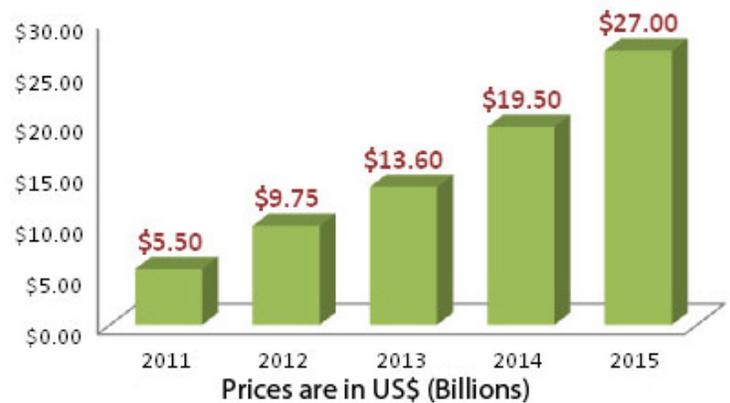## We live in a mobile world. How will your business react?

Kaizen is a highly sought after business software development company with locations in the U.S. and abroad. We offer development services for a wide range of mobile applications, offering the best value packages on the market, complete with quality work at speedy turn around times. We are proud of our excellent customer service and diverse, skilled team of IT professionals, all of whom have over a decade of experience working in e-Commerce development.

Mobile application development helps companies plan, manage, and control their business more effectively and efficiently.

SMBs and enterprises are genuinely interested in a mobile workforce to create a more flexible, productive, and efficient environment. More and more businesses require custom-made SaaS and cloud applications on mobile devices, making our services indispensable for marketing.

Latest research report has projecting the mobile commerce growth in the United States over the next several years. The projected growth rates are remarkable, growing from $5.5 billion in transactions in 2011 to a projected $27 billion in transactions in 2015. In 2012, expectations are for $9.75 billion in sales, as more and more smart phone owners make purchases from their mobile devices.

US Mobile commerce expected to grow to $27 Billion by 2015

Prices are in US$ (Billions)

Platforms for mobile application development include:

- J2ME mobile
- iPad
- iPhone
- Android devices
- Windows Phone 7
- Symbian
- BlackBerry

And Kaizen provides the very best of mobile applications for business using these immensely popular mobile platforms.

Advantages of Mobile Applications:

There are many advantages of embarking on a mobile application development plan.

Here are a few general benefits:

- Business Promotion
  Mobile application development for business promotion has received a significant boost in recent times, especially as the number of smartphone users increases by the day. In today's world, it becomes imperative for businesses to reach out to and interactive with this new prospective customer base. This can only be done through mobile applications. Mobile app developers will create an app with your business logo appearing right on top of the screen, or they can also create an interesting business Splash Page. The opportunities for branding are literally endless when it comes to mobile application development. Basically, if you can dream it, we can do it.

- **Business Progress on the Move:**

Mobile communication plays a central role in the handling of business responsibilities. For example, a business person might want to keep abreast of developments taking place in a particular project, or be up-to-date with the latest sales figures in a particular day or month, even if he/she is not in the office. A proficient mobile app developer can create mobile applications that are tailor made to take care of the specific needs of any business. It could be in the development of a CRM application, a DBMS application, and more.

- **Better Connect with Customers:**

At first glance, mobile application development is a kind of advertising. But it differs from traditional forms of promotion because it helps establish a personal connection with the consumer. A mobile apps user will always want to know more about a company that has come out with an interesting, eye-catching application. The quality of service and products of a company are directly judged by the quality and efficiency of an application. Is your company being perceived in the right way?

Just a few more reasons to opt for a mobile-optimized site and mobile apps…

- **Application appeal**

There's nothing like a genuinely useful application. Successful mobile applications sustain the user's attention for long periods, and your company brand is better promoted with a complex mobile app. Apps are essentially useful branding tools. If the application is interesting enough, chances are your product/service will become a household name.

- **Branding edge**

The branding edge provided by the rich features on devices such as the iPad and iPhone or other smartphones is unparalleled. A well-developed application showcases the best attributes of your products and services in an interactive format.

- **Efficient business applications**

Applications meant for business are the most efficient of all mobile applications. Mobile application development focusing on business needs can help businesses plan, manage, and control their processes conveniently and efficiently. There are applications available for database management, customer relationship management, and much more.

- **Custom-built applications**

A genuine developer will provide the option to specify the kind of application that you wish to commission. A custom-built application caters to a particular need of your targeted audience. Choose the application with the best potential to market your products and services.

Get some innovation and creativity going. If, for instance, your products and services can be better presented to prospective customers through a game, an animation, and so forth, why not ask your developer to provide an application that includes these features?

> Think of the best application your business could use, then tell us what you'd like.
> **We deliver the best value. Read on for more on our services.**

Application Development Services at Kaizen

Mobile Technology greatly enhances the effects of your marketing techniques. Kaizen has vast experience in Mobile Application Development and can help you develop the perfect application for your business. The kinds of applications developed at Kaizen can be categorized as follows:

- Product Development
- Customized Development
- New Application Development
- Rapid Application Development
- Testing
- Porting
- Base Technology Enhancement
- Code Perfection
- Product Sustenance
- Product Help Desk or Support
- Rich Internet Application Development

Service or business-oriented organizations communicate more effectively using custom mobile devices. We have designed and developed mobile Applications that are user friendly and process data quickly. We have developed customized applicationsfor the following mobile platforms:

iPhone Application Development

We design and develop applications for iPhone and iPod Touch. Kaizen developers have developed iPhone Apps for various purposes throughout the years and we think you'll love the results. These are currently being used by thousands of iPhone mobile users. Our expert team of iPhone application developers works on strategically planned iPhone projects and communicates with their clients to discuss every single aspect of the iPhone application, so as to maintain transparency and integrity in project plan execution.

Android Application Development

Kaizen`s Android developers write code that can control mobile devices through Google-enabled Java libraries. Android is a powerful technology for developing high-performance mobile applications.

M-Commerce: Commerce on the Move !

BlackBerry Application Development

Kaizen provides streamlined solutions and services for Blackberry users. BlackBerry Applications can be enhanced to use Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), Internet and intranet access, order management, instant messaging and many more tools and solutions for you to speed up your company's success rate.

Symbian Mobile Application Development

Symbian mobile application development at Kaizen covers the following kinds of business applications:

- Client/server applications
- Fun application design and development
- Security software
- Custom applications for mobile devices
- Communication applications
- GPS applications
- QA Symbian software and testing
- Bluetooth-based applications

Windows Mobile Application Development

Our Windows mobile application developers focus on simplifying line-of-business application development and deployment, so that a single application can run across many different devices. Windows Mobile Phone application developers at Kaizen can provide the following add-ons for the Windows mobile platform:

- User-friendly and attractive interface
- A touch of .Net framework for better productivity
- Platform-independent development
- SMS and email messages much as on the iPhone (not on a single screen)
- Legible font
- Auto-complete for email addresses entered
- Wi-Fi enabled
- Windows Mobile Security strategy

Mobile applications must:

- Follow the respective business concepts
- Provide access to business data
- Work across all mobile phone platforms
- Enable control over access and ensure synchronized updates from the cloud

HARD FACTS

- At the moment, mobile commerce in the United States is steadily gaining momentum. Early business adopters are likely to come out on top.
- Research indicates that 8% of total e-commerce sales will come from mobile phones over the next 4 years.
- 85% of shoppers expect their mobile shopping experience to be just as good as it would be on a computer.
- Already, a wide array of major tasks can be easily performed over the mobile device, anywhere and anytime.
- Mobile apps and a mobile presence can translate into savings and profits far too significant to ignore.

The Kaizen Offer

Kaizen offers the latest features for mobile commerce, or m-commerce, to drastically reduce the time needed to market your products. If the checkout process proves to be a little too complicated, a customer may very well just cancel the purchase. To ensure that it does not happen with your business, we provide numerous features – such as barcode scanning – that significantly cut down the need for typing, automatically fill-in for typed searches, and enable voice search. Using Kaizen's mobile apps, you can also store customers' billing and shipping information to facilitate faster checkout.

In the United States, many retailers are now opting for mobile-optimized sites and mobile apps to make the most of the channel and render shopping as convenient as possible.

Why not take the lead and secure a mobile presence with top-of-the-line assistance from Kaizen?

Why work with us?

- Experience of development of 500+ e-Commerce solutions
- Expert analysis of your project requirements
- Better understanding of your business goals
- Unique and easily understandable methodology
- Efficient development process and process-oriented work
- Quality assurance with PDCA Model (i.e., Plan, Do, Check, and Act)
- Dedicated project manager for your project
- 24 x 7 x 365 emergency support
- Prioritized future support to existing clients
- Excellent customer service

Contact

Toll Free No. +1-929-525-5272

USA Headquarters

Lake Success Shopping Center,
1546 Union Tpke,
NY-11040

E-Mail: sales@kaizencommerce.com
Website: www.kaizencommerce.com