



GRANATA

Digital Developers

INDUSTRY REPORT

How affordable quality is revolutionising the mobile app industry

If you look at your smartphone's home page, and then browse the growing number of major mobile app stores on the world wide web, you might get the impression that everyone and everything has an app.

Twitter, Skype and WhatsApp are apps you use every day and hour, but don't forget how Uber, Google Maps and Tinder also forever changed everybody's lives.

What is an app, anyway?

Otherwise known as a mobile application, an app is basically a customised and individual piece of software designed to be used on tablets and smartphones. The word 'app' got its name from Apple's App Store, which launched in 2008.

- *In 2008, the App Store launched with 500 apps*
- *As of 2019, the App Store has about 2.5 million apps*

Last year, the first ever app celebrated its tenth birthday, and now 500 million people visit the App Store every single week. Android's app store equivalent, Google Play, offers even more apps than Apple does, but there are many more app stores out there including those operated by Samsung, Amazon, Huawei and more than 300 (yes, three hundred!) others.

Why are apps so expensive?

You use apps every day to make shopping lists, listen to podcasts, check your bank balance or just kill some time. But if you're running a small business, a website, Facebook page and run of Google Ads is surely enough - right? At any rate, your modest budget won't stretch to the \$1,000,000+ that some major apps cost to develop and launch.

Sadly, most businesses *do* assume that an app is too expensive, which explains why less than 1% of all business owners have jumped on the app train. And those in the 99% certainly have a point.

As of just a couple of years ago, most app developers would have happily taken your \$1 million, or made you a basic app for 'as little as' \$150,000 instead. And as of 2019, for a single-platform, super-simple app that doesn't do much of anything, expect to receive an invoice totalling at least \$25k.

But hold that expensive thought, because **Granata** is changing the game.

Now, instead of needing to win the lottery or max out the credit card, you are able to get an all-singing, all-dancing, fully customised business app up and running for about the cost of a high-end laptop.

Granata perfects the art of affordable app development

Since the app store launched over a decade ago, stunned CEOs have been swallowing hard as they set aside eye-watering six and seven-digit budgets. The apps themselves are digital and therefore cheap - it's the development, engineering and design talent teams that tend to be super expensive. A highly complex app might be developed by a team of over 100 people, but even a competitive, results-focused app for a more modestly sized business requires the input of multiple skilled and experienced designers and engineers over months.

But without cutting a single corner when it comes to quality, **Granata** has mastered the art of producing custom, state of the art, features-rich apps for businesses across industry sectors that can proudly compete with the best - without the need for that customary five-digit budget.

Affordable quality

But let's be frank: cheap apps are not new. What is new are **Granata** affordable, quality apps.

That's because smaller businesses can only - and finally - start to seriously compete with the major players in the app arena with a product that provides a true edge if it boasts *superb aesthetics* on the one hand, and *advanced functionality* on the other.

Granata apps not only look great, the functionality and features offered are literally limitless. Among the advanced features available for your apps are:

Geo-fencing

As your app users walk into a geographical area set by you, they can receive a marketing message or even a coupon.

Intuitive shopping cart

Buying should be an easy process for your customers, but so too should be the selling. Our intuitive shopping cart provides full control over products, orders and invoices.

Refer a friend

They say in business that a single referral is worth its weight in gold, which is why you can allow your app users to refer friends from their contact lists and be rewarded for the favour.

Punch card

The next-generation version of that 'buy 9, get 1 free' punch card drives new customers to your point of sale.

Limitless solutions

But the functionality of a **Granata** app is actually limitless, constrained only by your needs and desires and the brilliant minds of our engineering team. So if there's something you need, we'll dream up a custom solution just for you.

Some of our other state of the art features include:

- *Online booking*
- *Games*
- *Cloud services*
- *Loyalty/reward programs*
- *So much more.*

Why get an app in the first place?

But let's get to the heart of the matter: why do you even need an app when you have a strong social media presence, website, and online advertising like Google Ads? Answer: because apps are exactly where your customers hang out in 2019 and beyond.

There are just over 7 billion people on Planet Earth, and no fewer than 5 billion use a smartphone. In other words, every one of your potential customers has one. Of those people, more than half report that they tap on their app icons between 10 and 50 times each day.

But most experts think they are actually underreporting those numbers. Why? Because the average person is on their phone for over 4 hours every single day, and 90% of that time is spent on apps.

And that's not all. An app is the modern face of a business that is going places, looking forwards and is ready to innovate and evolve. Like your social media strategy, it will continue to promote real-time interaction and customer relationships - but mobile apps are even more powerful than that, and ultimately a whole lot cheaper than a long-term, bells-and-whistles online marketing plan like that delivered by Google Ads.

Mobile apps also give you amazing business analytics, superb marketing options, boosted sales and bigger profits.

More specifically:

Profits: With push notifications, get your updates and offers instantly noticed by your app users.

Permanence: No more asking people to type www's into a clumsy browser, your app will be on their screen all the time - even when they're not online.

Payments: Why is the traditional world of retail struggling? Because they're buying their things on their phone whilst sitting in the hot tub with a wine.

Probity: If your customers can book, order and pay using their phone, customer loyalty will be your reward as you offer promotions, bonuses and discounts.

Competitive advantage

It wasn't too long ago when the image of someone 'going online' would involve them sitting upright at a desktop computer, or cross-legged on the couch with a laptop. But as of 2019, mobile use now dominates over 80% of all time spent on the 'net.

Sure, you can make your business website more 'mobile friendly'. But studies show that 86% of your customers would actually prefer to download and use an app rather than a website. Why's that?

Because an app is better for:

Personalisation: Offer each user a personalised app experience, boosting your chances of a conversion.

Notifications: Forget email. Your customers will now receive push and in-app notifications that they regard as less intrusive.

Features: Apps take full advantage of your smartphone or tablet's camera, phone, contacts, GPS and even your compass and accelerometer.

Offline: Many app features will work whether you're connected to the internet or not.

Design freedom: With a website, you're stuck with the address bar and refresh button. Your app, though, will be operated with all those now-familiar taps, swipes, drags, pinches and holds.

Speed: And let's not forget that apps are simply faster. Because your app data is located on your actual device rather than a remote web server, they work up to five times quicker than a website.

Which industries benefit the most from apps?

If you look at the industries most affected and disrupted by the advance of mobile app technology, look no further than how you get from A to B. In the last three months alone, 4.3 million Australians have ordered an Uber with the smartphone app. In fact, Roy Morgan research found that only 21.5% of Australians used a taxi in the last three months, with Uber having already eclipsed taxi use in several states.

Why are mobile apps having this type of revolutionary effect? Because they are fast, convenient and powerful, making them an obvious game-changer in any industry that has a product or a service to sell.

Product industries

In the world of business, a product is any good, object or system made available for use to consumers. The app revolution has been a game-changer as technology transforms how businesses:

- *Interact with customers*
- *Replace traditional advertising*
- *Transform buying decisions through price comparisons, searches, reviews, geolocation and e-commerce.*

App development has grown over 80% in the product industries in the last years, as businesses recognise how things like push notifications, intuitive shopping carts, VIP reward programs and digital coupons help make their products fly off the warehouse shelves.

Service industries

Whether a hotel, a restaurant, a healthcare provider or another of the hundreds of niche service-based industries, mobile apps make it easier and more powerful to do branding, promotions, marketing, guest loyalty programs, cross-selling and much more.

Menus, ordering and delivery is all in the palm of the consumers' hand, as apps create brand new parameters for personalised experiences in a progressive service industry. The gaps between GPs and other allied health professionals and their patients are bridged at historic rates as appointment booking, consultations, getting a medical emergency dealt with as quickly as possible and keeping updates flowing to patients is supercharged.

And in other service industries in which lives are saved, errors are minimised, days are made and lifestyles are improved, more relaxed customers check availability, make bookings and look at photos, with their app interactions feeding back valuable insights to the business.

Businesses in industries that provide cheaper, faster and better service experiences and selling techniques means happier customers and bigger profits - which is why businesses of every size and kind are embracing the app revolution.

Business exposure, marketing and branding, customer service and loyalty, accessibility and data analysis are all exponentially improved with a mobile app, making this space the great new digital frontier. Your business should be at the forefront of the app revolution, so to find out more or get a quote, get in touch with **Granata**.

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