PRESS RELEASE

AppGyver brings enterprise app development to the mass market with launch of Composer 2

*Composer 2 makes building smart apps around business data fast,
easy and possible for a broader audience, for the first time*

SAN FRANCISCO/ HELSINKI- 13 November 2015- AppGyver today announced the official launch of Composer 2, a visual platform for quickly creating and publishing mobile and web apps around business data. For the first time, both developers and business professionals can create secure applications that help enterprises use mobile to improve internal operations without facing coding, long production times or heavy financial commitments.

"Mobile is increasingly becoming a priority on the business agenda. However, existing mobile enterprise platforms do not tackle the full spectrum of financial, technological and accessibility hurdles that are preventing businesses from adopting it. Composer 2 changes this, serving as a convenient end-to-end platform that provides tailor made apps quickly and affordably." says Marko Lehtimaki, CEO & Co-Founder of AppGyver.

By the end of 2017, market demand for mobile app development services will grow at least five times faster than internal IT organization's' capacity to deliver them, according to Gartner, Inc. Gartner forecasts mobile phone sales will reach 2.1 billion units by 2019, which will fuel demand for apps in the enterprise that meet the high performance and usability of consumer apps.*

"Data is a key driver of any business, and mobilizing it makes it easier to access and manage with the most intuitive channel available today; mobile phones," adds Lehtimaki.

Composer 2 is the first tool of its kind in the mobile enterprise development space to cater to a broader audience that includes both developers and non-developers. The latter covers audiences from consultants and SaaS providers to enterprise IT and management. Resulting apps have full database integration to existing systems, a user interface crafted from ready-made building blocks, extension capabilities, built-in cloud back-end services that allow data exchange, trigger features such as notifications and numerous other actions that automate and streamline business processes.

The launch of Composer 2 signals an important move for the company; so far the AppGyver platform has helped more than 150,000 users speed up app development and now the company is planning to do the same for enterprises. Furthermore, AppGyver is rolling out a partner program to encourage developers and consultants to create new business by solving client problems with mobile solutions.

Head to AppGyver.com to start building. Are you a developer? Go to AppGyver.io for coding resources or apply here to become a Composer 2 reseller partner.

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ABOUT APPGYVER

AppGyver is the leading provider of innovative app development tools suitable for novice and seasoned developers. Founded in 2010 and with offices in San Francisco, U.S.A and Helsinki, Finland, AppGyver has earned the trust of over 150,000 developers and top Fortune 500 companies worldwide. In 2014 AppGyver was a winner of The Red Herring Europe 100 award. www.appgyver.com

www.gartner.com/newsroom/id/3076817

Who does Composer 2 benefit?:

- **Developers.** Projects don't have to be coded from scratch each time. Custom modules and clouds can be developed using JavaScript/HTML5.

- **Solution Providers & consultants:** Clients' business needs can be solved with mobile solutions and delivered faster than ever. Proof-of-concepts that use real data can be easily created before taking the full project to production.

- **Enterprise IT**. Mobilizing the enterprise is simple and secure. Composer's data virtualization tools make it easy to turn existing business data into apps, and workflow automation features let users streamline existing processes.

Resulting app use examples:

- **Data collection:** create forms for e.g. expense reports

- **Offline-to-Online:** connect digital business information and interactive features to physical objects via QR codes, barcodes and more.

- **Internet of Things:** utilize incoming data from Internet-connected sensors to create e.g. dashboards and access historical data

- **Workflow**: automate processes such as approvals and reminders

- **Business management**: build a customized mini-ERP or CRM to keep track of projects, customers, inventory, leads and more.