

Why You Might Consider Hiring an App Agency

Creating an app is a great way to reach consumers, particularly now that more consumers than ever are using smartphones. Studies show that there will be 6.1 billion smartphone users by 2020, nearly 70 percent of the world's population. However, creating an app isn't simple. In fact, for many companies, it can pay off to hire an app development agency to create their app, rather than relying on in-house developers. Listed below are few of the benefits of hiring an app agency.

1. An App Development Agency Is Dedicated to Just That

An app development company does just that: It develops apps. Rather than have your company spread its focus and resources to creating an app, you can hand over that work to a company that is completely dedicated and focused to building a mobile platform for your company. While your IT department or in-house designers may be able to assist, it can help take extra work off their plates to hire an app development agency.

2. An App Development Agency Has Specialized Knowledge

Tech people at your company are most likely jacks-of-all-trades. They can help set up email on your smartphones, and they can get your wireless network up when it goes down. While they may have some development and coding knowledge, most in-house IT people lack the specific expertise to build an app that functions well and looks good. By turning to an app development agency, you can rely on experts who've dedicate their professional lives to only mastering the art of apps.

3. An App Development Agency Offers Fixed Price Contracts

When you work with freelancers, it's common for them to charge your company for work by the hour. However, it's more likely that an app development company will offer you a fixed price for their work. This means that app development agencies can not only help you keep costs down, but they can also help you get a better sense of your budget since you'll know what an app will cost as soon as you embark on the project.

4. App Development Agencies Have Access to the Best Technology

When developing your mobile app, you need to make sure it will function well on all of your desired platforms/devices (Android, iOS, etc.). So, one of the benefits of using a mobile development agency is that they have access to the most advanced technology, which will ensure that the app is developed to be compatible with the right platforms.