



Developing a Mobile Application: **Native & Cross-Platform** **Approach to App Development**

Find Out Which Option Is Right for You

An Overview

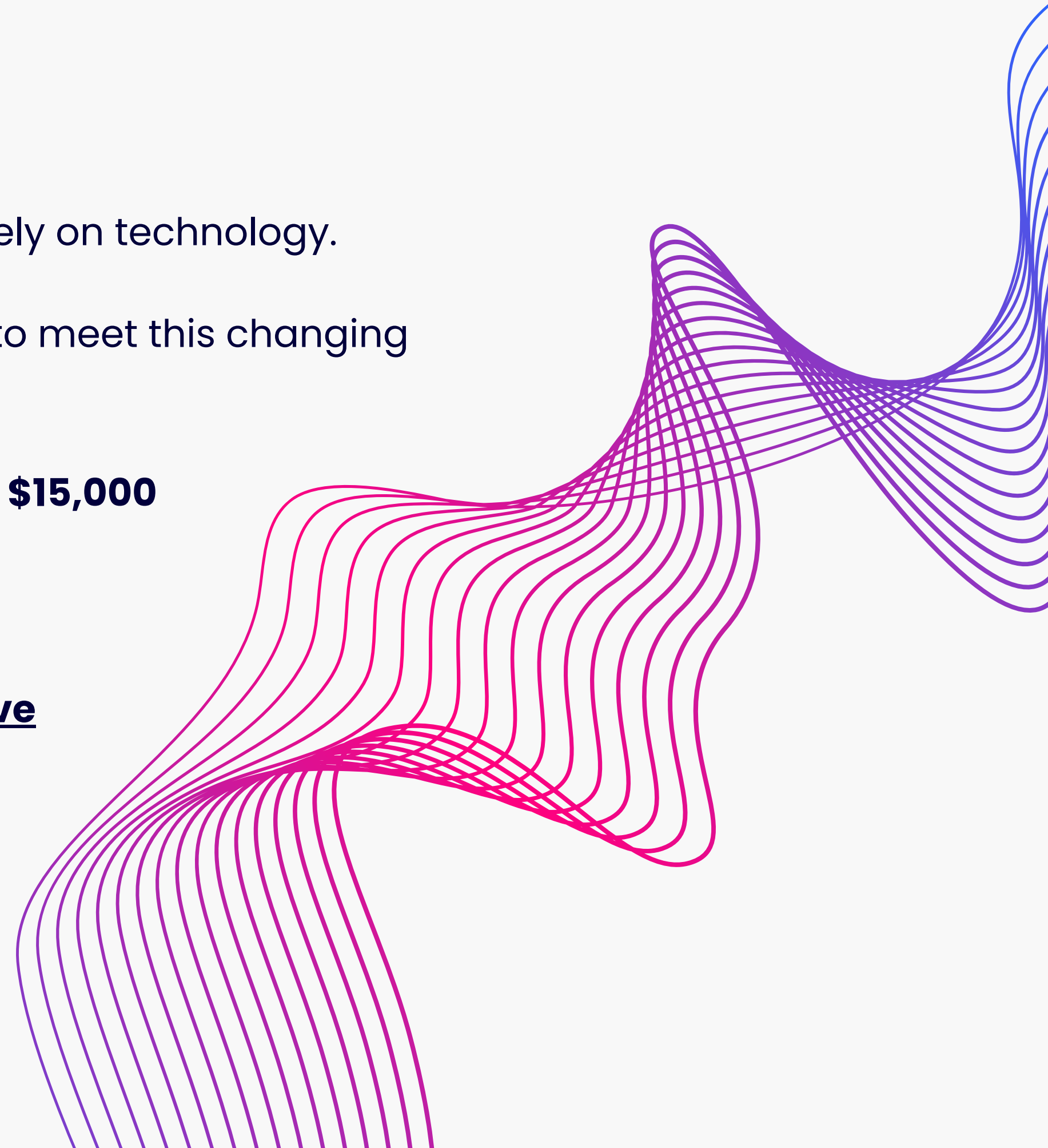
Present-day consumers are tech-savvy and heavily rely on technology.

Businesses are investing in mobile app development to meet this changing consumer demand.

The cost to build a mobile app can be anywhere from **\$15,000** to **\$200,000** and can even go lower and higher.

This cost significantly depends upon the choice of development approach, i.e., whether you go with **native app development** or choose **cross-platform development**.

The choice of approach is also a make-or-break factor for your app as well as your brand.



Why Do **Businesses Build a Mobile App?**

Having a mobile application can bring numerous benefits to your business. Here are the top 4 advantages of investing in mobile app development:

- ✓ Digitalization enables businesses to target a wider consumer market.
- ✓ Businesses can seamlessly sell their goods/ services online.
- ✓ Mobile apps enable access to insightful consumer analytics.
- ✓ Businesses can provide high-end customer service online.

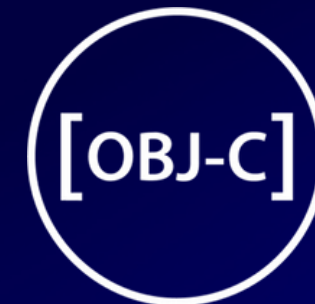
Difference Between **Native Apps** & **Cross-platform Apps**

Native development and cross-platform app development are the two approaches to building a mobile application. Here's how they are different.

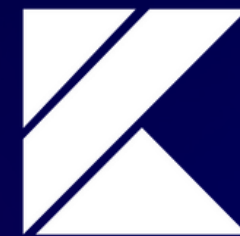
- ✓ The **cost to build** a native app is higher than that of a cross-platform app.
- ✓ It takes more **time to build** a native app than a cross-platform one.
- ✓ Native mobile apps offer **higher performance** than cross-platform apps.
- ✓ The **UI** of native apps is of better quality than that of a cross-platform app.
- ✓ The codebase of native apps is **easier to manage** as compared to the codebase of cross-platform apps.

Technologies for **Native and Cross-platform Development**

Native Technologies



Cross-platform Technologies



Why Choose the Native Approach?

Despite the high development cost and time requirement, native apps are popular among businesses. Here's why.

- ✓ Native apps have direct access to OS-level hardware.
- ✓ Choosing the OS platform's native technology ensures top-tier development.
- ✓ It is easier to upgrade and add app features to a native application.

Already Have a Cross-platform App? Here's What You Can Do

**Solution =
Migration**

You can migrate your cross-platform app to native technology by executing a well-planned **migration process**.

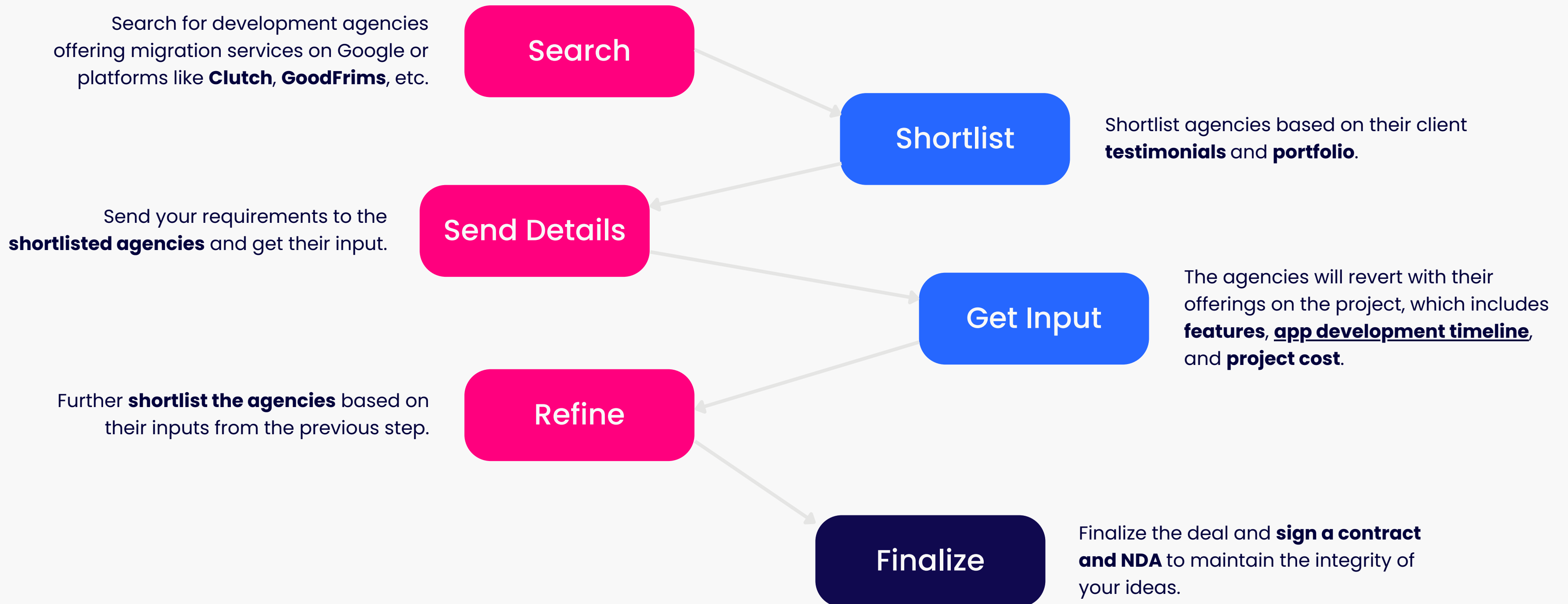
This way, you can **get a native app** for your business without building one from scratch and losing existing app data.

The upcoming slides will tell you everything you need to know about **migrating your app** from the cross-platform to the native approach.

Common Challenges in **Shifting an App to Native Technology**

- ✓ **Distrust from investors** for moving an app to another technology
- ✓ Need for **extra investment** to move an app's codebase
- ✓ A temporary **pause in business operations**, especially if the business operates online.
- ✓ **Loss of data** resulting from faults in the migration process.

Complete App Migration Process



Cost of App Migration

Different applications have different migration costs. A lot depends upon the technology and resources you choose for your app migration project.

Migrating a small-scale application can cost anywhere from **\$30,000** to **\$50,000**.

If you want to migrate a medium-scale or large-scale application, the cost can go as high as **\$150,000** to **\$200,000**.



Conclusion

Native development is one of the widely chosen development approaches.

Many businesses are recognizing the potential of the native approach and are shifting their cross-platform app to native technology.

This is allowing businesses to reap maximum benefits from their investment in digitalization and is adding to their overall profitability.

Ultimately, we suggest undertaking a well-planned and optimal migration process to migrate your application successfully.



Thank You for Reading! Are You Looking for **Custom App Solutions?**

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