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Offshore Mobile Application Development: Fast-Paced, Quality Development. by [Grey Matter India](#)

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With the projection of 2 billion smart phone users by 2015, there is no reason why mobile application development must hold back. In fact, offshore mobile application development industry has emerged as a cash cow. As time passes, the mobile industry is reducing the gap between the private and work life with the launch of more utilitarian applications. Today, mobile devices offer an opportunity to relate our emotional and social life, which has its own set of pros and cons (of course). Corporation elevates this opportunity further to churn out money and for a long lasting identity.

The trend of mobile application development goes farther than the geographical boundaries. The development of app stores gives users a liberty of crafting their creative thoughts in the form of a game or an application, which is made available to everybody. Extra coding efforts would help exploit the capability a little further as it helps the cross platform mobile application development.

For any Mobile Apps Developers (India) who want to become successful, the thumb rule lies in the specialization. Launching a series of products, giving users a choice, is a better way of acquiring fame and target sale. A good product reaches billions offering a good exposure in a short span of time. For a more profitable deal, developers should turn to offshore services.

Offshore app development is a recent trend emerging from the need of cost cutting and proficient services. It is an act of delegating a task to a professional organization or an individual with expertise and equipments for performing that task. It also helps to leverage a global knowledge base, having access to the world class capabilities.

Benefits of offshoring

Mobility is one of the core benefits of offshore mobile application development. Irrespective of where we are located, a professional help can be easily acquired from anywhere in the world.

According to the survey for 2011, more than 65 percent of companies believed in offshore services in the US. Despite economic downturn companies off-shored IT services to cut cost; thereby making offshore development a convenient and cost saving solution for developing proficient mobile games and apps.

No set-up required: Reduced infrastructure and maintenance cost is the next focus of Offshoring. The mobile app developer at the offshore site requires nothing, but requirement and work plan from you. This also helps to gain access to internal resources and engaging them into a more core task in the organization.

Offshore services cart off the responsibility of managing and maintain the app at every stage. Moreover in such a scenario, users are concerned with the quality of the end result than the errors of the development stage. However in order to gain the best quality app and a proficient mobile app developer, it is necessary to hunt for a reliable company that handles offshore services in an efficient manner.

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Grey Matter India (GMI) Technologies Pvt. Ltd. is a leading IT services and solutions provider that excels at providing a [offshore mobile application development](#) and delivering sophisticated application customization services.

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