

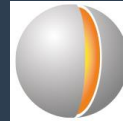


Enterprise Mobile  
Apps.

Multi – Platform.

Multi – OS.

100% Native.



**NOSERENGINEERING**

WE KNOW HOW

# Unprecedented Pace of Change

**52% of the Fortune 500  
since 2000 are gone**

**1B**

people in social  
networks

**Millennials**

transforming  
customer  
demands &  
workplace

**50B**

Internet  
connected  
devices by  
2020

# Enterprise Approaches to **Mobile Development**

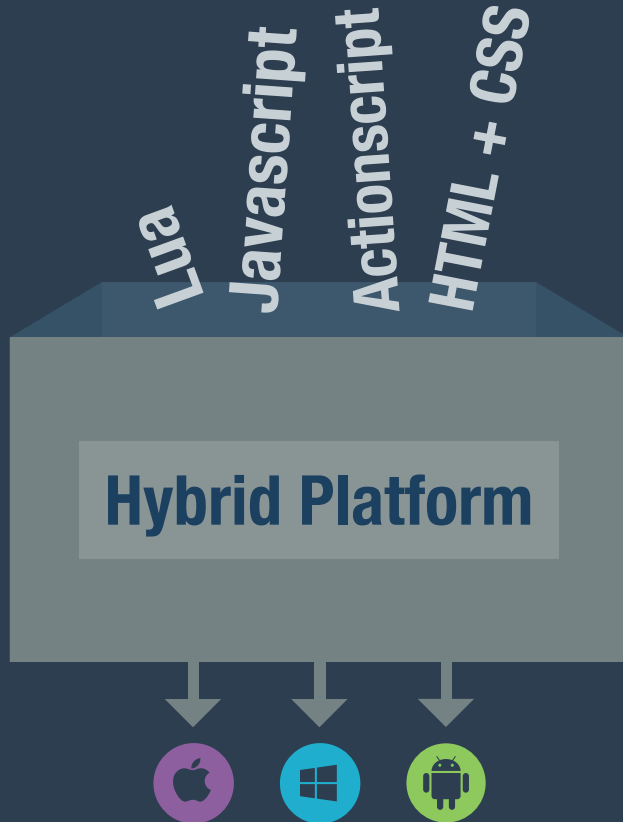
# The Siloed Approach: Build App Multiple Times



- Expensive to staff multiple platform-specific teams.
- Expensive to maintain multiple code bases.
- Slows innovation.

# The Write-Once-Run-Everywhere Approach

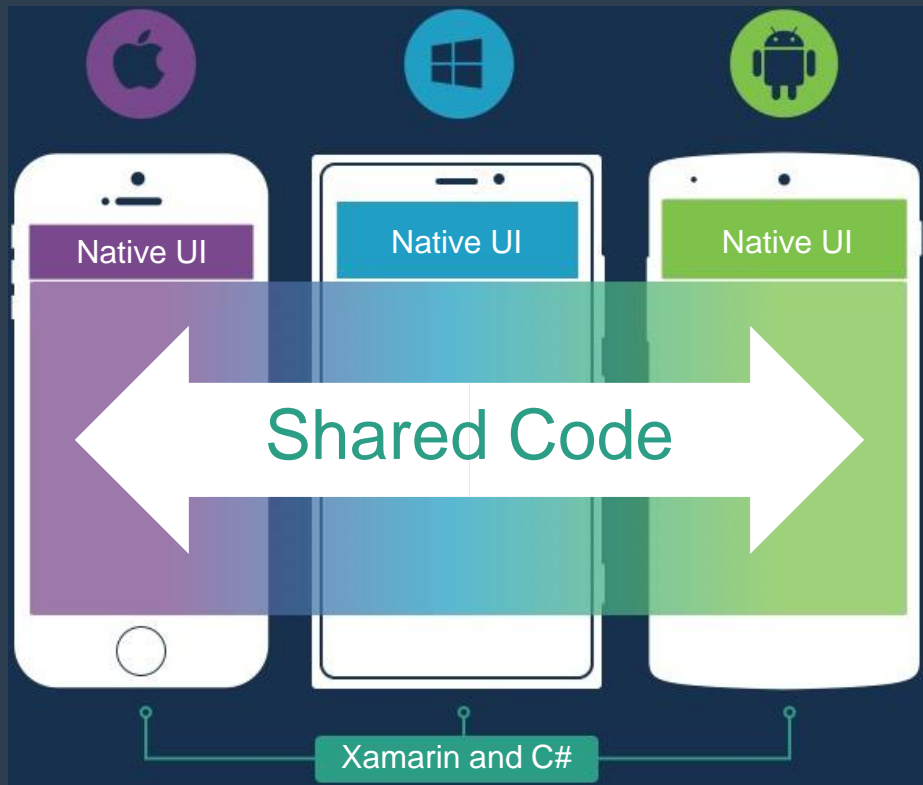
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- Incomplete API coverage, limiting app functionality and failing to meet user expectations.
- Slow performance causes high abandonment rates.
- Poorly adopted solutions lead to wasted investments.

# Xamarin Solution

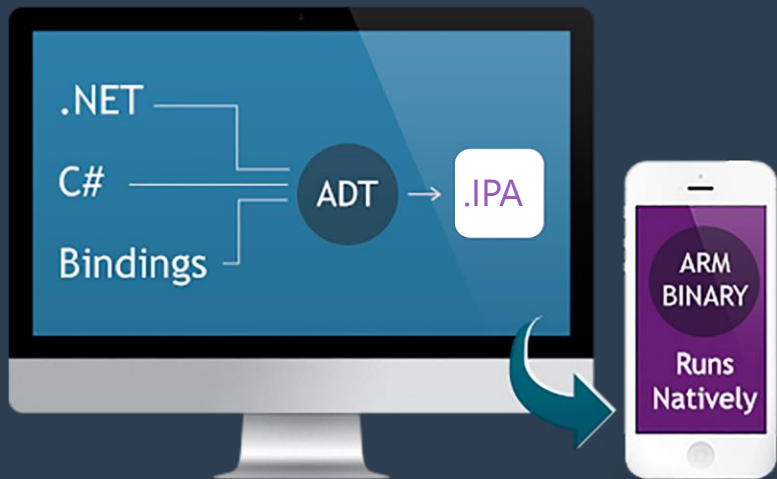
# The Xamarin Approach: Shared Code



- Use one team, one code and one set of tools, optimizing budget.
- Accelerate time to market with 60-100% shared code across platforms.
- Scale for ongoing maintenance, iteration and new technology.

# Native Performance

Xamarin.iOS does full Ahead Of Time (AOT) compilation to produce an ARM binary for Apple's App Store.

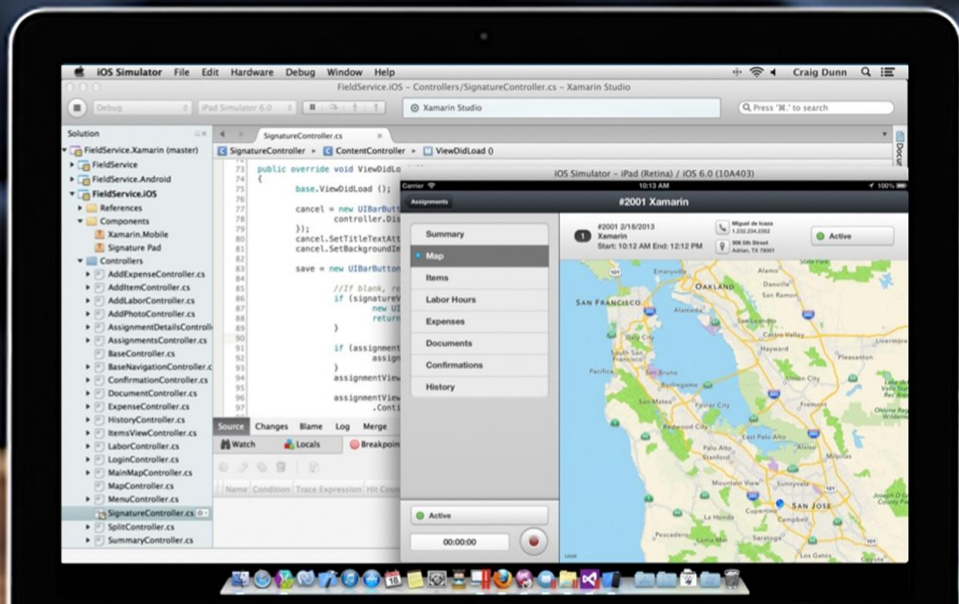


Xamarin.Android takes advantage of Just In Time (JIT) compilation on the Android device.



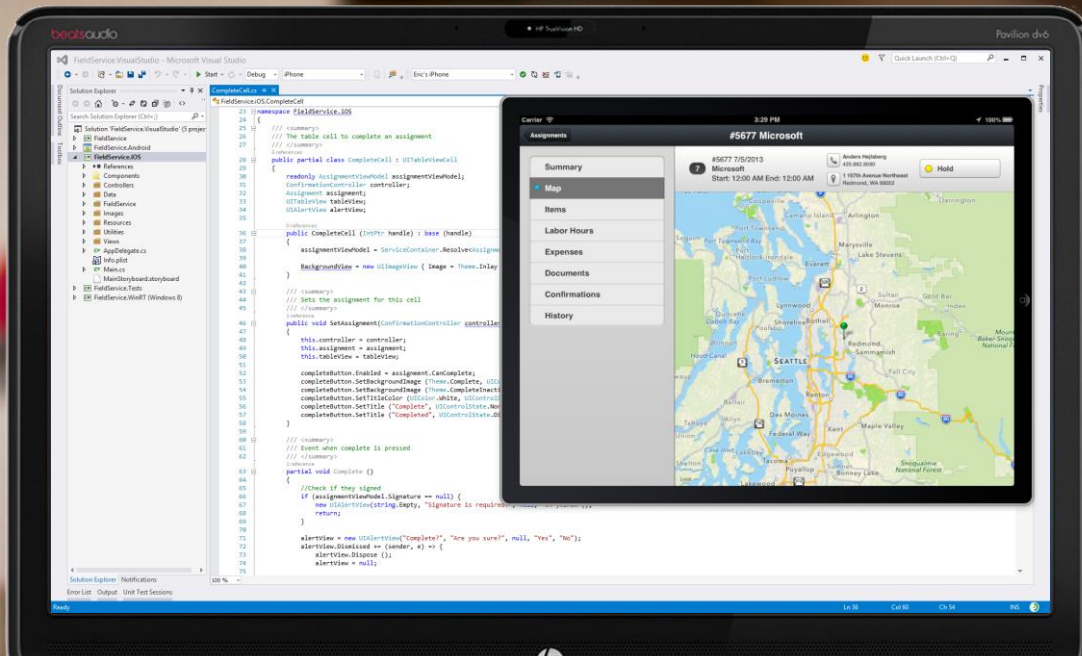


# Xamarin Studio



- Comprehensive IDE
- Built for cross-platform development
- Fully native APIs with code completion
- High quality Android & iOS designers
- Simulator or device debugging

# Xamarin for Visual Studio Integration



- End to end development for iOS, Android and Windows

- Leverage entire Microsoft ecosystem:

- ReSharper

- Team Foundation Server (TFS)

- Your favourite code coverage and profiling tools

- iOS and Android Visual Designers

# Xamarin Test Cloud: Automate mobile testing

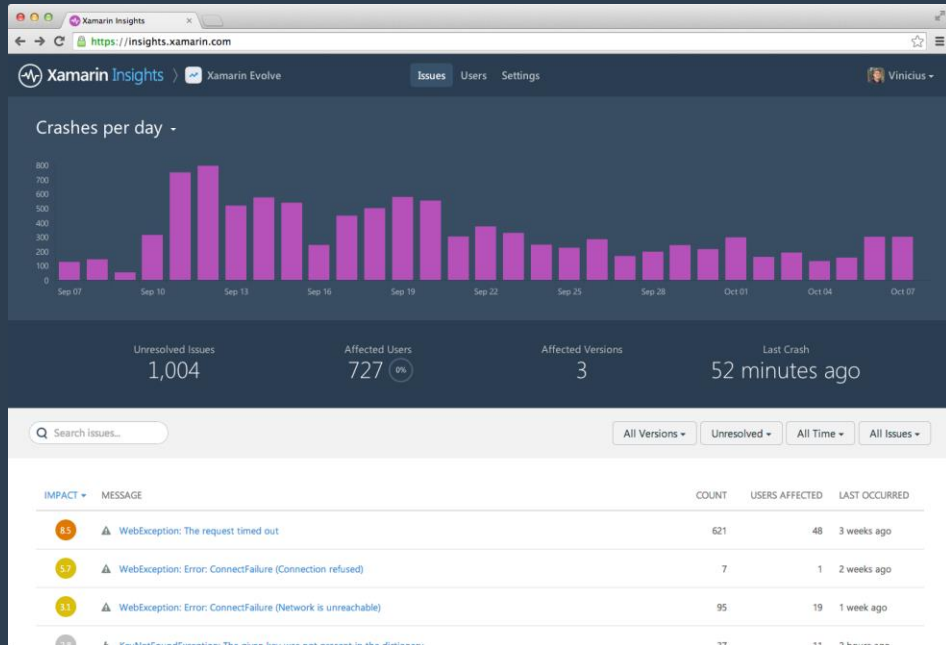
The screenshot displays the Xamarin Test Cloud web interface. The browser address bar shows the URL `https://testcloud.xamarin.com/`. The page header includes the Xamarin Test Cloud logo, navigation breadcrumbs for 'Flipboard > master', the current date and time 'Sep 23, 2014 7:30:39 PM', and a 'New Test Run' button. A user profile for 'Vinicius' is visible in the top right.

The main content area is divided into a left sidebar and a central grid of device test results. The sidebar, titled 'Overview', shows a list of test results for the scenario 'User creates an account'. The first result, 'Given I am on the start screen', is selected and highlighted in blue. Other results include 'When I go to the login screen' (5 failures), 'And I enter valid credentials', and 'Then I should be logged in'. Below this, other test scenarios are listed with their status: 'User signs in with Facebook' (pass), 'User signs in with Google' (pass), 'User has incorrect password' (pass), 'User has incorrect email' (3 failures), 'User signs out' (pass), 'Reading articles' (pass), 'User reads the cover story' (pass), 'User reads the News section' (pass), 'User reads the Technology section' (pass), and 'User reads Twitter articles' (pass).

The central grid displays 15 mobile devices, each showing the Flipboard 'Welcome to Flipboard' screen. The devices and their specifications are:

- LG Nexus 5 (Android 4.4.2)
- Samsung Galaxy S II (Android 4.1.2)
- Samsung Galaxy S III (Android 4.1.2)
- Samsung Galaxy S Duos (Android 4.0.4)
- Samsung Galaxy Core (Android 4.1.2)
- Samsung Galaxy Grand Duos (Android 4.2.2)
- Samsung Galaxy S Duos 2 (Android 4.2.2)
- LG Nexus 4 (Android 4.4.2)
- HTC One (Android 4.4.2)
- Samsung Galaxy Note (Android 4.1.2)

At the bottom of the grid, the first two devices are partially visible: a Sony device and another Samsung device.



- User tracking as to be proactive in ameliorating your application
- View pre-crash action sequence
- A | B Testing scenarios
- See impacted user information



## [Intro to Mobile/Kickstart \[XAM101\]](#)

A quick introduction to Xamarin and Mobile Development. Covers the Mobile Application Development Lifecycle, including publishing options, Xamarin tools, etc.

[Register](#) 

[Watch class video](#) 

[Class materials](#) 


[Class FAQ](#) 



## [Intro to Android with Xamarin Studio \[AND101\]](#)

Introduces Android development. Covers basic app creation, creating multi-screen apps with Activities, Android Resource usage, deployment, debugging, and other app fundamentals.

[Register](#) 

[Watch class video](#) 

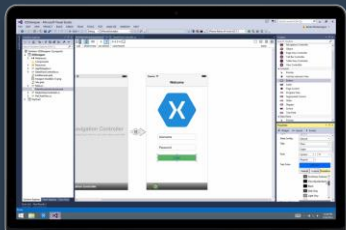
[Class materials](#) 

[Class FAQ](#) 

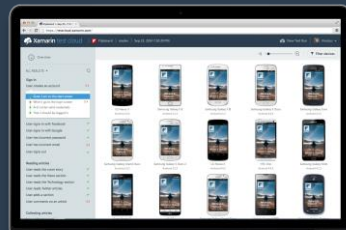
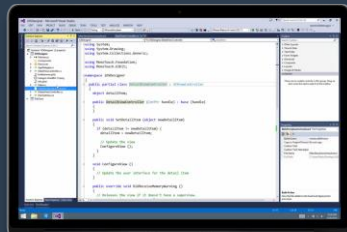


- Small class size
- Flexible scheduling for time zones
  - including Saturdays
- Live delivery, with recorded archives available
- Beginner and advanced topics
- Frequently updated courses
  - New OS versions, new Xamarin features
- Option to become Xamarin Certified

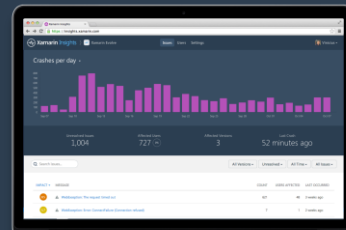
# Xamarin - A Complete Mobile Solution



 **Xamarin Platform**



 **Xamarin Test Cloud**



 **Xamarin Insights**

Design

Develop

Integrate

Test

Monitor

Learn



**Xamarin University**

# We're here to help



Alex Popp

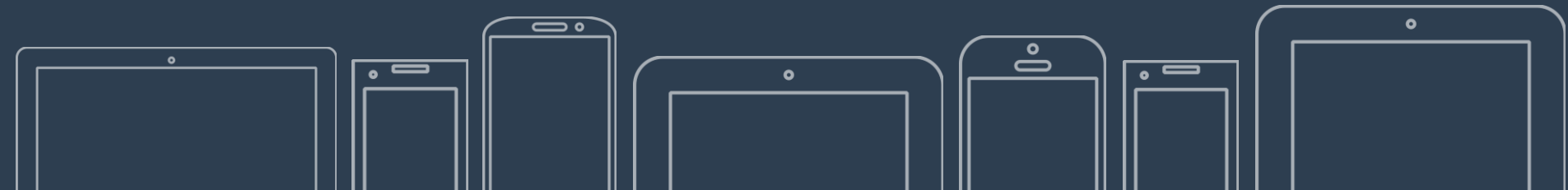


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# Case Studies

The background features a dark blue field on the left, transitioning into a series of overlapping geometric shapes on the right. These shapes include triangles and quadrilaterals in various shades of blue and grey, creating a modern, abstract pattern.





**Xamarin**

