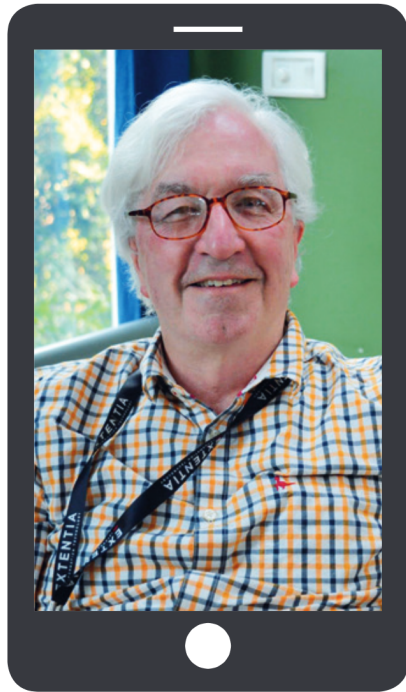


## LAST WORD



## TOP TEN REASONS TO BUILD A NATIVE APP

By **Jim Kinlan**, Partner Success Director, Extentia

*Extentia is a global technology and services with emphasis on Technology, Consulting, and Innovation for Mobile, Cloud, and Design firm that helps clients transform and realize their digital strategies.*



tions to your users then a native app may fit the bill. If your app requires usage without an internet connection – such as taking notes, or an offline game like Scrabble.

When you want to increase conversion rates, any sources have found that native apps have better conversion rates than hybrid or the web-based apps. If you decide on completing native versions, it's not necessary

for in a hybrid app provides an additional layer of security to crack. With a hybrid application, this additional layer provides an extra door to penetrate.

With native and hybrid apps, you get access to distribution from the Apple app store or Google Play – this can be a positive distribution method for many developers and it provides strong SEO ratings. When you rely

*A native app will most likely have a better user experience. It is the key for a developer to retain the same experience of the phone that customers are seeing and use their navigation in the same way*

In the world of mobile applications, we are always looking for the next frontier of better user experience, performance, and a range of other benefits. We get a lot of questions about native vs. hybrid apps for smart phones and tablets. Here are ten reasons to consider a native app for your mobile application:

If you or your customer have cited performance as key to the success of the app, then a native application is highly desirable – as the code that runs the app is on the device. This is a vast improvement over a web-based or hybrid model where the content needs to be downloaded each time the application is used. A native app will most likely have a better user experience. It is the key for a developer to retain the same experience of the phone that customers are seeing and use their navigation in the same way. If your design requires access to user data such as user contacts, calendar, and photos or send push notifica-

to develop for both Android and iOS immediately. As an example, Instagram was only available on iOS for a full two year period. You can choose one platform to start and move from your initial success. While there are many groups that claim that developing a hybrid app is much cheaper, it is not always the case. It may possibly be cheaper to maintain two applications in two codebases than to maintain two applications in one hybrid codebase. A native app is more secure than a hybrid app because the extra layer that you need to account

on tools to help you with hybrid app development, you have to wait for these vendors to create new toolsets after a major release of Android or iOS is developed. Moreover, you are depending on their long-term success which is not the case for native apps. Native apps can transform your business strategies and outlook. Building a trusted partnership with an experience in every aspect of the application forms the basis of various benefits of what the application stands for. Thus a strong foundation promises success that can reach new heights. 