WebMobi – Simplifying Cloud Mobility

White Paper

WebMobi HTML5-based Hybrid platform for Smart Phone and Tablet Applications

Table of Contents

Webmobi.com: HTML5 Platform for Hybrid Smart Phone & Tablet Apps

Catching up to Web and Mobile Trends

The year 2011 marks the year of sweeping changes in the way we go online. Cloud computing has gone from a doubtful enterprise to the most frequently touted term all over the internet. This year, mobile browsing overtook desktop web browsing for the first time ever. HTML5 is making great strides in browser support and development use. These changes present several challenges in web and mobile presence for personal or business requirements.

Rise to the Cloud

Cloud computing has taken the IT landscape by storm this year. Although it has been in existence for years, awareness of the benefits of cloud computing has only risen significantly this year. Among the many types of cloud technology available, software as a service (SaaS) is most likely to be used across all industries. Economic uncertainties will continue to force enterprises to keep IT costs in check. One way to keep IT infrastructure costs down is by incorporating cloud computing services into the IT infrastructure. Cloud computing is an umbrella term that covers several types of technologies, SaaS is just one of these many technologies and is the most widely recognized by enterprises. Forrester forecast data backs this up in its report Sizing The Cloud by Stefan Ried, Ph.D. and Holger Kisker, Ph.D. It states that, "The global cloud computing market will grow from $40.7 billion in 2011 to more than $241 billion in 2020."

Mobile Apps vs. Web Consumption

The numbers say it all: at the start of the year, smart phone and tablet shipments exceeded shipments for desktops and notebooks. Consumers are quickly opting for mobile connectivity, as seen in the graph below.

US Mobile Apps against Web Consumption, Minutes per Day
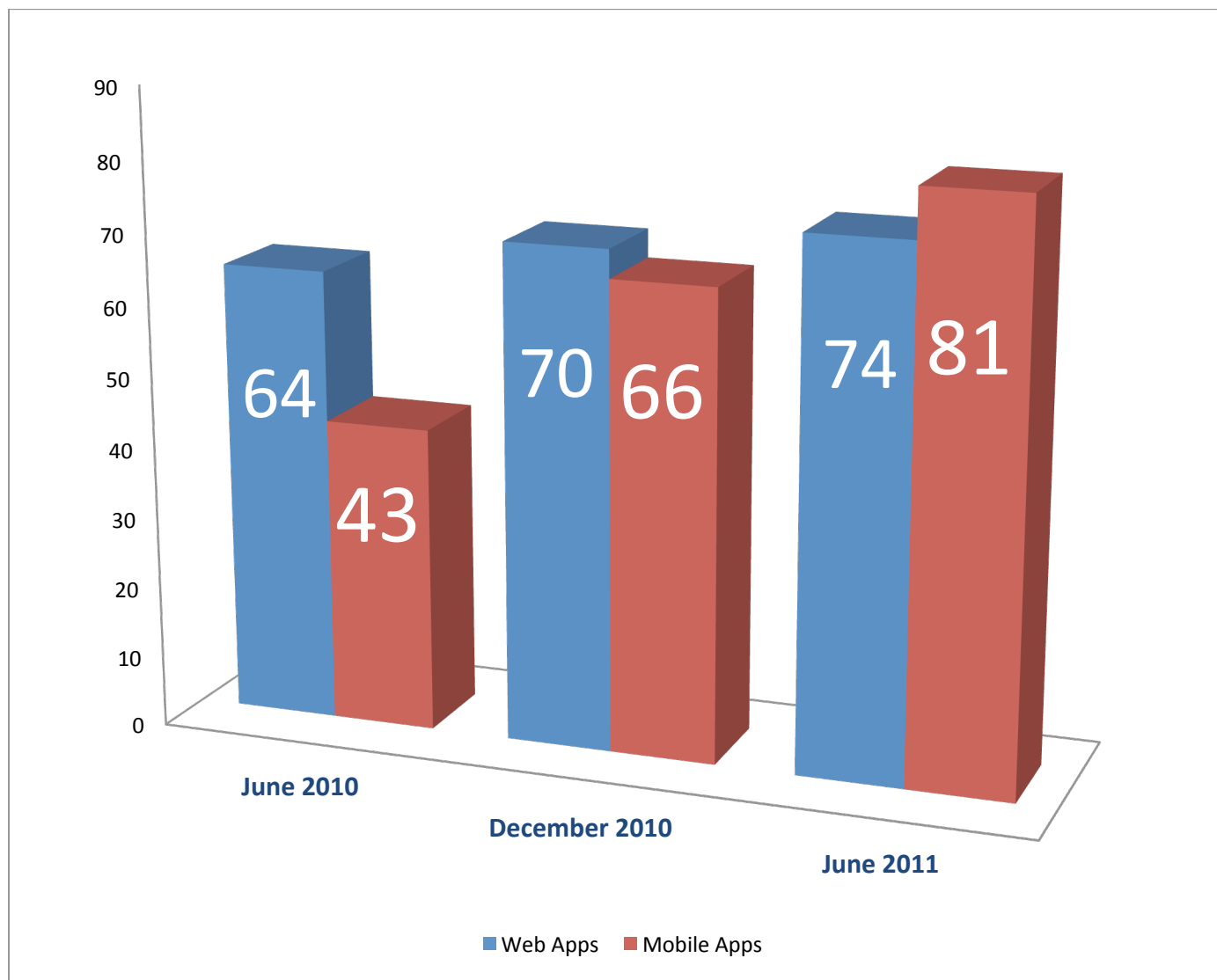
Sources: comScore, Alexa, Flurry Analytics

Daily time spent in mobile apps has exceeded desktop and mobile web consumption. From just 66 minutes per day for mobile as opposed to 70 minutes for desktop web consumption in December 2010, this number increased to 81 minutes for mobile against 74 minutes per day for web. It has taken native mobile apps less than three years to reach this level of usage. This achievement is driven largely by the massively popular iOS and Android platforms and will only continue to increase over time.

Flurry, a mobile application analytics and advertising platform, has tracked iOS, Android, BlackBerry, Windows Phone and J2ME for this study. For the web, Flurry's figures include the open web, Facebook and the mobile web. The study found that the average user now spends 9% more time using mobile apps than the Internet.

Expanding Reach for HTML5

The variety of mobile platforms in the market right now demands that developers use technologies that enable apps to run on all popular platforms. One such technology is HTML5. Using HTML5, developers can tap native mobile browsers of different web and mobile platforms while using the same code rather than create apps for the mobile device's native platform. Fully utilizing HTML5 is the most efficient means to develop apps for mobile devices. There are several points of contention in the debate between HTML5 and native apps: performance, richness of features, app development cycles, user experience, and market possibilities. In each of these points, HTML5 has proven that it can match up well to native apps and in cases where it lags a little behind, it is only a matter a time before it can catch up and overtake the features offered by native apps.

As mobile web browsing keeps growing, so does the value of HTML5. Recent developments, such as Apple's decision not to support Adobe Flash and the increasing demand for richer content, have made HTML5's future significantly brighter. There used to be only two browsers compatible with HTML5, Chrome and Safari. This limited range for HTML5 lasted less than a year. Projections for HTML5 now peg it to conquer the web. Browsers such as Firefox (version 3.5 and higher), Chrome, Safari, IE 8, and Opera are just a few of the favored HTML 5-compatible browsers. Not all features are supported, but with the leaps and bounds in the race towards a browser that can be displayed across all platforms, the world does not have that long to wait.

Mobile Presence for SMBs and Enterprises

SMBs and enterprises face a mobility issue amidst the rising demand for mobile internet: establishing effective, content-rich mobile presence across multiple platforms in the market.

The Solution

WebMobi enables creation of hybrid mobile web and native apps with our cloud-based automation environment and development tools. WebMobi simplifies the following for both SMBs and Enterprise:

- Build apps and deploy across all platforms from a single code base

- Fire off rapid updates to enable new revenue streams for enterprise

- Offer extensive customization options to enable differentiation

- Start development with pre-built WebMobi components, reducing the development cycle.

More than anything, site content should be top priority. A mobile screen is significantly smaller and this demands that the layout and design are simple and clean. White space helps make this possible, necessitating that an app should not have too many images or very long text. Content must be kept short but meaningful and updated. Furthermore, the mobile page cannot accommodate the number of menu items that the standard screen size can. Navigation aids that need to be present all the time are typically limited to three or four items. Although Webmobi.com allows for navigation aids that do not need to be adjusted or constructed from scratch, it must be decided which menu items should show first and what others can be hidden and can be accessed by users through a More button. Mobile displays shrink everything down, including links. Make it easier for users to click on these links by making them easier to distinguish and larger. This can be achieved by offsetting site links with white space and larger font sizes. Webmobi.com helps businesses achieve all these with its customizable components.

Phones come in so many screen sizes and varying positions. Setting up the mobile app so that it adapts to even just the most popular phones will take weeks of testing. Webmobi.com enables mobile apps to adapt to these varying screen sizes and positions. The basic framework for the app is all set, what's left to work on is the content. Webmobi.com also affords SMBs and enterprises better content options with all the important social widgets the app will need to keep the audience engaged.

Even with the best CSS and HTML setup, a mobile app could not be expected to display uniformly across all mobile browsers. What can be done is to start out with a properly coded template and adapt it to business or personal requirements. WebMobi features components designed specifically for mobile apps, absolutely no tweaking needed when it comes to dimensions and alignments. Cross-platform compatibility is a non-issue. WebMobi has handled that for SMBs and enterprises, with components that display beautifully in the most popular mobile browsers. No coding, no fuss. It really doesn't get easier than this.

The WebMobi Business Model

WebMobi offers two options for monetization: the freemium business model which combines free & premium services. The free service is supported by ads with WebMobi branding. The paid service is geared towards business and enterprises and this option is a SaaS based subscription model.

System Architecture

The WebMobi Advantage

A cloud-based system for developing web and native applications, enabling rapid and efficient development of web and hybrid applications is what WebMobi offers. Particularly suited for industries and verticals that rely on fast deployment and constant content updates, this system will help SMBs and enterprises gain the full advantage of going mobile.

Webmobi.com gives businesses options for building up their own web and mobile app with professionally designed components that can be customized with the assistance of our professional designers.
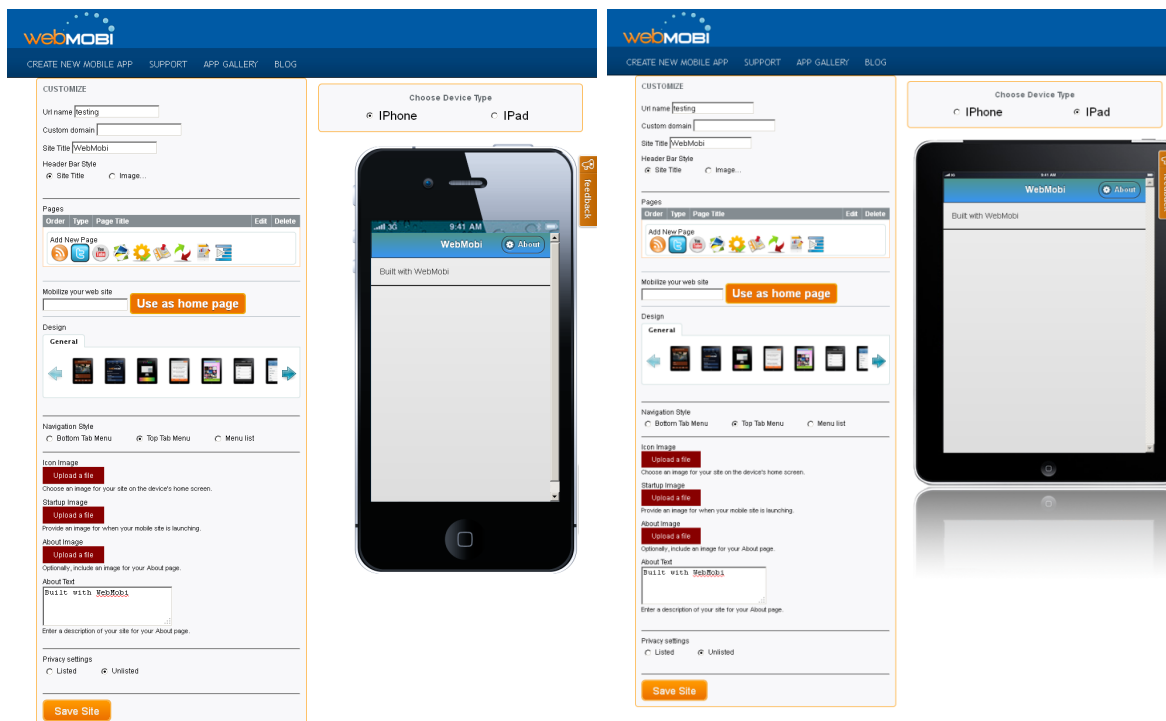
Webmobi.com leverages the latest web technologies for web apps and mobile apps, this includes HTML5. More and more browsers are working towards fully supporting it as it affords more flexibility for web developers. HTML5 definitely affords the ability to do more for web or mobile apps, no need to buy third-party tools to make web and mobile apps more engaging. With HTML5 SMBs and enterprises can manage more media and deliver it at a faster rate, while enabling the app to be viewed in all the most popular platforms.

Being able to keep up with these trends can help the business establish web and mobile presence, a necessity that webmobi.com affords for free. This solution is the first HTML5 platform that integrates jQuery in easy-to-use components for creating mobile web sites for all the major mobile platforms
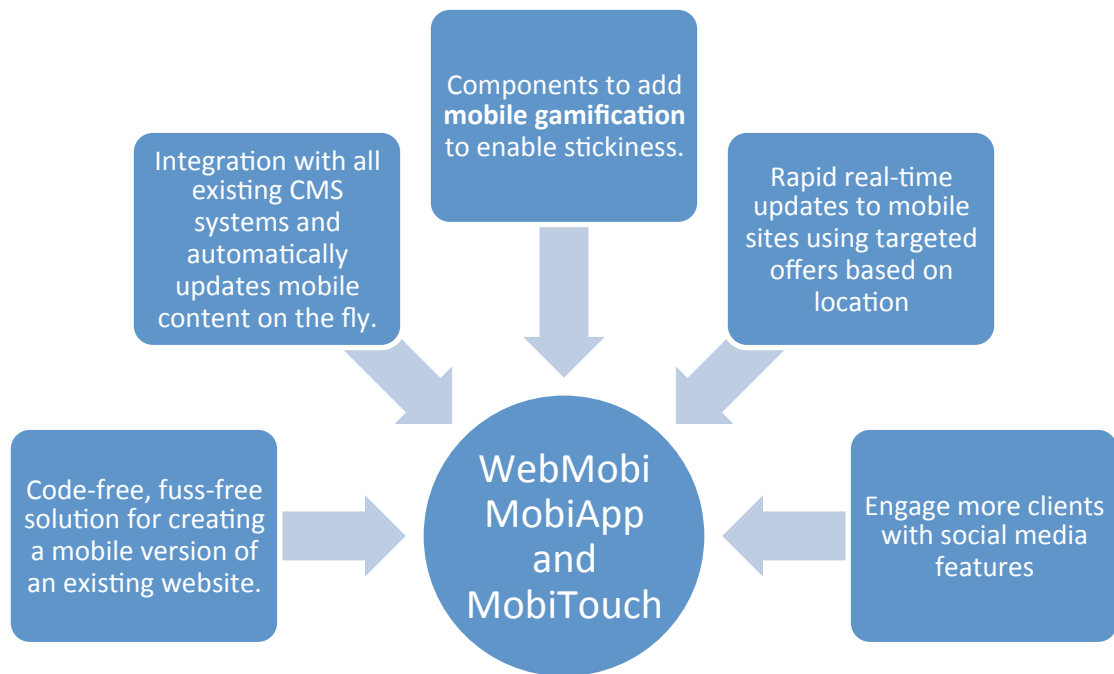
available in the market today. Webmobi.com helps cut down the time needed for developing apps for every mobile platform out there, apps can now be developed on a single user interface system that displays according to business requirements and on the most popular platforms for mobile devices. Content management and site maintenance is made easy with straightforward interfaces, drag-and-drop functionality, and online documentation.
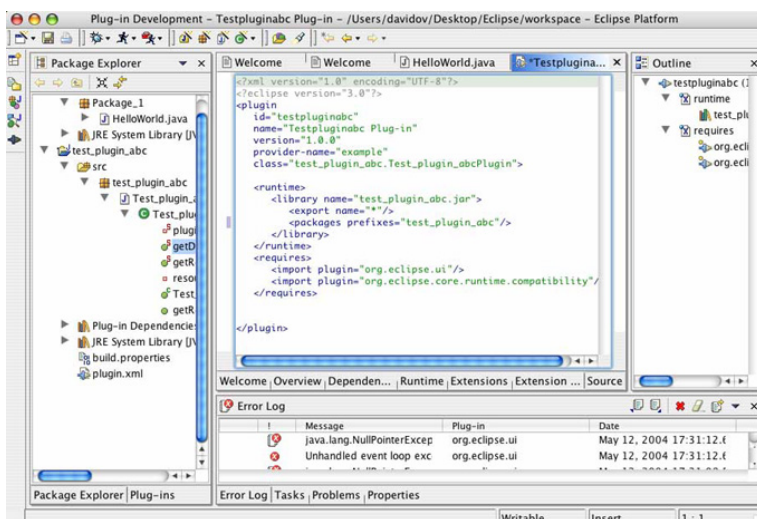
WebMobi MobiApp and MobiTouch

WebMobi's MobiApp and MobiTouch offers the components needed for mobile device apps working off of existing web content geared towards tablets and mobile devices. This component-based approach provides SMBs and enterprises quicker turn-around times for creating and updating mobile web and native apps – a key element in keeping content readily accessible, fresh, and engaging.

Key Features for MobiApp and MobiTouch

Components to add **mobile gamification** to enable stickiness.

Integration with all existing CMS systems and automatically updates mobile content on the fly.

Rapid real-time updates to mobile sites using targeted offers based on location

Code-free, fuss-free solution for creating a mobile version of an existing website.

WebMobi MobiApp and MobiTouch

Engage more clients with social media features

HTML5 for Hybrid Applications

A component-based development environment enables the creation of hybrid mobile applications for smart phones and tablets. WebMobi offers SMBs and enterprises this development environment while using a Phone Gap-based open source solution to offer enhanced cross-platform hybrid applications. This cross-platform availability enables businesses to fully maximize the benefits of cloud computing with a single code used across major mobile and touch computing devices.

Alongside this powerful cross-platform availability is enabling the creation of secure hybrid applications including Augmented Reality and location-based applications and services that are massively popular in terms of mobile app usage. These tools assist businesses in establishing their mobile presence and keeping their audiences engaged.