



UK tech firm ApplInstitute announces acquisition of Appsme

NOTTINGHAM, NOTTINGHAMSHIRE, UNITED KINGDOM, June 9, 2017 /EINPresswire.com/ -- UK-based [ApplInstitute](#) has made strides into further establishing themselves as the preeminent DIY App Builder solution. With the recently concluded Appsme acquisition ApplInstitute will almost double their current global customer base whilst also increasing their international bias.

ApplInstitute is working closely with the Appsme team to ensure each and every app is migrated seamlessly onto their powerful App Builder platform offering tons of additional features to every existing Appsme customer. These features include ApplInstitute's newly launched AppSmart product that will now provide Appsme customers with the opportunity to further strengthen their relationship with their customers.

Appsme was a recognised industry leader in high scale mobile application platforms. Over the past 6 years they have delivered over 200,000 apps to app stores and worked closely with leading handset manufacturers globally.

ApplInstitute CEO and Founder, Ian Naylor, said:

“This acquisition shows our intent to establish ApplInstitute as the global market leader in the low-code mobile app building space. Over the last five years, we’ve worked incredibly hard to build out some awesome tech. With this acquisition, we’re able to bolster 1,000’s of businesses in one fell swoop, which is personally extremely gratifying and proves the scalability of our business.

Our easy to use App Builder platform enables businesses to leverage the power of mobile marketing to improve business growth and efficiency by driving Transactions, encouraging Loyalty and streamlining Communications, we call that the TLC affect.

I’m excited to see this diverse range of small and medium sized businesses come on board and start to take advantage of our enhanced TLC mobile app toolset as well as our best of breed app marketing solutions and strategies.”

Appsme CEO, Nick Barnett, said:

“We are delighted that ApplInstitute has chosen to acquire Appsme's customers. ApplInstitute has a great product and will bring a number of new features to Appsme's existing feature list. Personally, I feel there will emerge a handful of global leaders in the SME app-building space, and this acquisition helps cement ApplInstitute's place as number one. ”

About ApplInstitute

Founded in 2011 ApplInstitute is a 24 person, young, innovative, SaaS (Software as a Service) business based in the UK out of Nottingham's Creative Quarter.

Boasting tens of thousands of customers from all over the globe using their DIY App Builder platform

to create mobile apps. AppInstitute is at the forefront of the smartphone app platform industry with partners and customers including PayPal, John Lewis, L'Oréal and Nissan.

Dubbed the 'Wordpress for mobile apps', AppInstitute's cloud-based service aims to revolutionise the app market by providing a SaaS platform that allows SMEs and individuals with little to no prior technical knowledge to create their own app with ease.

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