Write once, deploy to multiple mobile platforms

Mehul Harry, Web PM
mehul@devexpress.com

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About me

I love the web (HTML5, JavaScript, ASP.NET)

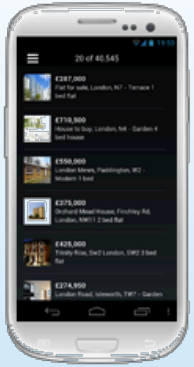
Web Program Manager at devexpress.com

Agenda

- Creating mobile apps
- Challenges
- Opportunities
- DevExtreme (PhoneJS)
- Summary

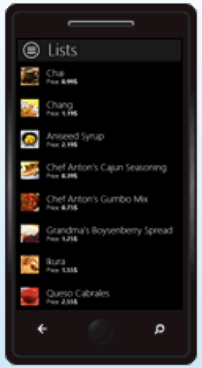
Demos

Problem



Android

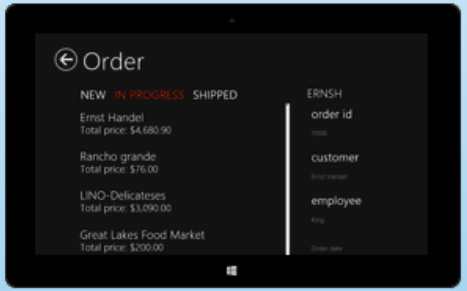
iPad



Windows Phone

Android Tablet

iPhone



Surface

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Creating mobile apps

- HTML5 – CSS / HTML / JS
- Native – Objective C, Java, C#/XAML, C++
- **Hybrid** – Native + HTML5

JavaScript?

Challenges

SMEs Fear Apps

Mobile Website

No Money

No Resources

Customer Value?

Lack of understanding

Source: http://dxpr.es/1p71SWQ

Native Approach

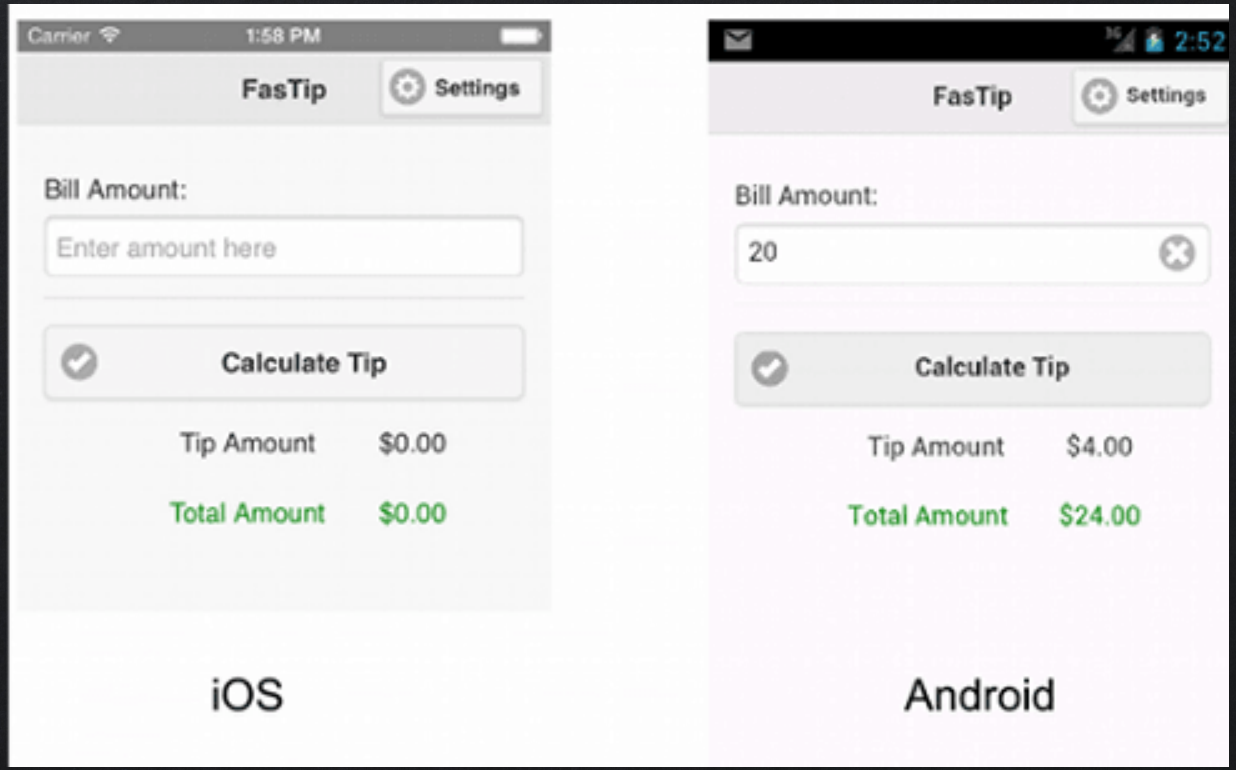
- Costs
- Resources
- More time consuming
- Learn new things

Bill Labus
@billlabus

Follow

There are times I really appreciate HTML + CSS. pic.twitter.com/Raf5GBnX6T

HTML5 + PhoneGap



HTML Browser Issues

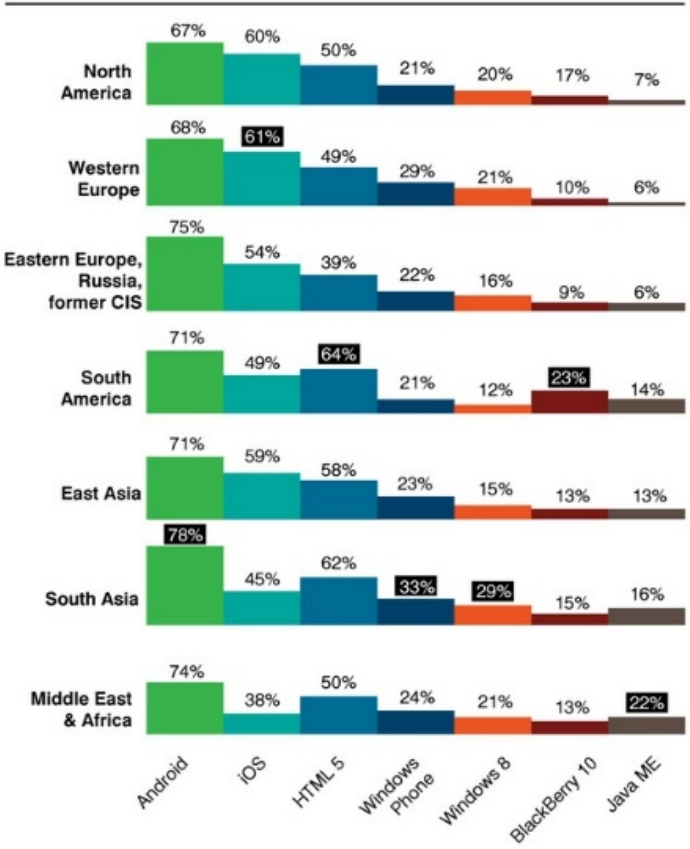
- Performance
- H/W acceleration
- Memory problems
- Render breaks
- Missing events

Write once, deploy to multiple…???

- Is that a lie?
- NO, HTML5 Rocks!

MOBILE DEVELOPER MINDSHARE BY REGION, Q1 2014

% of developers within each region using each platform (n=6,311)



% Highest regional Mindshare for the platform

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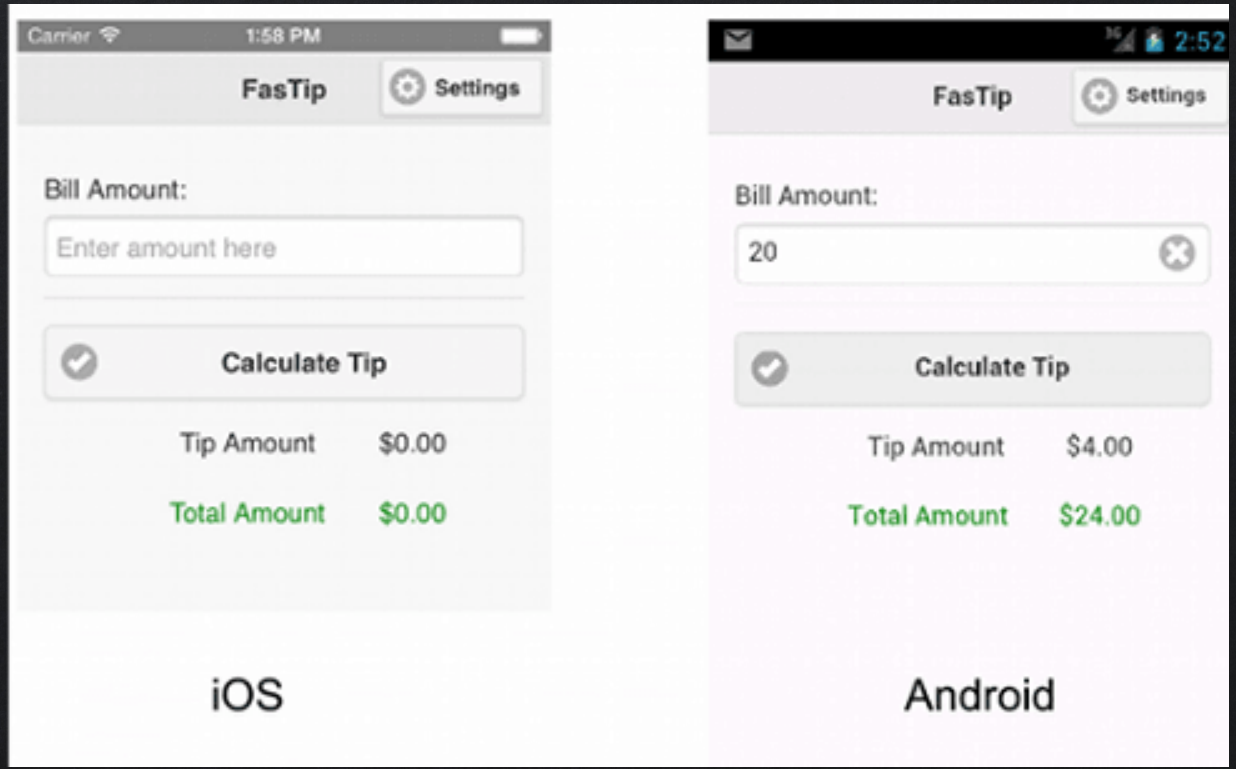
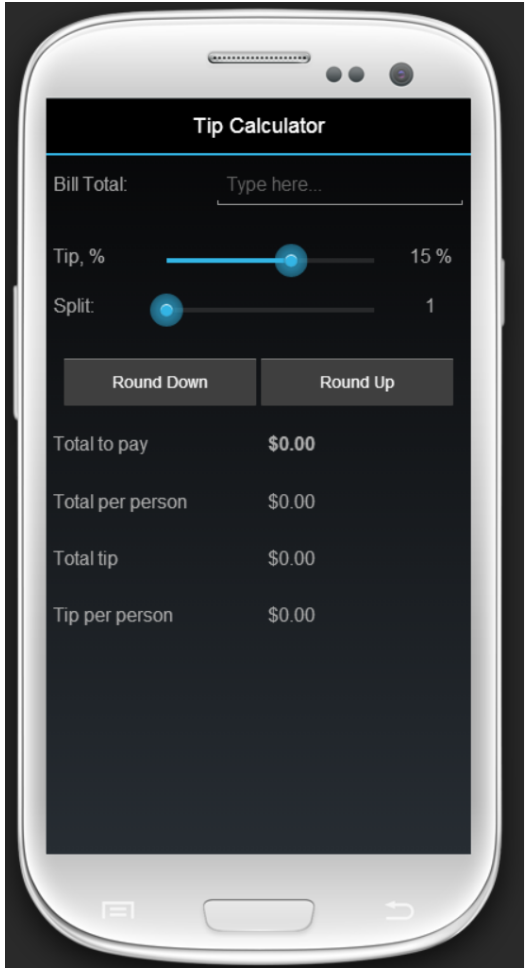
HTML5 + PhoneGap




Tip Calculator
Bill Total:
Type here...
Tip, %
15 %
Split:
1
Round Down
Round Up
Total to pay
$0.00
Total per person
$0.00
Total tip
$0.00
Tip per person
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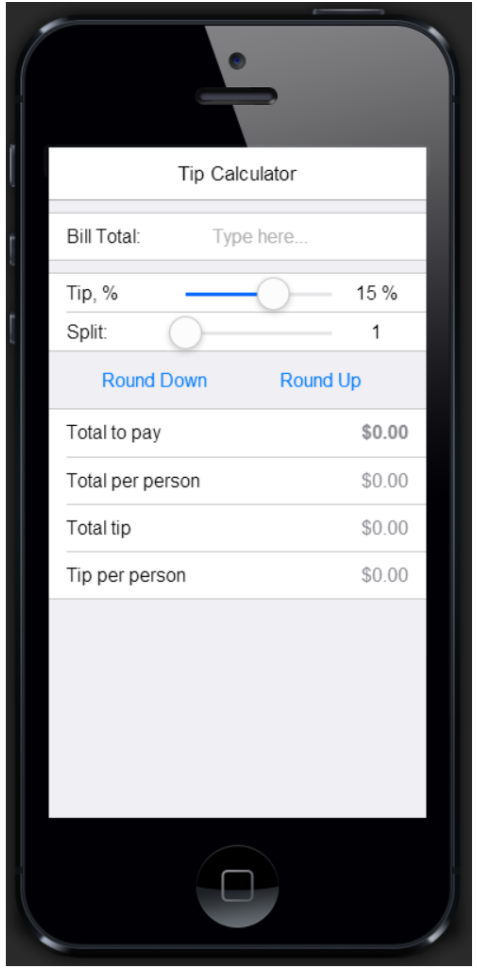
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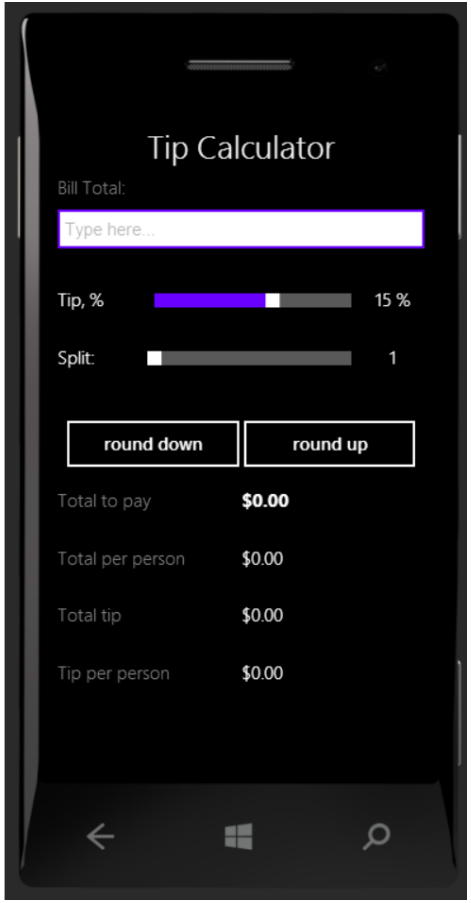
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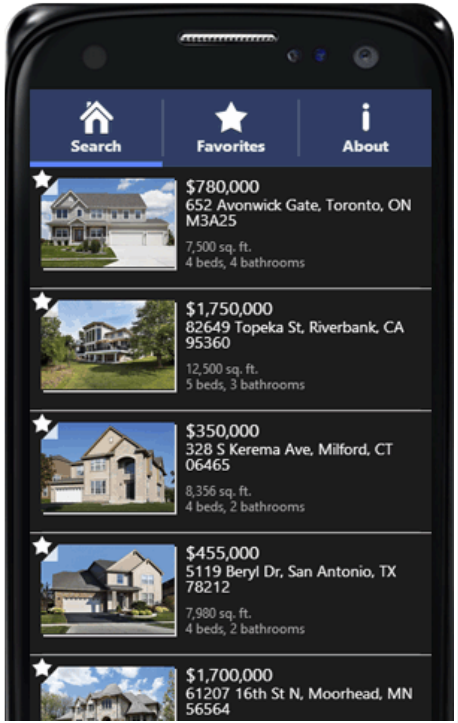
Demo
Let’s build a mobile app…

Hybrid Advantages

- Cross-Platform
- Single-Codebase
- Cheaper
- Easier
- Scale up to mobile web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7,500 sq. ft.
4 beds, 4 bathrooms
$1,750,000
82649 Topeka St, Riverbank, CA 95360
12,500 sq. ft.
5 beds, 3 bathrooms
$350,000
328 S Kerema Ave, Milford, CT 06465
8,356 sq. ft.
4 beds, 2 bathrooms
$455,000
5119 Beryl Dr, San Antonio, TX 78212
7,980 sq. ft.
4 beds, 2 bathrooms
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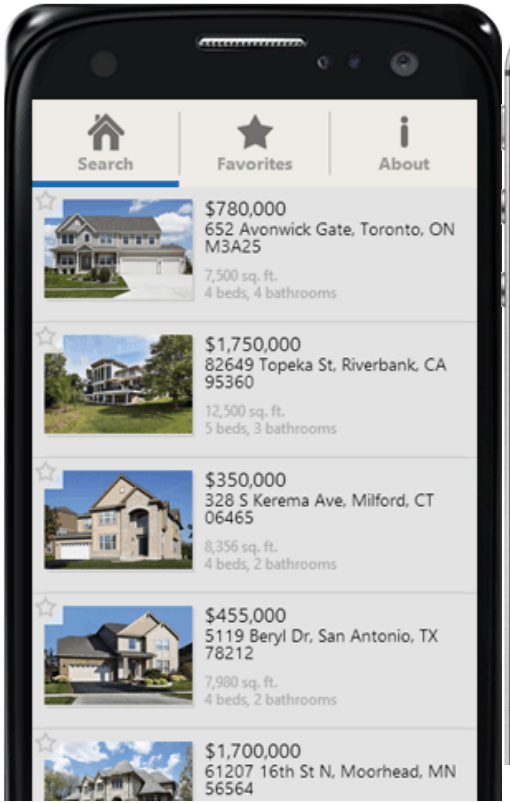
61207 16th St N, Moorhead, MN 56564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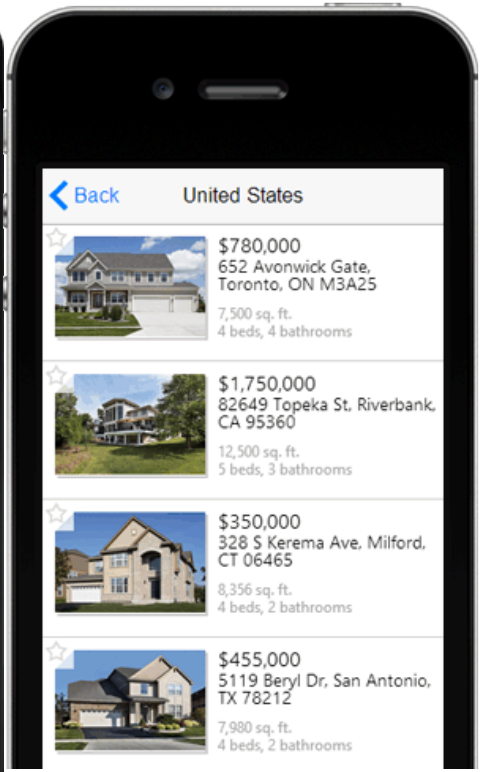
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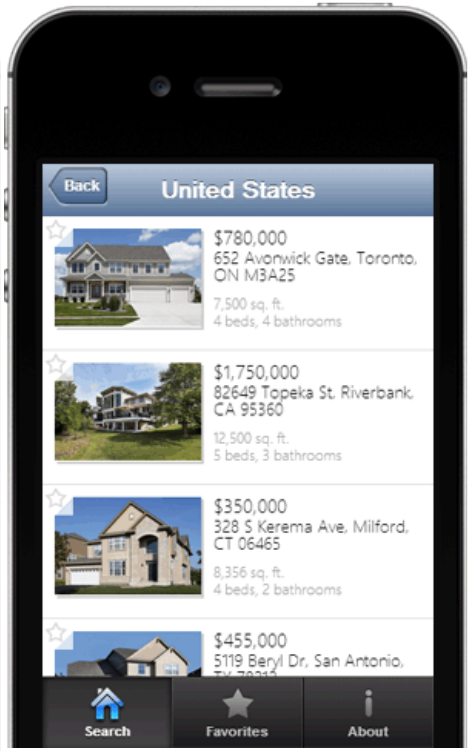
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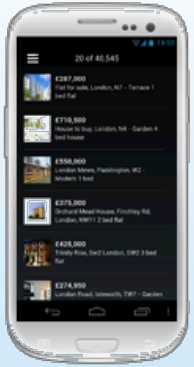

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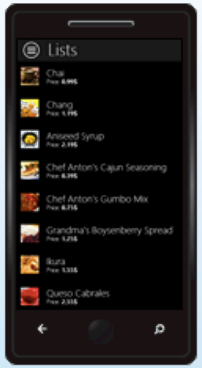

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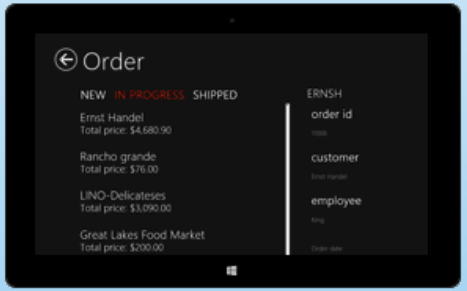

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DevExtreme Mobile – PhoneJS

- Multiple platforms
- Native UI and experience
- One Codebase (HTML/JS/CSS)
- Native features (PhoneGap)
- Restful Services

DevExtreme Mobile – PhoneJS

Visual Studio Integration --

- Multi-Device App Wizard
- App Layout Wizard
- Data Service Wizard
- iOS Build Package Wizard
- Chart Wizard

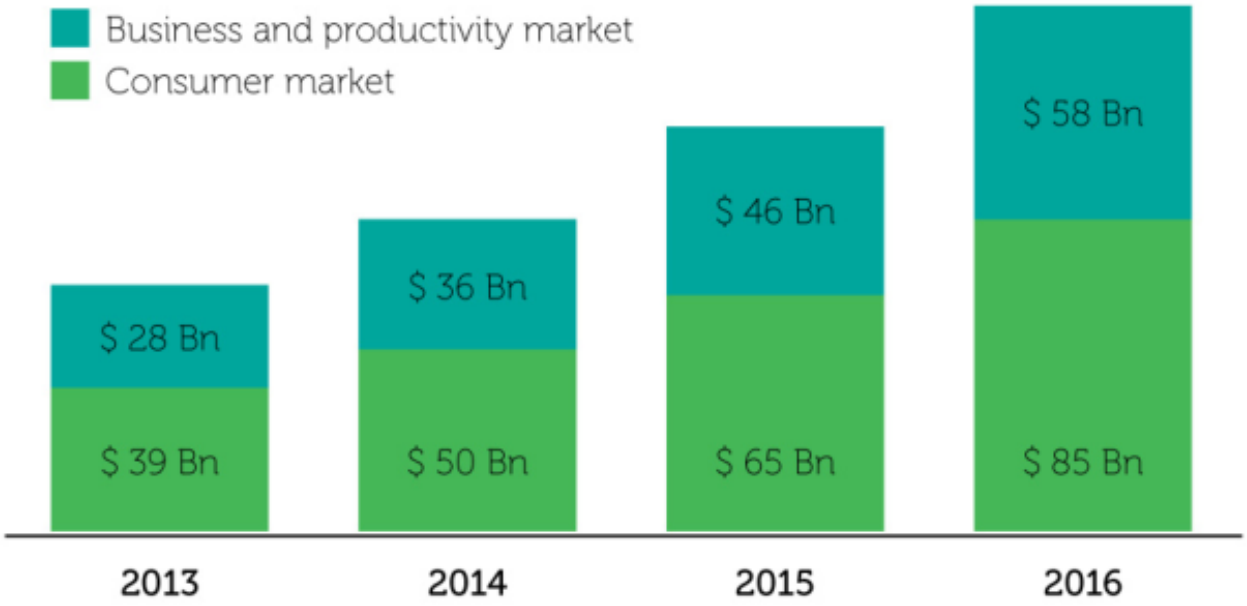
Opportunities

HTML5 on the rise…

- 37% of mobile developers use HTML5

BUSINESS AND PRODUCTIVITY APP MARKET TO DOUBLE IN SIZE BETWEEN 2013 AND 2016

Growing at a slightly slower pace than the consumer market



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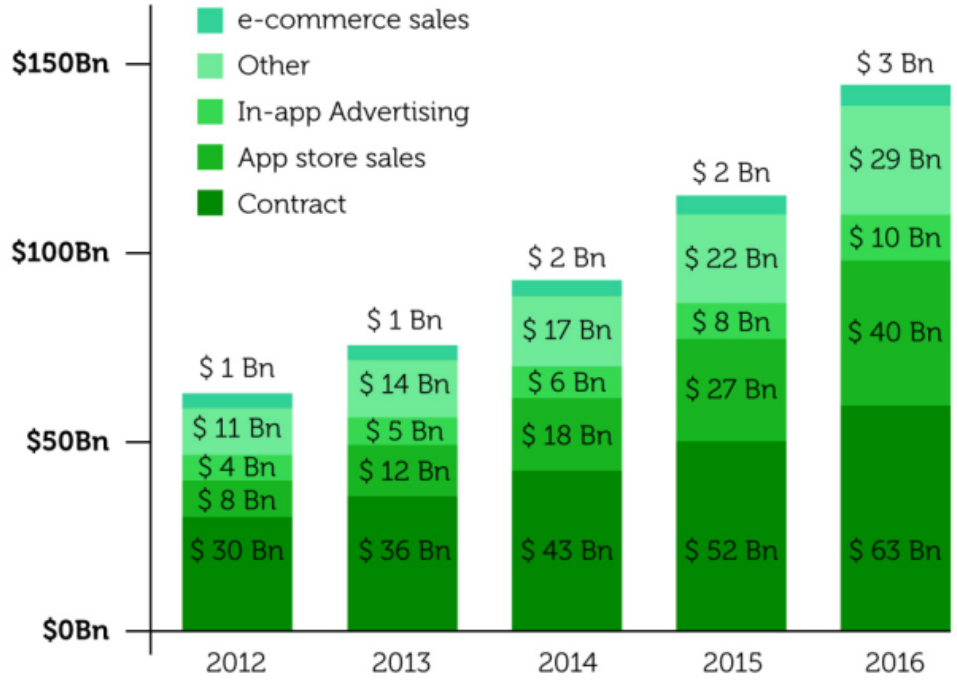
APP ECONOMY REVENUES TO EXCEED $140 BILLION BY 2016

...and App Store sales will grow to $40 Billion



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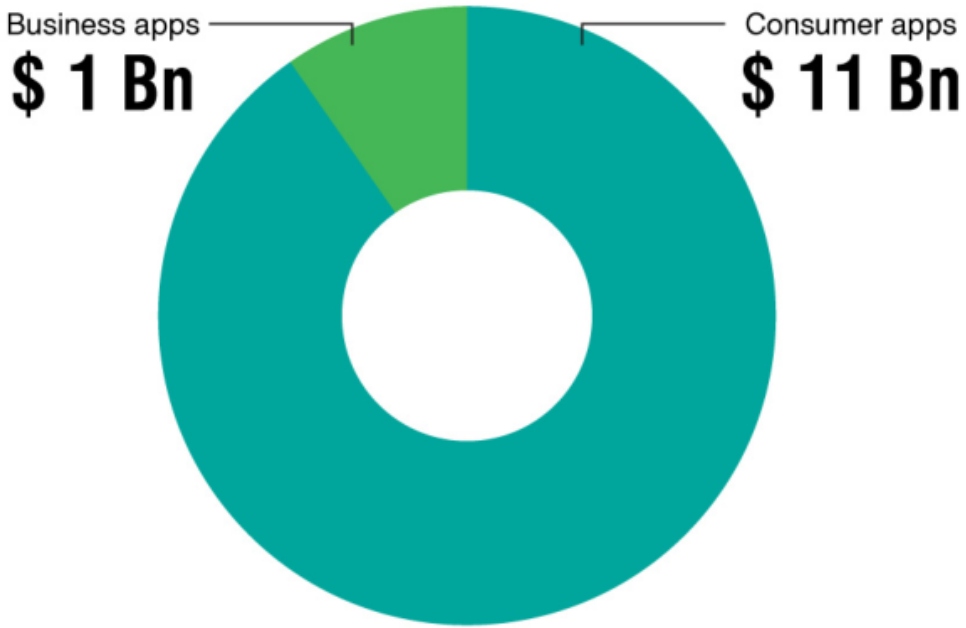
CONSUMER APPS TAKE THE LION'S SHARE OF APP STORE REVENUES

App store revenues in 2013



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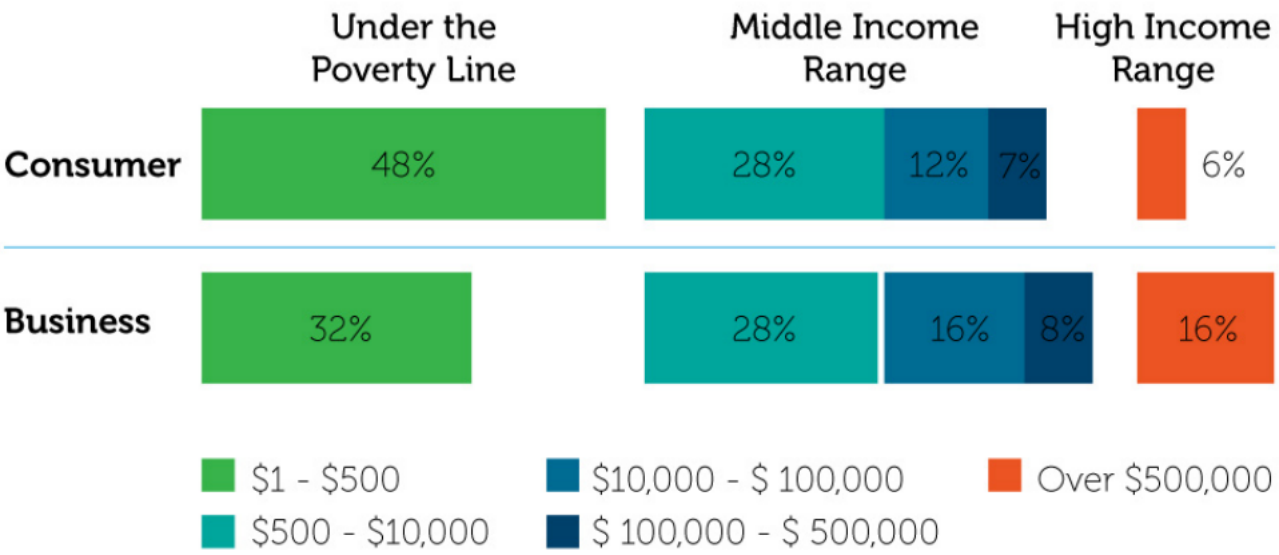
BUSINESS APPS PROVIDE MORE OPPORTUNITY

Excludes developers that are not interested in revenue



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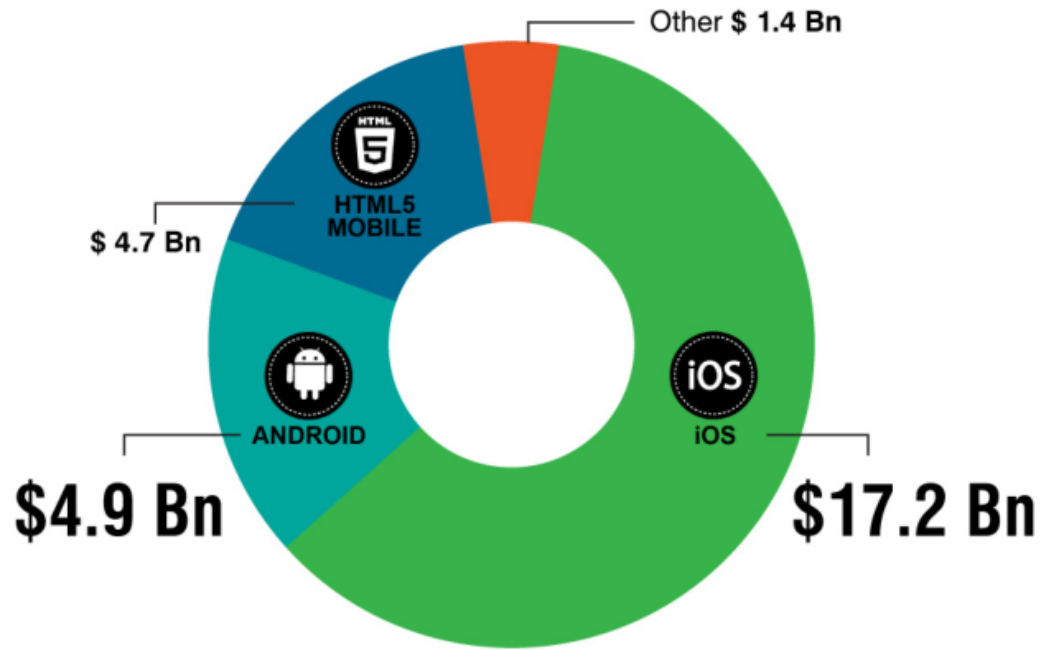
IOS DOMINATES THE BUSINESS AND PRODUCTIVITY MARKET

Total revenues by platform for business and productivity apps



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Summary

Choose what makes you happy

But HTML5 Rocks

Mobile opportunities

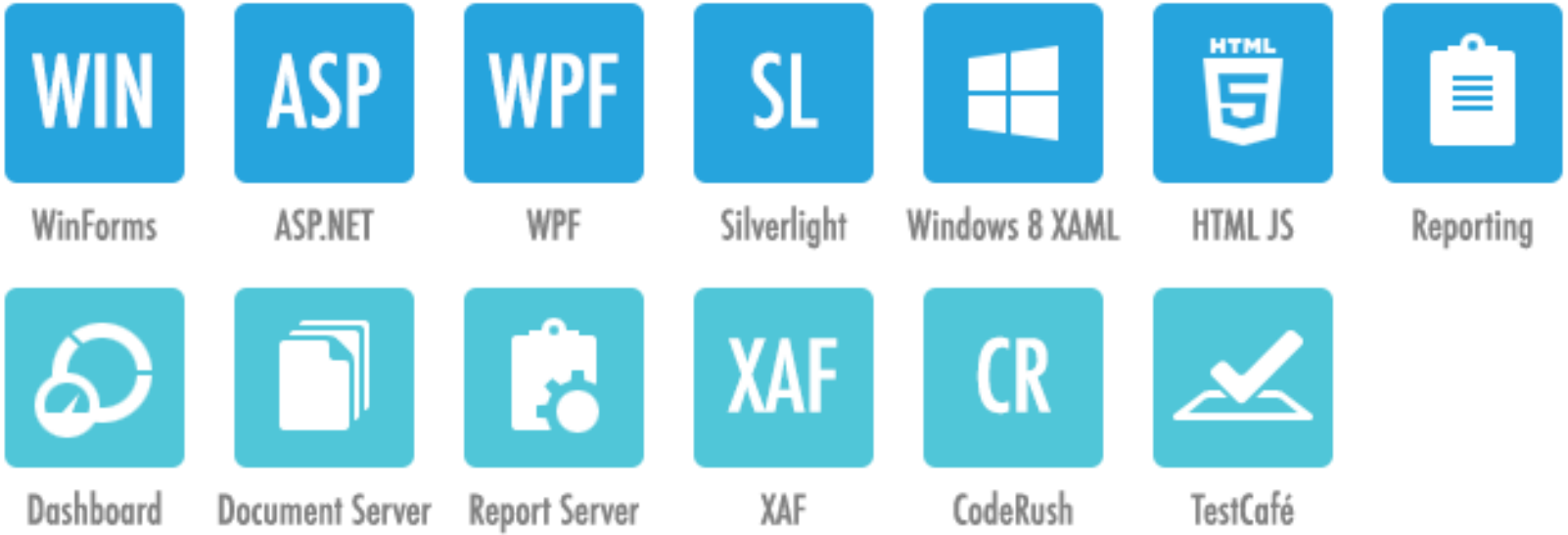
Check out - js.devexpress.com

HTML 5-JS
(Next-Gen Client Side Widgets)

DevExpress.com/HTML5

DevExpress

- Cross Platform Mobile Development
- Developer Productivity
- Office-Inspired Apps across Platforms
- Modern UI Experiences across Platforms
- Enterprise Reporting and Data Analytics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XAF
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Dr.Dobb's
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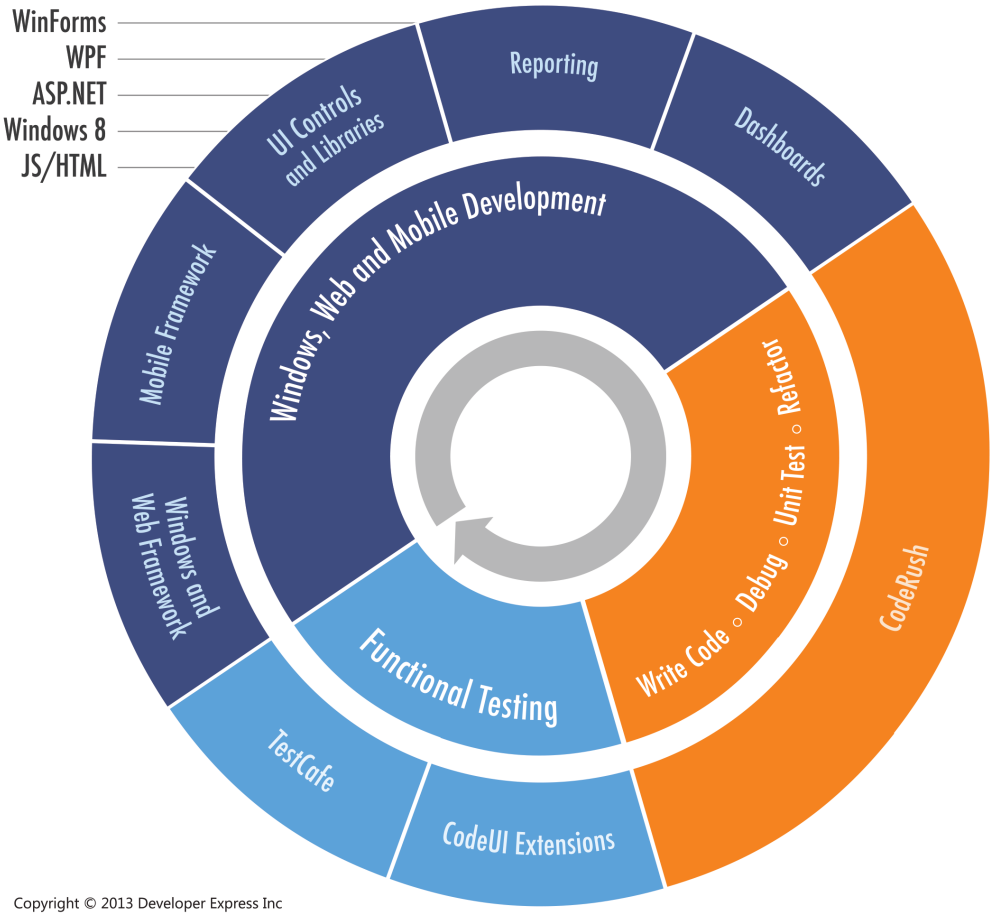

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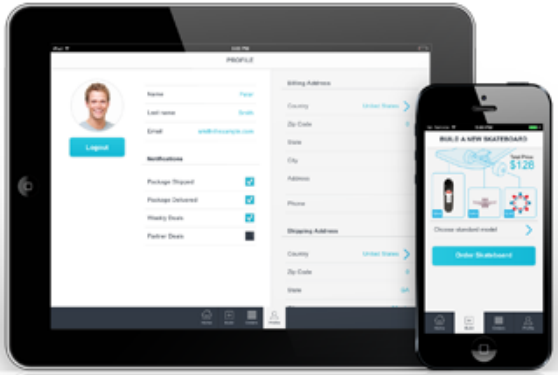

PhoneJS

Mobile App Development

HTML 5 Java Script Framework

ChartJS

Data Visualization

HTML 5 Java Script Widgets

TestCafé

Functional Testing

Test Any Web App, on Any Device

Thank You

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