Application Developers Alliance

Martin Wrigley

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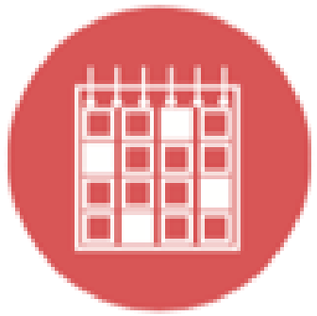
Application Developers Alliance

Support developers as creators, innovators, and entrepreneurs.

Community



Events

Resources

Advocacy

10 TOP Tips for App Success

10 TEN Start with a real, urgent problem that needs fixing.

9 NINE Foster an audience before you even release your app. Interact with users throughout the development process.

8 EIGHT Test your app as often as possible with users from your target audience.

7 SEVEN Prioritize keeping your users happy: 52% of people get an app because it's recommended by a friend or family member.

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of Today's Developer

can be portrayed by these core t

70% Employed
Work in enterprises, 45% in orgs >100 employees

68% Experienced
Have 5 or more years of experience

57% Anxious to stay current
Challenged to keep up with dev technology

71% Balanced
Work equally (71% of developers) on business & consumer apps

75% Open source
Use open source softw

74% Team player
Work in teams, 85% in teams <15 devs

66% Energized

83% Self-reliant

88% Polyglot
Multilingual (programming languag

How developers succeed

- Not just an ‘App’ - a living business
- Opportunity to create a service
- Viable and sustainable Business Model
- Clarity in fragmented environment
- Ability to deploy and scale

What prevents success

- No sustainable financial model
- Closed data models, closed APIs
- Lack of open market / competition
- Cumbersome Standards – slow, conflicting, predicated on existing business models, built in IPR implications

Keys to enable IoT solutions growth

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- Is it the ‘Internet of Things’ yet or still ‘Things on the Internet’?
- Monitoring, sensors, beacons, instrumentation, data
- Expansion of traditional M2M solutions
- Domestic catch-up to industrial levels of instrumentation – but who benefits?
- Point solutions abound - significant take off will require leverage of existing frameworks, networks and infrastructure.
- Unified approach and principles (EU-wide, world wide), de-facto standards

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Thank you!

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Why Was the Alliance Created?

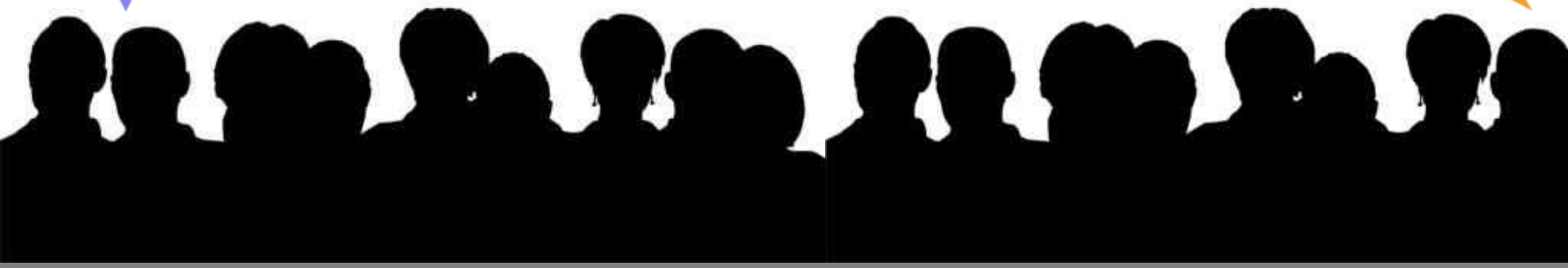
Do you know a developer to create my app?

Should I become a developer?

Can I talk to a developer about privacy?

Can you code?

I need help.



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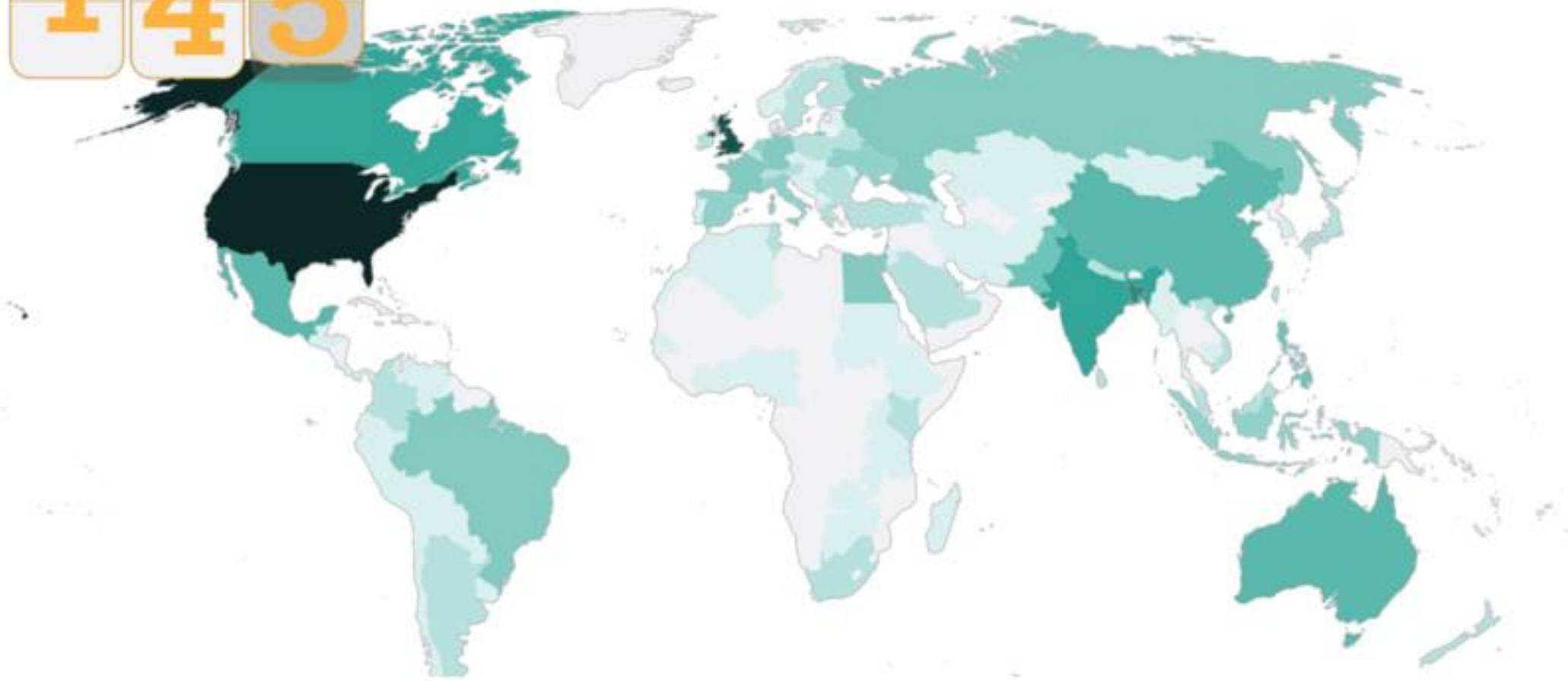
145 COUNTRIES



60,000+ DEVELOPERS

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APP STRATEGY WORKSHOPS

MONETIZE. OPTIMIZE. DRIVE DOWNLOADS

Berlin, Warsaw, London,
Amsterdam, Barcelona...

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Snapshot of Today's Global Developer

Today's developers can be portrayed by these core traits:

70%
Employed
Work in enterprises, 45% in orgs >100 employees

68%
Experienced
Have 5 or more years of experience

57%
Anxious to stay current
Challenged to keep up with dev technology

71%
Balanced
Work equally (71% of developers) on business & consumer apps

75%
Open source
Use open source software

74%
Team player
Work in teams, 85% in teams <15 devs

88%
Polyglot
Multilingual
(programming languages)

66%
Energized
Excited about wearables (44%) and/or robotics (38%)

83%
Self-reliant
Use search engines and independent forums to get help

Advocacy

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