

App Development Company Promatics Technologies Forecasts 100% Growth in Mobile App Development Services in 2018

Users are increasingly relying on apps to access a variety of essential information these days. This will lead to a surge in mobile app development services.

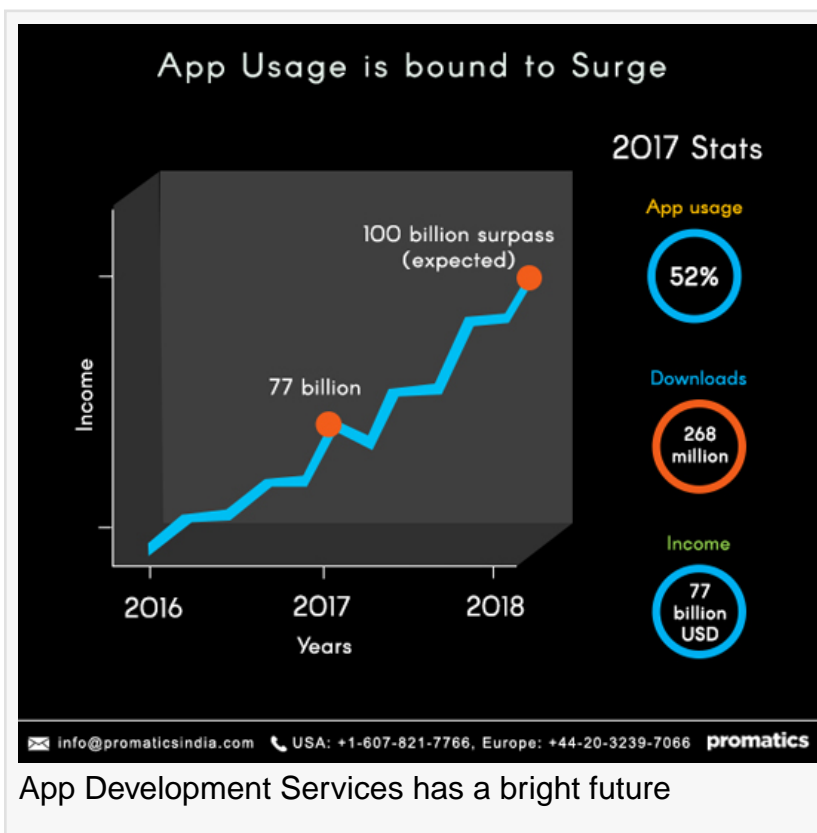
NEW YORK, NEW YORK, USA, December 13, 2017 /EINPresswire.com/ -- The tremendous growth in smart phone users around the world has resulted in an unprecedented growth in the mobile app development market. Promatics Technologies, world's leading [app developers](#), experienced this growth first hand with a significant increase in demand of highly refined mobile apps and predicts that in the coming year, their company alone will experience a growth in services by a whopping 100%.

Studies show that 52% of the time one spends on any form of digital media, is on a mobile app. It was predicted that in 2017, with over 268 million mobile app downloads, an income of 77 billion USD would be generated. Today, the Apple App store is home to about 2 million apps while Google play houses over 2.2 million apps and these numbers are showing no signs of going down. Modern day mobile apps are expected to include a host of features such as VR and AR enabled chats, effective IoT capabilities and the growth in use of Location Based Services.

Taking these figures into account, Promatics Technologies is gearing up for a very busy 2018. Since its inception, the company has been successfully offering highly advanced mobile app development solutions. Keeping pace with the ever-evolving digital landscape, Promatics has helped businesses across a variety of verticals to drive top line growth, create an enhanced brand and also fight global competition.

The core reason behind the success the company experienced this year is the extensive research backed development process that it takes to find ways to open doors to newer avenues of revenue generation for its clients. In 2018, they intend to continue working with this professional ethic while finding ways to adopt to the new-age requirements of a highly savvy audience.

As the demand for mobile apps goes up, so do the demands of clients who are increasingly aware of technologies that can help their app manifest into a functional tool for their business. Going back to the recent Pokemon craze that took the world by storm, the craze in itself may have phased out, but





Our 2018 forecast of a 100% growth in business comes with a host of other exciting challenges our team is enthralled to take up. Mobile apps are increasingly becoming more than just simple interfaces.”

Arpit Jain, CEO, Promatics Technologies Pvt Ltd

the app in diverted a lot of attention to the potential VR and AR have in the mobile app development world.

The experts at Promatics Technologies come with the right experience in developing extremely feature rich, functional apps that take into account these technological advances and their relevance to an app's functionality when designing one. As an ISO 9001:2008 compliant company that will soon be CMMi Level III certified, the company has had the pleasure of working with a host of global clients such as HP, DHL, Airtel and IFFCO.

By building a strong foundation of mobile development processes that include highly accelerated application

development frameworks, Promatics Technologies is confident in its capability to meet the doubling of demand in the coming year. The experts at Promatics have a signature style of translating design that is often deemed complex into easy to launch and use applications that are forever scalable.

Having completed over 3000 projects and with a rate of 60% business that is repeat, arriving at a forecast of a 100% growth rate in 2018 is a feat that has been achieved with a lot of hard work. The team at Promatics Technologies comes with extensive technical expertise that is backed by a commitment to offer competitive pricing, quicker time-to-market along with impressive project management processes that facilitates highly superior quality control. These approaches have impressed clients within India and all over the world, resulting in the impressive growth rates that company is experiencing.

Mr. Jain says, “We at Promatics focus on finding newer ways to help our clients outperform in their competitive industry vertical. In addition to offering sound technical and design expertise, our team is also able to showcase proficiency in making strategic decisions that help meet various business demands. This helps clients make favourable business decisions quickly, efficiently and with the help of the correct insights.”

In the coming year, in addition to meeting the growing demands of businesses looking for crisp and seamless apps, Promatics Technologies aims to focus on helping the mobile app world become a more secure place. The number of security attacks and threats that have hit the mobile app development industry in 2017 alone is a wake up call for businesses such as Promatics Technologies to find ways to include robust security features into their products. Being a leading [mobile app development company](#), Promatics will be significantly focusing on including stronger data encryption in their existing and new mobile apps to ensure continued confidence in their brand as leading developers in India and abroad.

Furthermore, with the growing dominance of Internet-of-Things they expect that they will be able to significantly diversify their app development skills release a range of new products for the smart homes, smart cars, education, security and health care segments. IoT has caught the eyes of a variety of businesses looking to offer refined, automated services that require information dissemination between everyday devices and back-end hardware supporting these devices.

With a promising year awaiting the team at Promatics Technologies, there is a lot to look forward to in 2018. Future of [app development services](#) looks definitely bright.

Rahul Singh
Promatics Technologies

+1-607-821-7766
email us here

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