



CR 5 Most Promising MOBILE APP DEVELOPMENT Companies - 2014

Mobile application development market is growing at a rapid pace under the influence of advancement of network technologies, restructuring of revenue-sharing pattern, lowering of mobile data usage cost, growing adoption of smartphones, and increase in application usability. In addition, the mobile application advertising opportunity has allowed publishers to partly or fully subsidize applications, and further expedite the adoption of mobile applications. With growing mobility requirements, companies today require a large number of mobile apps going forward.

However, the surge in the number of applications has increased the risk of data theft through delivery of phishing and spyware in applications. The lack of meaningful business applications and specialized mobile applications for specific industries has restricted the growth of mobile application development. As the number of vendors in the mobile application development (AD) market grows, differentiating is becoming increasingly difficult. There is a need to select vendors that

align their solution to an organization's mobile strategy in the best way. Enterprises also need to standardize viable vendors over the next several years to contain costs and complexity. To learn mobile best practices and avoid pitfalls with initial applications, organizations can look at using co-development practices with the selected vendor. In the end, weight must be given to automation, management and deployment tools and the cross-device, cross-packaging provided by the mobile application vendors.

The Asian region, especially, India and China have emerged as mobile applications hotspots with the continuous development of cellular markets. With the increasing number of mobile application vendors available in the market, it is becoming more and more difficult to select one which is best for your organization. To help you zero in on the suitable vendor, CIOReview magazine introduces you to "5 Most Promising Mobile Application Vendors" who have proved their potential in this segment.

Company	Management	Founded	Description
Contus Support Interactive Chennai, Tamil Nadu contus.com	Dinesh kumar Soundararajan, Director- Mobility Solutions	2008	A provider of Android app development, iOS app development and Windows 8 app development services.
i-XL Technologies Mumbai, Maharashtra i-xltech.com	Chirag Jain, Director,	2007	A provider of mobile games development, mobile application development, mobile web apps development and facebook app development services.
Volgainfotech Mumbai, Maharashtra volgainfotech.com	Jayesh Bajaj, Founder	2008	A provider of mobile applications for iOS, Android, Blackberry and Windows smartphones and tablets.
Rossitek Software Solutions Bangalore, Karnataka rossitek.com	Hemalatha Sriramulu, CEO	2011	A provider of Iphone Application Development, Android Application Development, iOS Development and Windows Mobile app development.
Hakuna Matata Chennai, Tamil Nadu hakunamatata.in	Anand Ethiraj, Director	2006	A provider of enterprise app development service for Android and iPhone based mobiles.

Contus: Building Innovative Mobile Apps for both End users and Enterprises

Mahindra & Mahindra, one of the largest vehicle manufacturers in India, was looking for a mobile app solution which could act as a user interface for the owners of Mahindra New Generation Scorpio to manage the infotainment system. The solution would enhance the comfort of users behind the wheel, help them get entertained and access information by staying connected with the vehicle via Bluetooth. It was also expected to be compatible with both Android and Windows platform.

The search for a mobile app development firm with expertise in developing mobile apps for Bluetooth via SPP protocol ended at Chennai based Contus. The company gave a complete makeover to the human

design is same on all the screens of various mobile devices.” says Dinesh kumar Soundararajan, Director-Mobility Solutions, Contus.

Built on Android and Windows Phone platforms, the app lets users control the audio and air conditioning system of the vehicle. Users can also receive alerts on key aspects that need regular monitoring like low wheel pressure, unlocked doors etc.

The success stories of Contus are not confined to the automobile sector; rather it is just one of the many scenarios wherein the company has proved its mettle to render innovative solutions for its clients. Having satisfied a wide range of clients in over 40 countries ranging from startups to Fortune 500 companies, Contus has established itself as one of the leading



Dinesh kumar Soundararajan,
 Director-Mobility Solutions

Blue Sense is an informative and interactive mobile app which enhances communication with vehicle via information and controls irrespective of the mobile application platform

mission interface and made it better. It has recently come up with a special app named ‘MAHINDRA SCORPIO BLUE SENSE.’

“Blue Sense is an informative and interactive mobile app which enhances communication with vehicle via information and controls irrespective of the mobile application platform. We made sure the response time and Apps

players in the segment of outsourced mobile, cloud and web development. A member of NASSCOM and CII, the company has a strong team of more than 180 skilled and experienced technology engineers and experts, which provides a great advantage to its clients on scale, cost and geography.

Contus was founded by a group of friends in 2008 and today it has

a headcount of over 180. Launched as a web application development company, Contus later emerged as a Mobile application development company with the release of Android and now it develops applications for all the three major mobile application platforms. Continuing on the path of providing cutting edge mobility solutions, Contus has now designed a utile application for the betterment of human safety.

Contus’ latest app, Lifesaver, is driven by a global view of inducing a responsible driving habit by prohibiting the use of mobile phones while on the move. The Lifesaver app locks the driver’s smartphone when the car is in motion and unlocks it immediately when stopped.

With such acute expertise and acumen, Contus aims at becoming the most sought after mobile application development firm in India for B2C and enterprise apps. **CR**