MOBILE APP INNOVATION WITH MICROSOFT CLOUD AND AI

Leverage Microsoft Cloud and AI to reimagine your mobile experiences
DNA of a successful Mobile App Strategy

Amazing App Experiences Infused with AI

Faster Time-to-Market and Lower TCO
Amazing app experiences
New challenges

- More devices
- Emerging technologies
- Data & intelligence
Mobile Development Approaches

Platform Specific Silos
- iOS: Swift
- Windows: C#
- Android: Java/Kotlin

Hybrid and Web
- HTML 5
- JavaScript/TypeScript

Cross-Platform Native
- iOS
- Windows
- Android
- Shared Code
Developers are under pressure

Apple’s Swift is losing developers to multiplatform frameworks

Microsoft’s Xamarin, Apache Cordova, and Ionic are replacing the use of Swift and Xcode as developers seek to maintain fewer code bases

By Paul Krill
Editor at Large, InfoWorld | OCT 6, 2017
Xamarin’s Approach: Cross-Platform Native

- iOS C# UI
- Android C# UI
- Windows C# UI

Shared C# Back End
- Business Logic
- Data Layer
- Networking
- Reusable components

Shared C# codebase • 100% native API access
Truly native cross-platform solution

Anything you can do in Objective-C, Swift, Kotlin or Java, you can do with Xamarin

- Native user interface
- High-fidelity API access
- Native performance
Xamarin: The Best of Both Worlds!

Better TCO, productivity and development experience

- One Language - All Platforms
- 5 Star User Experience
- Native performance
- Lower Costs
- C# is way better than ObjC and Java!
Economic Impact of Building Apps with Xamarin

The Total Economic Impact Of The Microsoft Mobile Application Development Solution
Improved IT Performance By Driving Speed and Efficiency

$6.5M
NET PRESENT VALUE OVER THREE YEARS

Forrester Consulting, 2016
Based on a composite organization created from surveys and interviews of actual Microsoft customers

291%
three-year, risk-adjusted ROI

$1.4M
Year one cost savings

70%
estimated code sharing across apps

<1 month
to total payback
A mobile app strategy is not sufficient if you want to be successful in your future mobile development efforts. You need to think of mobile apps as one component of a larger, modern, **omnichannel application architecture**.

“"Forrester

*The Future of Mobile Application Development*
From Multi-platform

iOS, Android

Xamarin & .Net
From Multi-platform to Omni-channel

iOS, Android

Windows, Web, Mac OS X, Xbox, Apple TV

Xamarin & .Net
From Multi-platform to Omni-channel

iOS, Android

Windows, Web, Mac OS X, Xbox, Apple TV

Wearables, Mixed Reality, Voice Assistants...

Xamarin & .Net
„Any App, Any OS, Any Developer“

iOS, Android

Windows, Web, Mac OS X, Xbox, Apple TV

Wearables, Mixed Reality, Voice Assistants...

ASP.NET | Apache Cordova | HTML CSS | JavaScript | jQuery | Java | Ruby PHP | Node.js | C++ and many more...

Visual Studio for Mac or Windows