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Dead space mobile app

The need for companies to deploy mobile and web applications for consumers, business customers and employees is so firing. In fact, the research company Gartner predicts that by 2022, 70% of software interactions in companies will occur on mobile devices. According to Gartner, applications for company mobile app development will grow five times faster than TD's ability to deliver through 2021. What should an IT department do? This PDF collects three computerworld stories that highlight different ways to tackle the problem. The first story is checked with Santa Clara County IOC Ann Dunkin, who is overseeing an effort to roll out improved web and mobile apps for county residents who offer a unique and agnostic shopping experience for everything from applying for wedding licenses to paying property taxes. To get there, you should address a question faced by many organizations: do you build custom apps or off-the-shelf purchases? Bespoke apps can deliver a better mobile experience and help companies differentiate themselves from competitors, but they typically slow down development time and increase costs. For Dunkin, the answer is clear: his IT store builds custom apps only when the shelf doesn't meet or can't be configured to meet county needs. Other organizations are taking a different approach, turning to new drag-and-drop tools that allow in-experienced coding employees, known as citizen developers, to create new apps or improve existing ones. Bypassing the IT bottleneck can greatly accelerate development, according to industry observers, but IT should remain an active partner in the process, monitoring and policing application development from start to finish. Find out about the second story of this collection. For organizations that decide to create bespoke apps, whether consumer or employee, security flaws are a major concern. This is because developers typically don't build mobile apps from scratch, but rather use open source chunks of online libraries to assemble apps and these components may contain vulnerabilities that put corporate or consumer data at risk. How do you know if you use bad components? The third story of this collection rounds up a number of tools to scan and detect known vulnerabilities. Whatever approach your organization takes to roll out mobile apps, one thing is certain: you won't have a shortage of work in the coming years. — Valerie Potter, managing editor, Computerworld More predictions about the future of mobile devices are coming out of the MobileBeat Conference in San Francisco. Ilya Laurs, the head of GetJar -- a mobile app store that has 14 million monthly downloads -- recently said mobile phone apps will be as big if not larger than the Internet, according to the BBC. This statement directly contrasts with last week's statement from Google's vice president of engineering, Vic Vic it said it's not the apps, but the browser that will be the future application platform for the mobile device. Laurs believes that the popularity of applications will peak in 2020 with around 10 million applications available worldwide. Starting in 2020, the popularity of mobile apps will be greatly left. But Gundotra says the multitude of mobile phone platforms available will be too costly for companies to develop a separate app for each operating system. The alternative, says Gundotra, is to build apps for the still-fledgling mobile browser. It sounds to me like a fight is brewing over how you will use your mobile device in the future. In one corner you have Apple, GetJar, and almost every other company that aduces the downloadable app; and the other, the powerful Google declaring the web as the future of almost everything. The Downloadable AppApple turned the mobile industry on its head with the iPhone, and the company took its even more success with the launch of the iPhone OS 2.0 and the App Store on iTunes. Today, the iPhone is becoming a platform for everything, including games, social media, step-by-step directions, electronic reading and news updates. Recently, Apple announced that iPhone customers have downloaded more than 1.5 billion applications from a library of more than 65,000 titles in the app store. Based on Apple's success, virtually all major headphone makers have jumped on the app store bandwagon, with online outlets opened by Blackberry, Nokia, Palm, Windows Mobile and even Google's Android phones. But the downloadable model has inherent problems. Apple has often been accused of having bizarre and incomprehensible policies about its approval process for third-party developers. The power programmers they design for the iPhone and other devices are also finding it difficult to make a profit from their applications. Many times, a particular app will gain traction with the public, but then die as other more interesting apps take their place. Speaking to the BBC, Laurs said this is the problem inherent with all app stores and that approximately 90 per cent of all developers are doomed to failure. However, Laurs also said that those developers of apps that remain standing will have a highly profitable business. The internet monolith that started with a simple search box is now the to go to millions of people around the world with online deals that include email, office document software, an RSS capturer, social networks, video streaming, news aggregation, blogs, and again and again. With such an overwhelming online presence, it's clear why Google would want to Web to be the future of the mobile device. However, the problem with accessing applications through the browser is that they become useless once you lose your Internet connection. The future may point to a day when every square inch of the United States is covered by some kind of wireless connection, but as InfoWorld's Bill Snyder recently noted, it's hard enough to find a good sign in San Francisco or New York, never mind try to access your Gmail while you're traveling across the Wyoming Plains or the Nevada Desert. Mobile Internet service is not ready for the Google revolution. In theory, browser-based apps are a good idea, and Google's dream may be inevitable, but at the moment I'm betting that most of us don't want our phones to block us from our music, games or other content every time we drop our Internet connection. What about you? Are you satisfied with your downloaded content or are you willing to give up your Mobile Apps for the Google Cloud? Note: When you buy something after clicking the links in our articles, we may earn a small commission. Read our affiliate links policy for more details. Download these smartphone apps for urban travel. New York City exit strategy (\$4.99) Maps New York City's MTA transportation system in addition to the most convenient departures for your destination. HearPlanet (\$4.99) Provides Wikipedia-powered audio feedback for buildings and other landmarks close to you. Carter (\$0.99) Create and send virtual postcards using his (or his children's) photos. SNOoSquat (free) Find a bathroom or public toilet almost anywhere in the world. Taxi Magic (free) Book taxis and cars in the city directly from your phone. TeleNav (£9.99 per month) Turns your device into a GPS navigator and ATM locator, among other things. The Discover credit card mobile app is an excellent tool to manage your finances. You can control your bank account, personal loan account and credit cards directly from your smartphone. 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