Apptology Reaches Nearly 200 Mobile Apps Developed With Over 3 Million Downloads

Apptology has continued success developing mobile applications for both large enterprise and SMB clients.

Long Beach, CA – Sept. 24, 2012 Apptology, a Northern California leading mobile application developer, announced today at the California Women's Conference that their portfolio of mobile applications has reached nearly 200, with over 3 million downloads.   The success is due to the 2012 Spring launch of a new low cost line of ReadyBuilt mobile applications that are customized specifically for small and medium-sized businesses (SMB) including real estate professionals, dental and medical facilities, restaurants and bars, salons, spas, non-profits, professional organizations, and retail and grocery stores.

Apptology has been creating mobile applications for over two years with a development team of over 100 software engineers. They have had recent success developing applications for small companies who are using apps as a marketing platform to engage their customer base. They are also getting mobile app requests from larger corporations including the California Woman's Conference, Round Table Pizza, Siemens, and Billboard Chart musician, Nicholas Gunn. Apptology has also developed partnerships with technology companies including Nuvel and BizHappy. Apptology's most popular apps with the largest amount of downloads have been from a Facebook chat application, a drug testing resource app for parents, and BizHappy's mobile business directory.

 "With research indicating mobile app downloads are over 45 billion and growing, we think there is only one direction for Apptology's growth to go and that is up," said Rich Foreman, Apptology CEO. "Our development and project management teams are very busy with both our custom and ReadyBuilt product offerings, and we currently have a healthy pipeline of work," he adds. "We are beginning to expand our business developing resale partnerships with companies such as digital and social media agencies, franchises or other businesses who can resell mobile applications to their client base," explains Foreman.

Apptology's ReadyBuilt mobile apps are a low cost application that customers can purchase for as low as $550 per platform, including iOS, Android and Blackberry, with a nominal monthly hosting fee. ReadyBuilt apps are popular for the SMB clients because they are a marketing platform for sending promotional text alerts, geo-based coupons, utilizing m-commerce functionality and integrating social media for sharing. In addition to mobile applications, Apptology also offers clients mobile marketing services including custom branded QR codes, push notifications and mobilizing websites.

Kevin Fitzgerald, VP Sales at Apptology states, "We are here at the California Women's Conference because we think there is a huge opportunity with woman-owned businesses, large and small." He explains, "We created a mobile application for the conference to show off our ReadyBuilt app capability, giving attendees information about the event, speaker bios, link to blogs, media gallery, accommodation information, directions, and social media links." Fitzgerald adds, "Women are leading the way with adopting technology and we look forward to working with these companies to help them expand their marketing capabilities." The California Women's Conference app works on all platforms and is available in all the app stores.

About Apptology

Based in Folsom, CA, Apptology is a leading mobile application development and mobile marketing company. Unique in their service offering is a comprehensive suite of solutions for the mobile application industry targeted at any business size. The management team includes industry pioneers from Silicon Valley and Fortune 500 companies working with and developing mobile, interactive and new media technologies. The 100 + person development team has created hundreds of applications for various companies around the world on all platforms. For more information please visit http://www.apptology.com.