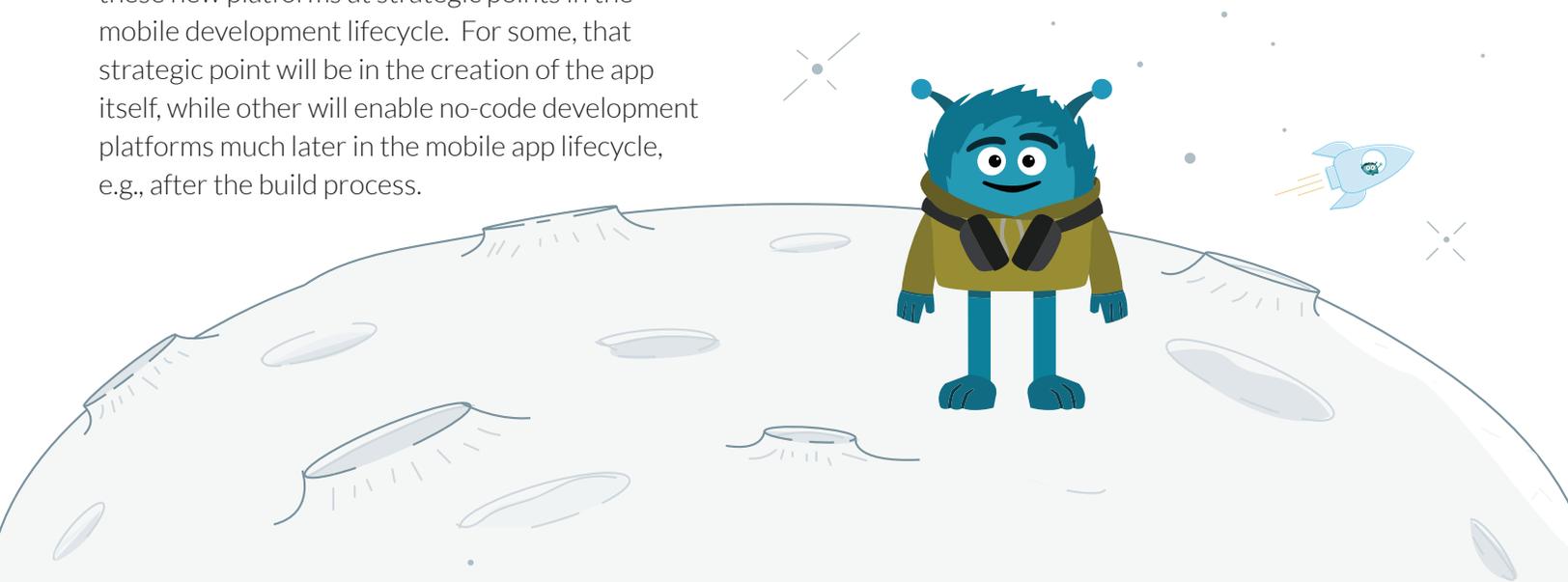
With the amount of work to be done, and the scarce development resources available to the typical enterprise, time mobile app developers spend building apps should be focused on the highest value tasks. This means that mobile developers' time should be elevated away from workloads that others can complete.

To remain competitive, and meet the growing demand for mobile solutions that serve customers, line-of-business, and employees, smart enterprises will augment mobile app development resources with what some are calling the "citizen developer." According to Gartner, a citizen developer is a non-developer user who creates new business applications for consumption by others, using development and runtime environments sanctioned by corporate IT.

Citizen developers fill the gap in mobile app development resources, allowing more apps to be published within a given time frame. To ignite the citizen developers in an organization, smart businesses will leverage "low-code" or "no code" approaches to mobile app development and enable these new platforms at strategic points in the mobile development lifecycle. For some, that strategic point will be in the creation of the app itself, while other will enable no-code development platforms much later in the mobile app lifecycle, e.g., after the build process.

The Appdome platform was built to automate mobile app integration after talented developers create a great app. By easing the burden on mobile app developers to implement external services to apps during the build process, Appdome allows anyone to implement 3rd party services to an app in minutes. Appdome democratizes the integration process, empowering mobility or security professionals to complete implementation projects, all the while ensuring IT get apps that meet the organization's approval and needs.

If you want to know how you can enable the "citizen developer" in your organization and easily create, manage and deploy fully integrated mobile experiences on the Appdome platform, open a free Appdome account today and start fusing!



About Appdome

Appdome's AppFusion platform enables the rapid integration of multiple third-party functions to apps, shortening the deployment cycle and connecting mobile apps to other services on demand. The codeless service operates as a mobile integration workflow in the cloud, and allows users to perform integration projects on the final application package. No source code or development expertise is required. Likewise, no modifications to an app or an SDK are required to complete integration projects on the AppFusion platform. The solution is currently used by the world's leading financial, healthcare and e-commerce companies to support productivity, compliance and security for consumers and employees. Appdome was rated a Cool Vendor in Mobile Security by Gartner in 2015. For more information, visit www.appdome.com.