



The Rise of Mobile Backend as a Service

Introduction

Mobile apps are eating the world, if they haven't devoured it already. American mobile device users spend more time on their smartphones and tablets than desktop computers each day, and apps have overtaken the mobile Web, accounting for 89 percent of mobile media time. Smartphones and tablets are now an intrinsic part of the modern consumer's life, especially considering that some generations are growing up with mobile devices at their side.

It wasn't any surprise when brands capitalized on the mobile movement. Businesses of all sizes and from a variety of industries – some created solely to support an app – have launched a tool for everything, coining the phrase "There's an app for that," and those that succeed in this sector see massive improvements in customer engagement, satisfaction, experience, service and more. As such, the mobile app market is harshly competitive, and most brands simply lack the manpower to create an app that wins over users and gets five-star reviews.

On the other side of things, corporations, both big and small, have invested in enterprise app development to boost employee productivity. In 2016, this strategy is an obvious choice. The average business person is armed with either their own device or a device provided to them by their employer, and it's best practice to provide them with mobile versions of their most use tech tools. However, developing mobile enterprise apps is a costly venture when corporations start from scratch without hardware, software and skilled mobile developers.

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To overcome either of those hurdles – app creation for consumers or mobile development for employees – companies today turn to the cloud. Mobile backend-as-service solutions help businesses develop mobile apps cost-effectively and quickly, as well as support the management of them through their entire lifecycles thanks to the scalability and security of these cloud services.

What is MBaaS?

MBaaS solutions allow organizations to create, connect, host, store, process and manage mobile apps on hosted infrastructure and with cloud-based tools. They provide mobile app development teams with software development kits, application programming interfaces and hardware that mobile apps will live on. In essence, MBaaS is the infrastructure on which to develop apps as well as the software to create and support them.

Instead of starting from the ground up, purchasing hardware and procuring development platforms, MBaaS help businesses bypass those processes, enabling them to get down to creating mobile apps as soon as possible, quickly and efficiently. In this way, MBaaS is very similar to other cloud solutions.

MBaaS has recently become a highly sought after solution for a variety of mobile app development challenges. In fact, this market is booming, as businesses realize that the future of the corporate and consumer worlds depend on the mobility of their employees and their services. Experts forecast that the MBaaS sector will grow approximately 100 percent over year until 2019. MBaaS's rapid rise to fame is not surprising given the benefits that it offers companies.



Removes Barriers

Nowadays, only the best mobile apps remain on user devices. The market is crowded, and any mobile app that fails to immediately engage its users as well as offer high performance and a wide range of functionalities will not be used. However, a business cannot develop a cutting-edge mobile app when development is not the organization's core competency. Adding more to the mix, procuring, installing and supporting new servers and software is expensive and difficult.

MBaaS effectively removes all barriers to mobile app development entry. With one of those solutions, a company will have all the hardware and software required to start developing apps as soon as integration is complete. This ensures that app development time is spent on optimizing user experiences and performance instead of setting up the basics.



All Platform Support

Today, device fragmentation is at its worst. In fact, one of the biggest challenges preventing Apple Pay from dominating the mobile payment app market lies in its inability to support alternative operating systems. For businesses, this means they must introduce their enterprises apps and branded apps on a variety of devices and mobile OSs, or they'll risk low adoption rates and limit themselves to only a small portion of the market.

MBaaS allows organizations to quickly develop native apps, as well as support them, thanks to the APIs, SDKs and variety of integrations that these services offer. With MBaaS, the fundamentals of platform-specific app development are already provided, making it easy to create a mobile app for each major mobile OS.



Organizations don't have to wait to scale out their mobile backends



Scalable

Even when launching an excellent mobile app, it is difficult to predict how well consumers will receive it. Additionally, businesses should always be growing. Therefore, the need for a scalable mobile app management solution is an absolute necessity.

MBaaS will enable companies to buy what they need today – with respect to IT resourcing – as well as expand their operations as their app falls into more hands or they need better performance. Instead of procuring and installing, scaling with MBaaS is as easy as requesting additional assets. The best part is that organizations don't have to wait to scale their mobile backends, allowing them to grow at a moment's notice.

Getting Started

When it comes to mobile app development, MBaaS is an obvious choice for many businesses. It solves the biggest problems in today's corporate environment, allowing them to improve employee productivity as well as retain and attract consumers on the platforms that they use the most: smartphones and tablets.

In addition, MBaaS forgets to solve one challenge: Developing the app. In other words, corporations still need talented developers and mobile app experts if they truly want to make a mark in the mobile app world.

Therefore, the first step to getting started with MBaaS or mobile app development in general is to find a partner that can offer the expertise required to create a mobile app that gets five-star reviews and keeps employees engaged.

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