

Mobile apps from NETGEN



- Why build a mobile app
- The development process
- Costs involved
- Why partner with Netgen

Building a mobile app

It starts with an idea

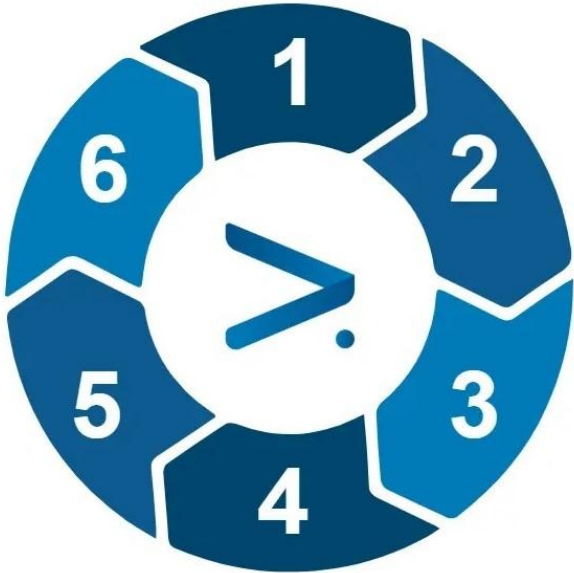
- A mobile ecommerce store
- A place for your clients to interact with you
- A new home for your customer loyalty programme
- A new tool for inhouse workflow
- A way to connect with your employees

The benefits of having a company app

- A mobile app is faster than a mobile website
- Users enjoy a seamless online and offline experience
- You can send personalised push notifications to customers
- Boost communication and see an improvement in productivity



The development process



1. Analysis

In order to ensure that your app does what you need it to do, one of our business analysts will work with you from start to finish.

2. Planning

Our developers and project managers will scope the project and create a plan for how your mobile app will work.

3. Development

Once approved, your app will go into development. Depending on the scope of the project, our approach can be modular in order to get the most important elements operational first. Alternatively, we'll use an all-in-one approach.

4. Testing

A dedicated mobile app tester will work through your mobile app once it is ready to ensure it is operating as planned.

5. Integration & Training

The completed app will be integrated into any existing systems. We will also provide any training necessary to ensure you get the most out of your app.

6. Maintenance

We offer ongoing maintenance plans that will ensure your app operates at its best as new technology and software enters the market.



Basic cost estimate

Our mobile app solutions are created to suit the specific objectives of our clients, including seamless integration with existing information systems and brands. The price of development varies depending on the complexity and time required for the project.

A basic estimate of our rates:

- Small application - 4-6 weeks development - R120 000 - R180 000
- Medium application - 6-12 weeks development - R200 000 - R460 000
- Large application - over 12 weeks development - starting from R500 000

Once we have more details for your project, we are able to give a better indication of exact costs.



Benefits of working with Netgen

Using React Native

We React Native in order to seamlessly develop for both Android and iOS.

Why?

- Saves time and money in development
- Gets you into both the iStore and Google Play immediately
- Rolling out updates is more efficient

Ongoing maintenance

Technology is never static! This is why ongoing support and maintenance from your developers is so important. Netgen offers retainer packages to suit the needs of your app.

Why do you need ongoing support?

- Major innovations in smart-device technology could lead to your app no longer working correctly
- Updates to operating systems could mean that your app isn't compatible with phones already using it



FAQs

Who owns the mobile app design?

You will own all of the rights to the intellectual property and the app itself. We will develop it for you and help to build the best possible mobile app for your needs, but it is 100% yours.

How do I protect my idea when asking Netgen to develop it?

It's standard procedure to sign an NDA (Non-Disclosure Agreement) to ensure your concept, and all information pertaining to the project, remains confidential. We are able to provide you with a standard agreement, which will be signed at the start of the development cycle.

Can Netgen help market the finished product?

Yes, we can. We have our very own digital marketing team. Our marketing services include content marketing, social media, PPC campaigns, emailers, newsletters, SEO services, and more.

Can Netgen get my mobile app onto the Apple iStore or Google Play?

Yes, we're able to place the finished app under your company account on both major app stores.

Will Netgen update my app once it is on the Apple iStore and Google Play?

We are able to do all of updates for your mobile app if you would like new features included. You will need to supply us with the the necessary content changes. We can then upload the new version of your app to the app stores.



Let's get started

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