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# Mobile made better

Smarter, faster, nimbler experiences

Nearform\_

[nearform.com](https://nearform.com)

**How do you make mobile better?**

**A unified codebase — one team  
and a single experience**

**PUMA**



**dpd**

**kernel**

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You have  
1 urgent  
message



Mobile apps are the most important piece of a consumer-first strategy. They're at the heart of the modern user experience.

The average person uses multiple apps every single day for communication, shopping, financial transactions, navigation and more — which means the app you provide will play a key role in your customers' lives.

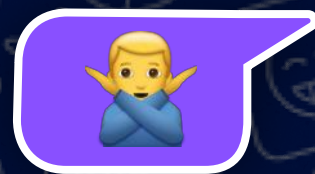
Get your app right, and it can be a seamless gateway between your users and your products or services, providing exceptional, personalised experiences that blend seamlessly into their daily activities.

It can be a genuine source of competitive advantage for your business — but only if you execute it well.

Get it wrong, and the result is slow, expensive development, frustrated users and lower revenue.

So, stop bleeding money, falling behind and losing customers. Make your mobile better by switching to a unified codebase — one team and a single experience. It's the right approach to elevating your app.

# The human cost of taking the wrong mobile approach



In 2024, Sonos released a new application with the goal of improving the user experience.

However, **a lack of proper testing and a desire to release a handful of new features at once made the app unusable.**

Customer feedback was overwhelmingly negative, and Sonos estimated that it could cost up to \$30 million to fix the damage — a cost that led the company to lay off around 100 employees that same summer.

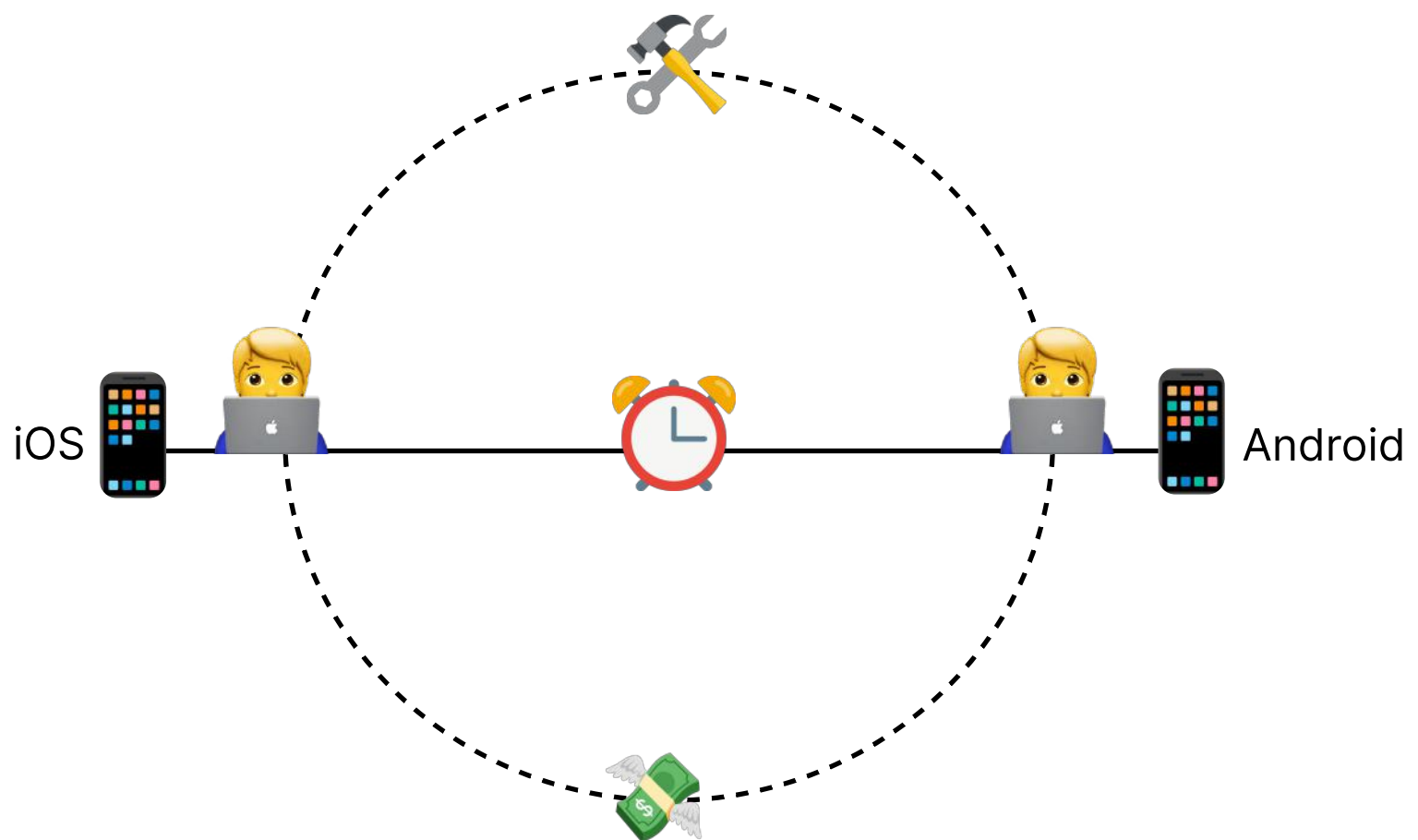
It's clear then that reputation and huge amounts of money are on the line when you release apps.

And from our experience, there's every chance your development processes are preventing them from achieving what they could... or even placing you at risk.

**\$30 million  
to fix the  
damage — a  
cost that led  
the company  
to lay off  
around 100  
employees**

Stop chasing  
innovation.  
Define it.





**Developing apps separately** for iOS and Android used to be the norm.

But if you're running two native mobile teams working in two separate streams, **you're paying twice as much as you could and getting a mobile experience** that's inconsistent and hard to scale.

Not only that, but the two-stream approach stifles innovation, primarily because so much of your developers' time is spent ironing out kinks instead of pursuing new ideas.

And while they're doing that...

your competitors  
are leaving you in  
the dust, giving  
their customers the  
convenient, hyper-  
personalised  
mobile experiences  
they desire.

So, how do you catch up?

Nearform's approach to application development, powered by React Native, allows you to build faster, nimbler experiences once and release them everywhere through a unified, single codebase.

That scalable codebase empowers you to be a leader in hyper-personalised mobile experiences. You'll no longer be playing catch-up or chasing innovation.

Instead, you'll be able to adapt quickly, harness the latest technologies and give your customers what they want — before they even know they want it.

With your development efforts halved, time will no longer be an enemy, it'll be a weapon.

Features can ship in weeks, not months. Updates will roll out simultaneously across all platforms. Teams will stay focused, and customers will stay engaged.

With Nearform's expertise and React Native, you'll no longer struggle to keep up with change. Instead, you can drive it.

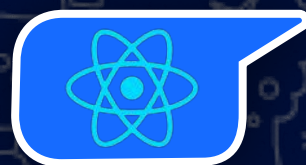
It's why **thousands of leading apps** are being made this way today.

Reduce your costs by 45% 💰

Launch new releases 50% faster 🚀

Tap into a talent pool  
that's 60% larger 🧑💻

# React Native: Design once, deploy everywhere



While many enterprises rightly built native Android and iOS apps, the long-term costs of retaining highly specialised developer teams has become unsustainable.

And in times of economic uncertainty, where spending is increasingly under scrutiny, reducing the cost of bringing apps and features to market should be a priority.

**With a common codebase, React Native allows developers to create fast and responsive applications without having to spin up different instances across web and mobile platforms.**

This removes a huge amount of friction from the development process. It's far more efficient to maintain a single codebase than to manage separate instances, so you can rapidly develop and update applications in line with user needs.

With common components that can be reused across platforms, applications and development teams, you can dramatically cut the cost and time of developing new applications and features. That gives your developers the freedom to experiment and drive innovation instead of fixing code and putting out fires.

There's a significant people benefit at the heart of single-code development, too.

As JavaScript-based technologies like React Native have grown in popularity, they are fast becoming the most popular way to build apps.

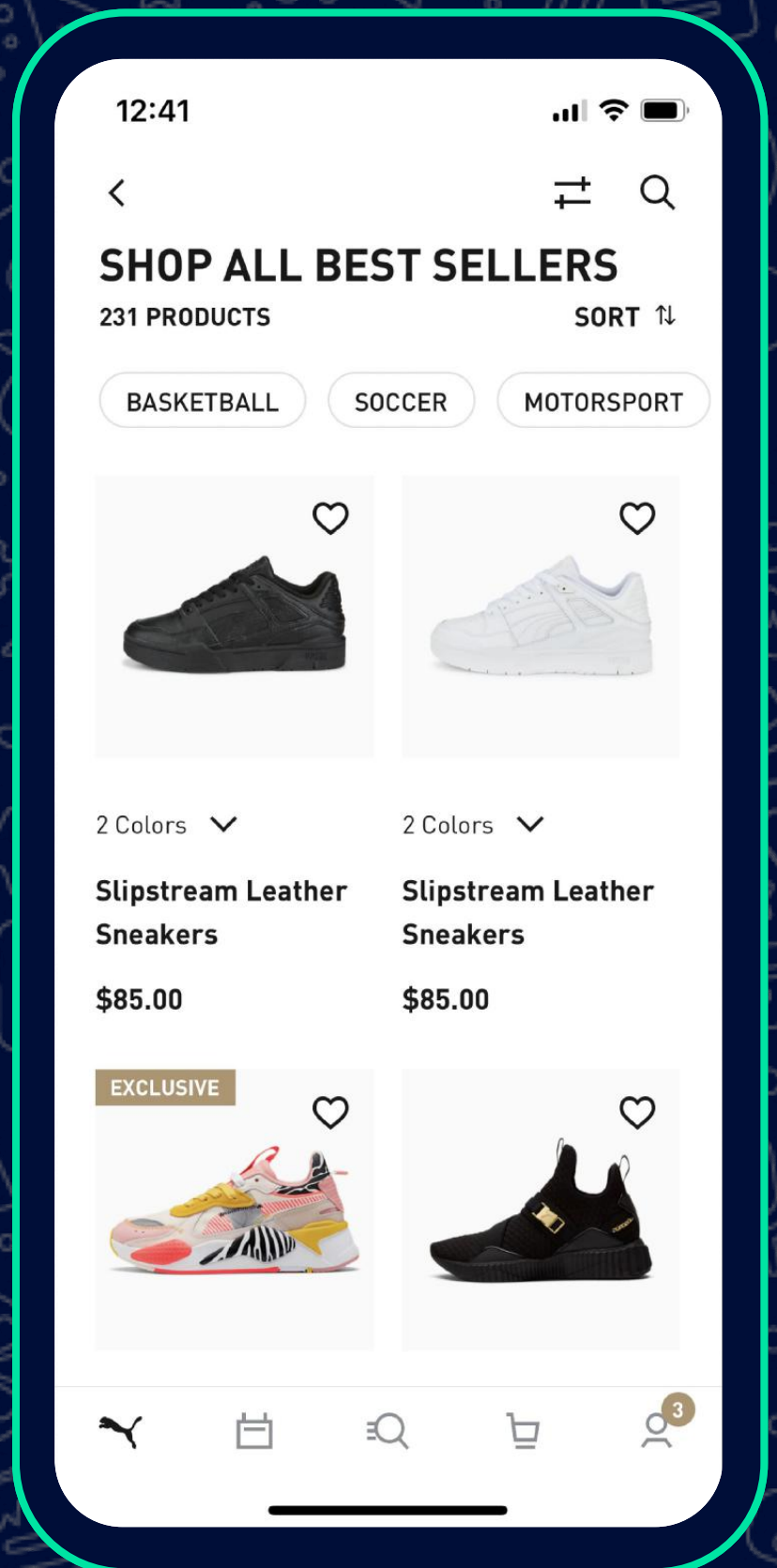
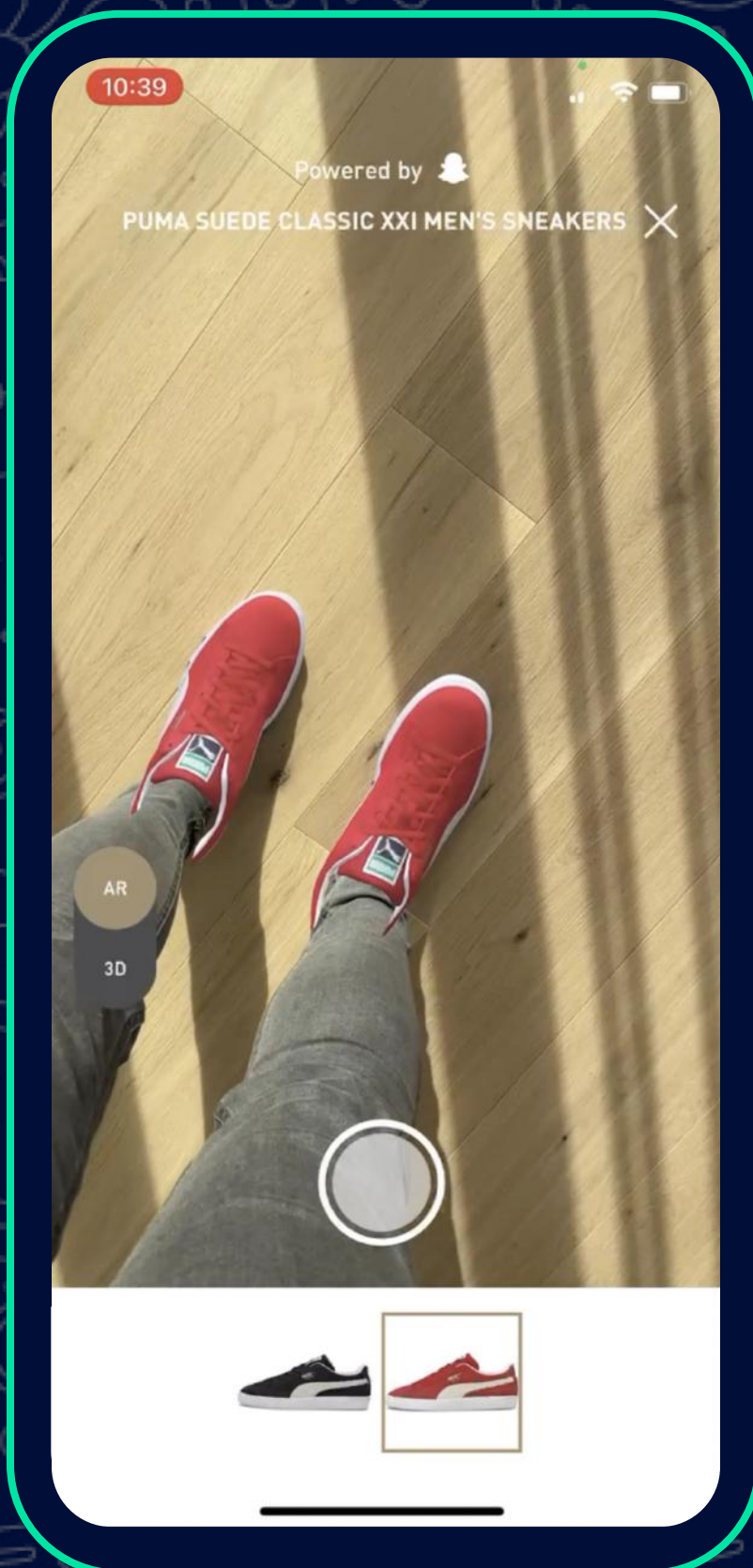
That means there's a huge and growing developer community at your disposal.

If you're using React Native in-house, you can attract and retain talent and improve satisfaction.

If you're outsourcing to a partner, you'll have access to the best talent using the latest tools — and there's the long-term benefit of them upskilling your developers.

**PUMA**

# Turning a per-region platform into a global e-commerce experience



**99% reduction in deployment time**

**A consistent experience for 1 million global users**

**Ratings & Reviews**

[See All](#)

**4.9**

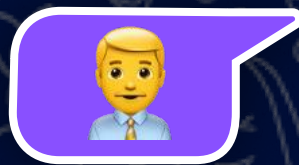
out of 5



15,615 Ratings

[Read the full story](#)

# Meet every user need with hyper- personalisation



## Hyper-personalisation is the competitive differentiator for modern customer engagements, and we've written the book on it.

By embedding bespoke, hyper-personalised experiences in customer journeys, you can provide services like relevant, real-time product recommendations, predictive offers and dynamic pricing — all of which can breed brand loyalty and improve revenues.

That's why, despite uncertain economic conditions, **69% of businesses** are still expanding their investments in personalisation.

At Nearform, our end-to-end approach to development — covering everything from initial design to engineering — enables us to identify and execute opportunities for personalised engagements in a way that is performant, scalable and secure.

This can be anything from simple customisations, like light and dark modes or messages addressed to the user, to AI recommendations based on user known preferences and past data.

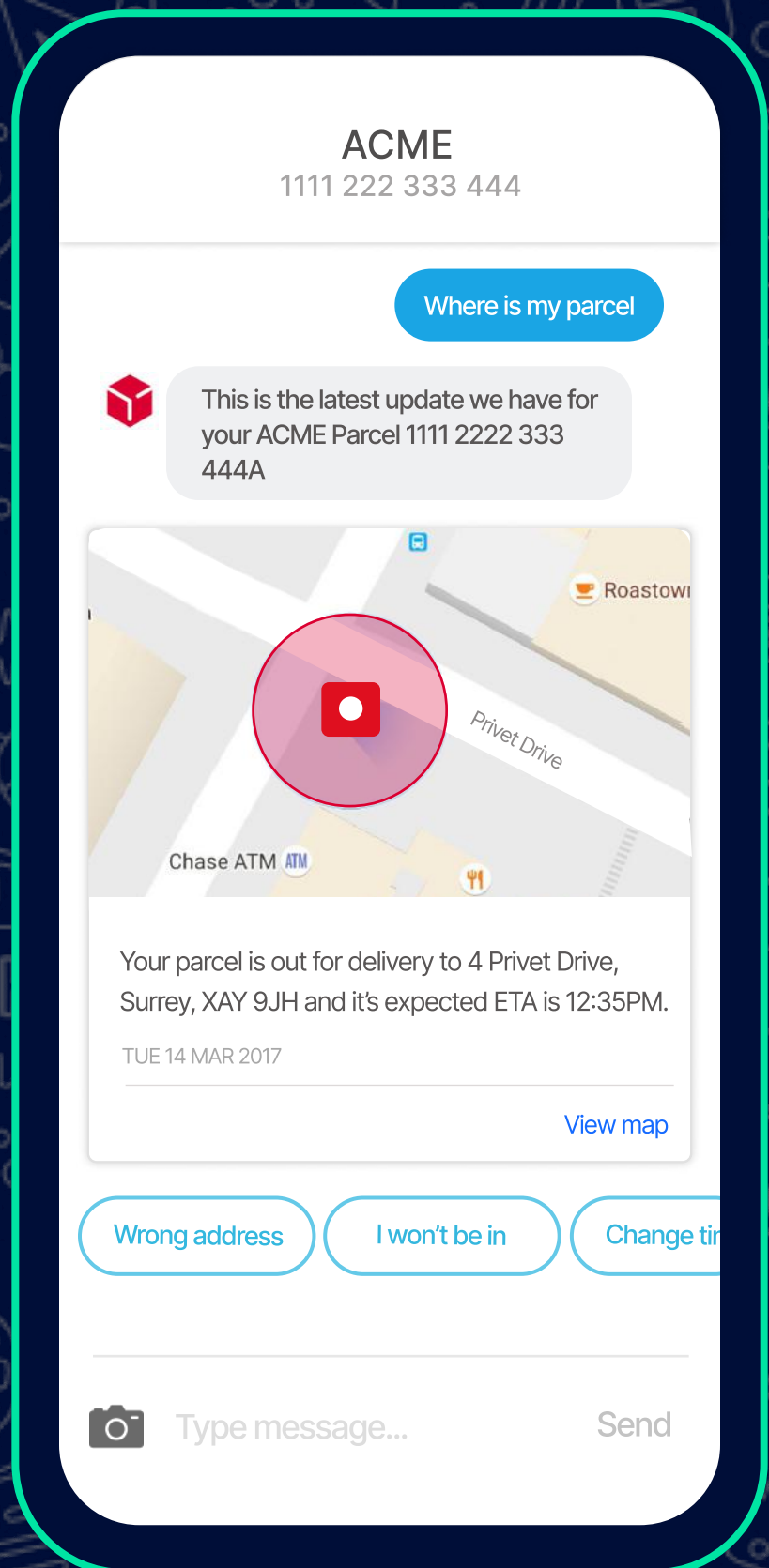
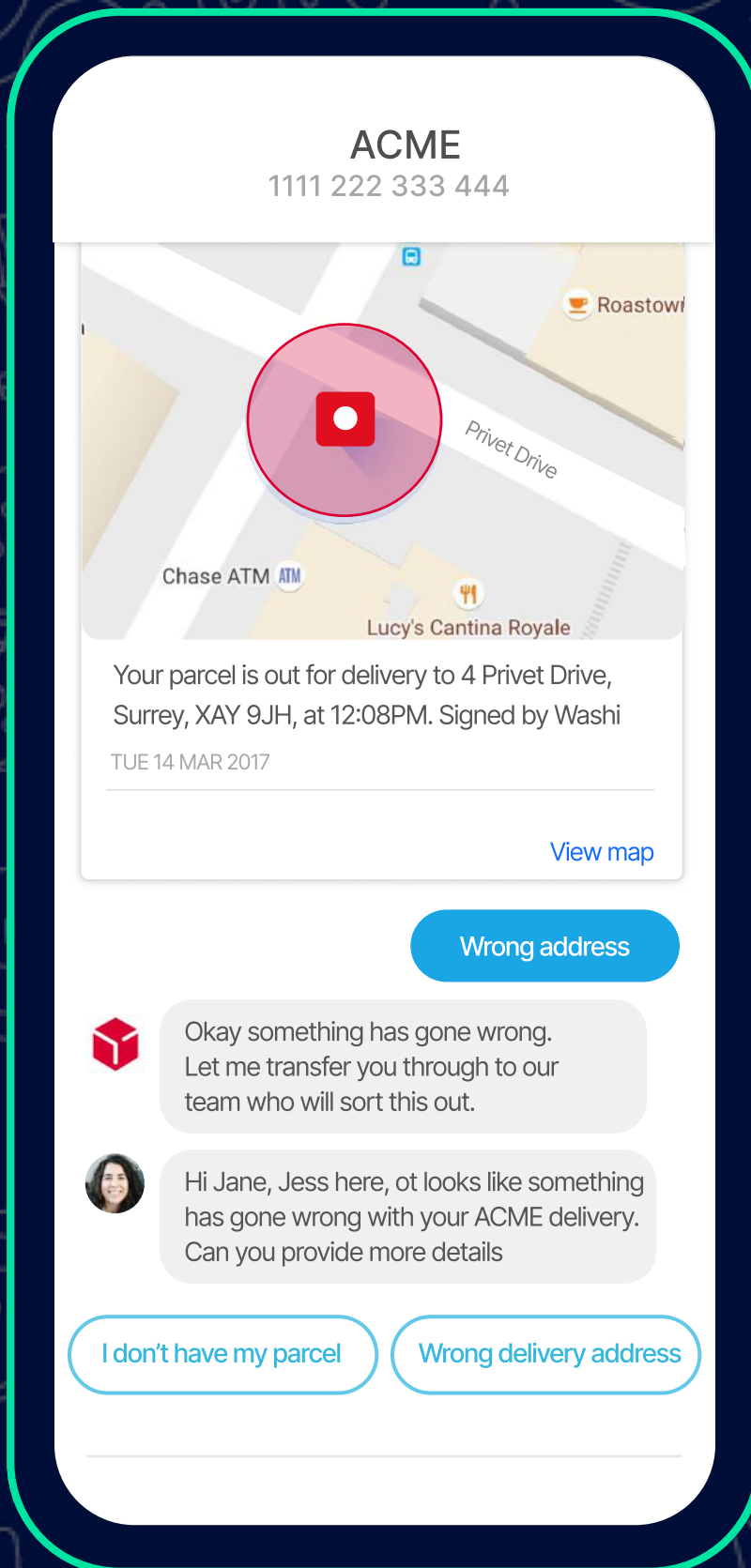
We also build in features to support people with different accessibility needs, so every user gets the same great experience.

*“React Native is a really mature ecosystem that allows us to deploy these features to both Android and iOS from a single code base. It's great for clients who want to roll out quality applications at speed.”*

Eli Zibin, Staff Software Engineer at Nearform



# Improving in-app chat technology to supercharge customer experiences and resolve user issues



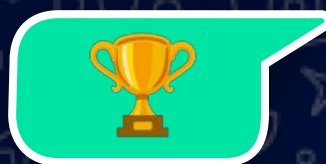
**70%** of customers can resolve their issues in-app with the MyDPD chat experience we created

**41%** of customer issues are now automatically resolved with a chatbot

Significantly reduced development time and faster feature rollout through **React Native** 🧑💻

[Read the full story](#)

# Develop apps that top the charts



The rating of your app in the Play or iOS store can have a profound impact on the users you attract — and how long they stay with you.

Our expert designers and developers deliver highly-rated apps by taking an all-encompassing, end-to-end approach to development. It begins with our **Ignite discovery process**.

In these sessions, we work with you to understand the features and experiences that matter most to your users.

And we use our knowledge of industry verticals and senior expertise to produce a roadmap for success that's focused on delivering the right outcomes for your enterprise.

Our designers and developers then bring those ideas to life.

This, alongside our experience with React Native, allows you to go to market with apps that are right-first-time, as opposed to rolling something out that requires updates and tweaks when it's already in users' hands.

Our React Native approach also means you have responsiveness on your side.

We can react to user reviews, new feature requests and emerging capabilities at lightning speed — and across all mobile platforms.

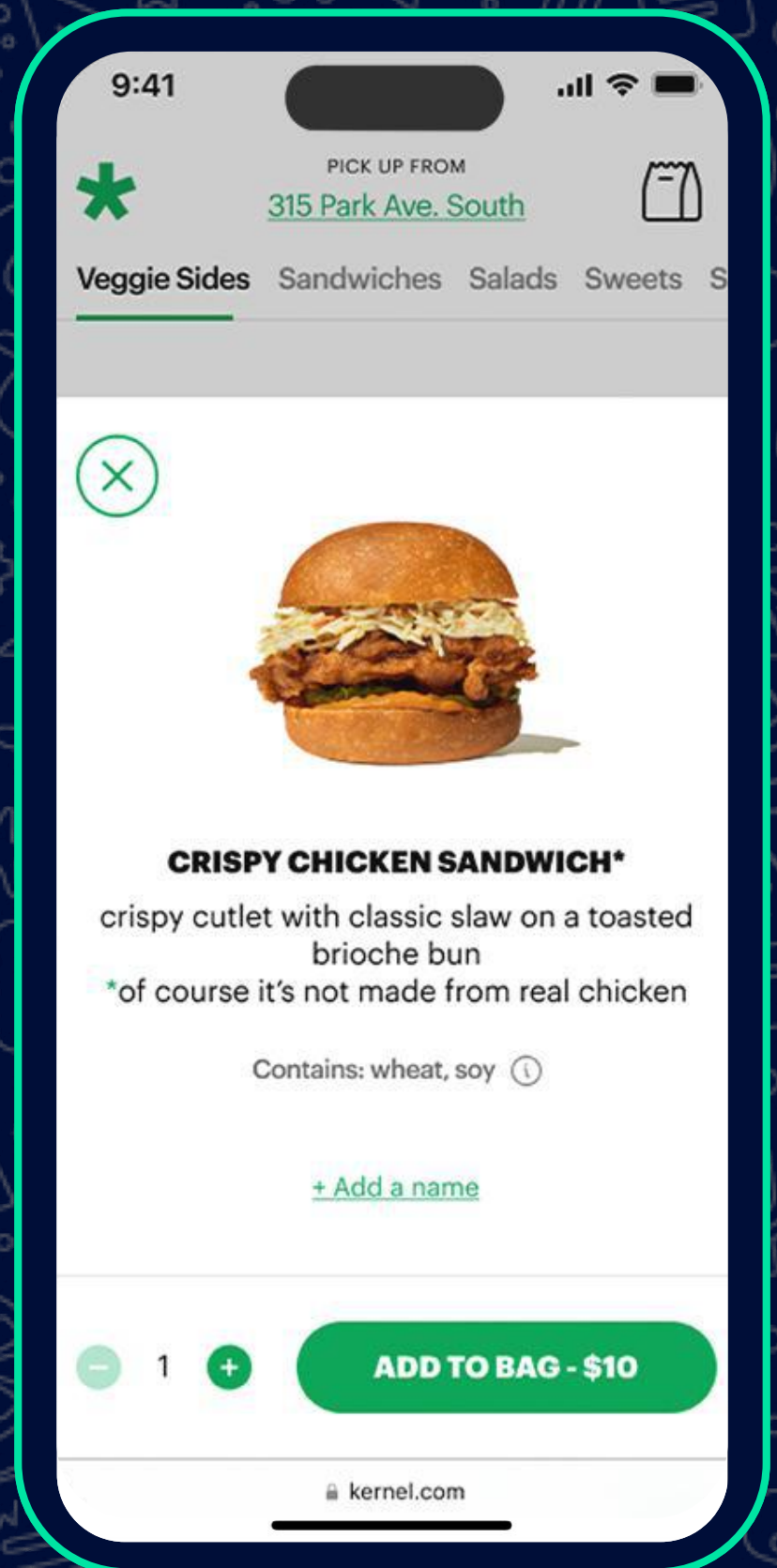
So when you're out in front, you stay there.

*“Our engineers know how to build performant applications in React Native, and when an application performs as it should, providing the right functionality at the right times without disruptions or bugs, users will respond positively.”*

Keith Luchtel, Technical Director at Nearform

The logo for Kernel, featuring the word "kernel" in a bold, lowercase, sans-serif font. The "k" is stylized with a white dot, and the entire logo is set against a dark blue background with a pattern of white line-art icons.

# Building a feature-rich app and website at lightning speed



**40% increase** in weekly orders — in just eight weeks

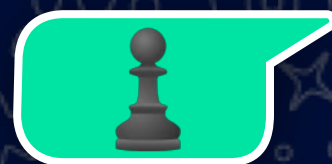
**31%** conversion rate for mobile users

*“It is unbelievable what we have been able to achieve, it is everything we all hoped and dreamed for.”*

*Stephen Goldstein, President at Kernel*

[Read the full story](#)

# Cement your strategy with training and consulting



## Our work with our clients doesn't end when applications are launched.

We're always on hand to provide training, workshops and guidance to upskill your teams in React Native best practices, help roll out new features and make sure you're set up to maintain and update your applications going forward.

Our dedication to writing maintainable and extendable code with clear documentation plays a huge part in helping your engineers understand what's been built and how it can be updated — futureproofing your investment.

Most importantly, we understand that everyone's needs in this area are different, so we offer a bespoke approach to providing whatever ongoing support and education you need.

*“A lot of digital partners come in, build an app and then leave. We place true collaboration and partnership at the heart of our engagements, ensuring our clients are set up for future success with advice that ranges from technical aspects to overall strategy. It's mobile made better today, tomorrow and beyond.”*

Keith Luchtel, Technical Director at Nearform

# Ready to supercharge your mobile experience?

By taking our approach to mobile application development, you can go to market faster with apps that exceed users' expectations, can be rolled out at speed and at scale, and cost less to develop.

To talk to us about your needs, and learn more about how we can help, [get in touch](#).

**Mobile made better**

**Powered by React Native. Engineered by Nearform.**