Sriram Manoharan talks Mobile App Development

28/11 By Jon ▪ 9 Comments

I took a bit of time to ask Sriram Manoharan, CEO of Contus, a leading Mobility, Cloud, and Web Solutions Company headquartered in India (Chennai) and USA (San Jose), about mobile app development and what this means for businesses going into 2014. *Thanks to* Vengatesan *for setting this up!*

Jon: What is the key focus of Contus?

Sriram: The primary services provided by Contus are Mobile App Development along with Web Application Development and Mobile Apps Testing. We've developed and delivered few hundreds of mobile apps in multiple platforms like iOS, Android and Windows.

Jon: With more and more users embracing mobile platforms, how can businesses in the B2B space make the most of the opportunities mobile offers?

Sriram: It is indeed true that the mobile platforms are going viral and the businesses in B2B space like our Contus should handle this tool effectively. Companies need to understand customer needs and develop and deliver products accordingly. Because users are [increasingly] embracing mobile platforms the mobile app development companies are increasing and there is significant competition. The companies should go with the flow but be unique in every way possible.

Jon: Are mobile apps the way forward for B2Bs or do you see apps integrating with traditional websites the way forward?

Sriram: On first glance this seems like a simple straightforward question; however, it's really very hypothetical. The answer depends on how we see it. For mobile app development companies like Contus we really do see mobile apps as the way forward for B2Bs but at times I myself – the mobility support person – have found that even integrating apps with traditional websites are also the way forward and innovative too.

Jon: What's the biggest challenge to the mobile sector going into 2014?

Sriram: There aren't just one or two challenges in front of us these days. Those of us working in the mobile sector have to face a lot of challenges every day and as of the biggest challenge in the forthcoming year I would vote it to the KitKat App development and iOS 7 app development since these two are far more different than the previous versions. 2014 will also see more development in Windows tablets so in turn Windows app development will have its own challenges. I counsel my employees to be passionate and innovative because only passion and innovation will help us to overcome any risks.

Jon: Can you give a real world example of how a B2B has benefited from mobile development in the last 6 months? What benefit did this bring?

Sriram: In the past six months we can clearly see that the mobile app development industries are booming and especially the ones with high experience and skilful set of developers are highly benefitted. Even in our company many of

the apps have been delivered and there is a steep increase in the number of apps delivered and approved in iTunes and Play Store. Maybe this achievement is down to B2B.

Jon: The development of the web has allowed small businesses to compete with larger companies as the browser platform has been quite open. Given the costs associated with mobile app development, will small businesses get left behind if they can't compete in terms of mobile offerings?

Sriram: Although we can't blindly say "NO" to this question, we also know that the answer is not "YES" too. Any company's boom or bane comes from various factor and we can consider mobility as a major factor is making or breaking a business.

Jon: Is it worth making a distinction between mobile and desktop anymore?

Sriram: Although they both have reached a saturation point that there are not much differences in their usage and also the fact that mobile users are increasing, we can't deny that at the end of the day or in office logging into your PC is what helps you more. Just for the comfort and the fact that "Big is Beautiful". I personally feel that the mobile should be confined only when you are in motion and for other static purposes I still go with desktop.

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Great piece of info and it would inspire a lot of app developers and to be app development companies to rethink their ideas to rea
heights!! Interviews from CEOs often encourage and motivate everyone.. worthy points shared!!

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