

iPhone Revolution

The iPhone Revolution

2009 has been the year for Apple's iPhone, in 2010 will see businesses develop more applications to enrich their clients experience when consuming their products or services. The iPhone has not only revolutionised the way mobile phones function, but it has changed the way large businesses want to sell products.

iPhones can help businesses in many different ways but the main two are – they can be your business or they can help you business.

Applets or Apps as they are known can really enhance the way you offer your products or services below are some key benefits of iPhone and mobile applications:

Ease of Access

iPhone and mobile applications enable stakeholders, employees, suppliers and clients to access information quickly over the internet whilst being remote. Both large and small businesses now understand the benefits of mobile applications and how they can be utilised for enhancing business process. Employee productivity and accountability, eradicating duplication, speeding up information flow, and selling products are just some immediate benefits an organisation can gain.

Growth Market

The market for iPhone and mobile development is still in embryonic stage, it is yet to mature and therefore is growing at a phenomenal rate. This growth means opportunity for businesses as iPhone and mobile application development are definitely the “flavour of the month”. It has been reported by Apple that over 500 million applications were downloaded from the Apps Store which resulted in over a Billion USD of revenue.

Other operators in the mobile application space are fiercely trying to compete with Apple iPhone applications. Microsoft Windows Mobile, Blackberry RIM and Google Android and Symbian – Mainly Nokia, have all made jumped on the App store band wagon.

Richer Applications

Over and above other mobile application platforms, as mentioned above, the iPhone's success no doubt has been because of its user interface. It has allowed developers, businesses and ultimately consumers to have an amazing interactive experience on a mobile phone. The iPhone's interface has is ground breaking, we are now seeing computer monitor manufacturers adopt and replicate this technology for household PC's and laptops. This has allowed businesses to develop interactive rich, but yet thin applications, consumers can have the same level of functionality as they would do when they logon on to a traditional website using their PC or laptop. The net result is that more and more organisations are turning to mobile applications and devices such as the iPhone to sell their products and services; they see this as an additional revenue stream.

Market Shift

The power of technology has moved rapidly to the palm. As consumers we demand information instantly and we consume it even quicker. Only a few years ago we logged on to the internet via our home PC's now we can log on using our mobile phones from practically anywhere in the world. We can access email, watch movies, book hotels/holidays, buy tickets and even meet new people all from our mobile phone. The iPhone is at the forefront of mobile application development, it has turned technology that was once used for business into technology that is now used by consumers. It is now the consumer which is driving and expanding the boundaries of mobile development. The businesses that recognise are the ones who will be profitable and rise head and shoulders over their competitors.