



**Questions and Answers**  
Webinar on  
**Startups and Mobility**

Thank you for attending the webinar on 27<sup>rd</sup> September, 2012  
on **'Startups and Mobility'**.

We hope you find the webinar informative and as promised here are  
the 'Question and Answers' that were asked and discussed during  
webinar.

## Webinar Q & A

### What common libraries you are referring in your presentation? How does that help for rapid development?

With over years of experience in mobile app development Harbinger dev teams have prepared common abstracted functionality across different layers of application to efficiently and rapidly implement the applications. These are different sets of APIs with objectives in specific layers to scale up with newer functionality and spread across multiple devices and platforms quickly. For example, network layer APIs for connectivity library with HTTP service, API service, cache/pre-cache service and storage service. Similarly for other layers such as UI, business functions, native APIs libraries are implemented to keep the design loosely coupled. It can be also for specific integration features like social media, Ad networks or crash report helper.

### Which main platforms you would recommend to develop the mobile applications?

The choice of the platform mainly depends upon the purpose, target end user and the features. The consumer applications which are expected to be used widely Android is the main platform, however the iPhone is also planned for better user experience. The enterprises are mainly planning for Blackberry and here also iPhone is widely covering the expectations with better user experience and security. Windows Phone is the next alternative picking up now and expected to increase with Windows 8 mobile release.

### What do you think about Zend framework for mobile apps?

Zend is excellent framework for MVC development using PHP and recently version 2 has come out well for optimized development practice. For mobile development it is great choice for backend implementation when PHP based technology is already decided. The other recommended technology is Ruby for faster web service implementations.

### What about node.js?

Node.js is excellent server side framework to improve the overall routing of the requests to be processed must faster. It uses an event-driven, non-blocking I/O model which enables efficiently handle connections, session operations, file IO or database access, thus overall improving performance of the online applications. Harbinger implemented solutions to scale up the synching of m-learning contents or social media interactions to be made available in real-time across multiple devices/platforms and sessions using node.js based solutions.



### How does node.js differ from JQuery?

JQuery Mobile is mobile web app framework where node.js is completely server side framework and they are in a sense unrelated. The server logic of the JQuery mobile app, may implement node.js based communication at the backend for web services.

### What is Harbinger's experience when it comes to app submissions?

App submission is a completely different ballgame as compared to building the application. Since the publisher is an external entity that plays a role in this process. A lot depends on how quickly does the publisher responds. So normally a submission takes anything between 24 to 48 hours to approve the app, whereas Apple's store is more of a manual and people driven process. So our best experience with Apple store is that apps have been approved in a span of may be 20 hours and during Christmas season the reviewers usually go on vacation as a result the application may take nearly two weeks to get reviewed. It's a varied experience.

### Any take on Mobile Site vs. Mobile App... What to come up with?

There are multiple factors to decide on this. To make long answer short here is quick snapshot to make the decisions,

Mobile Website	Mobile App
Dynamic data/content driven	Native features
Easy Access	Interactive, Gaming
Searchable	Offline use, tracking
Multiple devices and platforms	Data, content processing on client side
Minimal time and cost	Personalized Experience

Thank you and it was great to have you in webinar.

Do visit us at: [www.harbinger-systems.com](http://www.harbinger-systems.com)

Feel free to write to us at: [hsplinfo@harbingergroup.com](mailto:hsplinfo@harbingergroup.com)

#### Follow us:

Blog: <http://blog.harbinger-systems.com>

Twitter: <http://www.twitter.com/harbingersys>

Slideshare: <http://www.slideshare.net/hsplmktng>

Facebook: <http://www.facebook.com/harbingersys>

Regards,

**Harbinger Systems Team**