Magora Expands Bespoke B2B Mobile App Development Services

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London – April 6, 2016 – Magora, one of the UK's top software development firms, announced today that it has expanded its bespoke business-to-business (B2B) mobile application development service offerings. Already extensively experienced in mobile technology development, Magora is seeking to broaden its reach even further in the arena. The firm has increased its staffing of developers for the iOS and Android platforms as well as business analysts and project managers who are versed in the nuances of business-facing mobile projects.

“We work with business clients, focusing in bespoke B2B mobile apps,” said Andrew Lobel, Director. “It's all about business, nothing like what you see in consumer mobile technologies. We are interested in catching the latest trends and implements them for the unique requirements of the clients' business niches. We are dedicated to working closely with clients to realize mobile functionality that will help them achieve their targeted business outcomes.”

According to Magora's development methodology, a bespoke software application has two goals: increasing income and decreasing cost. The actual expression of these goals will vary, with examples including internal process optimization, decreasing order processing time, increasing customer satisfaction or retention, adding new customers via the Internet or social media or providing safe and secure access to internal data. “It's all about ROI,” Lobel added. “If we can't see how the client is going to find financial return on the project, we go back to the start and think it through again until we know how they are going to see a positive business result from our work.”

Examples of Magora's bespoke B2B mobile work include apps that enable trucking companies to track their vehicles using drivers' smartphones. This app can also predict traffic problems and help determine optimal routes and schedules. Magora devised the app to factor in accidents, schedule monitoring and notification, deviations, load/unload control, statistics, reports and vehicles optimisation. A further example is an app for a huge logistics centre that helps employees to find specific goods, check them with bar-code recognition and send them to customers more quickly and accurately than was previously possible. A Magora-developed app for retail chain supervisors enables them to conduct inspections, collect metrics, photograph rule violations, and so forth.

The firm's services span strategy, design, development and implementation, marketing and future client's support. Magora's overall approach is to operate like a collaborative partner, a trusted expert that is also a friend of the business. “We like to be independent and impartial while taking the time to get a really strong sense of how our clients' businesses run,” director of business development Mikhail Chuprynski added. “When people work with us, they are surprised to find that we never actually sell our services. It's a conversation. We listen, and through the process we make recommendations and answer questions in a way that leads to a working partnership.”

If you need some advice about app development or are looking for reliable people, who are ready to chat with you and help to identify your needs - give me a call to share you professional business thinking with a new kind of expert-developer and business consultant in one.

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