hAPPenings

January 2018

PIONEERING PROGRAMMERS

A NEW YEAR, NEW START, NEW SITE

The start of every year is filled with promise excitement, hopes and dreams. Whether you are looking at personal or business goals, January 1st is one of the most important dates of the entire year as it represents the time to make important changes.

Here at Pioneering programmers we are very excited to see what 2018 brings and are both confident and proud of our offerings to all MSP's and, of course, your own clients.

As you know, we not only offer our clients the chance to benefit from a new and efficient website, but we also offer this service to your clients. This gives you the chance to broaden your own offerings without having to expand your team. Outsourcing the design, SEO and management allows you to focus on building your client relations and client list.

We understand the importance of a good website and even more, understand what must be included and excluded in order for a website to appeal to its target audience. If you feel that your website needs dusting off and upgrading, let us do the hard work for you.

In order to pull in more clients, hang on to them and take advantage of the huge customer base that is waiting for you, your website needs to be more than just a contact platform. It needs regular and useful new content uploaded (such as an updated blog) it needs links to relevant businesses and information services and it needs to have the correct SEO in place. These are the foundations from which your website will grow.

It also needs to look professional. Amateur looking sites will put people off instantly while bad grammar and spelling will make you look like you simply don't care.

We build unique, custom designed sites for every client. We avoid unpredictable and insecure hosting platforms such as WordPress and build from a highly secure and sophisticated platform that can changed as regularly as you like. We offer

site management and will even write your content for you – on an ongoing basis.

This service is also available to all of your clients.

We will work with you, following any brief you may want to give us and guarantee that at the end you will have a secure, fully-functioning, professional website.

We will place important features such as your USP and calls to actions prominently and clearly so that there is no confusion in what you are offering. We will ensure the site is fully secure and that there is a reliable payment system in place. We will ensure that there are no grammatical errors on any page of the site and will run your SEO campaign for you.

Leave all of the hard work to us. We will be in the background, pedaling away leaving you free to concentrate on the front end and give your clients the attention they need and deserve.

So, this New Year, make a resolution you will really keep and let us help you create a brighter future for your business and that of your clients.

Contact us today on 972-330-4035 for more information.

MAKE DIGITAL MARKETING YOUR PRIORITY FOR 2018

So often, people create a beautiful website and then leave it there collecting dust in cyberspace. Ultimately, a website is only as good as its marketing and the marketing is only as good as the person doing it. If you are unsure of how to best market your website, you either need to do a lot of research or you need to leave it to a professional!

Digital marketing need not cost a fortune in monetary terms, but it is time consuming and needs to be carried out daily. Once you start on a campaign, it is vital that it is carried through. For example, if you decide to publish blogs, these will need to be written regularly (no less than 1 per week) and they will need to be published on your website and the shared on your social media channels. If you are promoting a service or product, make sure you list it on all of your available channels. Digital marketing is all about reaching people and social media is the best way to do this.

LinkedIn makes you want to run a mile, let our experienced team take over and within no time at all, you will have a successful and profitable digital marketing campaign up and running.

Don't let your lack of confidence hold you back. Digital Marketing is vital for success and we can help.

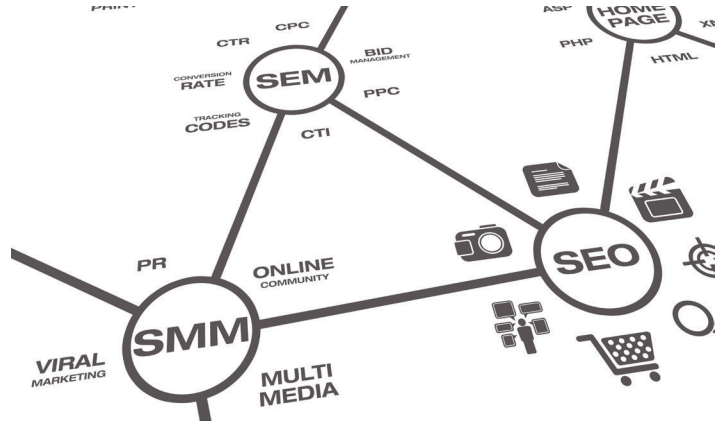**To organize a consultation or for more information, call 972-330-4035.**

Talking of social media, if you are not present on any of the available platforms, you need to decide which ones suit your business the best and get your profile out there. In today's technological climate, the first thing potential clients do is search for a company's online profile. If you are not using at least one, then it's time to change your ways and set up an account. If you are not present online, you will be losing out on copious amounts of business.

If you do not have time to start a campaign, do not be tempted. The worst thing you can do is create a presence and then disappear into black hole of cyberspace. This will have an even worse impact than not having a profile at all.

If you simply can't find the time, let us help you. We have a dedicated digital marketing team who are experienced, successful and keep up-to-date with all of the latest tricks and techniques. We also offer services that you can sell as a packet to your clients. We can take over their social media accounts and update with news stories, blogs, promotions, updates and other relevant content.

One of the keys to running a successful business is delegating when you don't have the right experience. If Facebook baffles you, Twitter leaves you in a spin or

Pioneering Newsbytes

The best-selling tech product of the year was... The iPhone (Again)

It probably comes as no surprise but the best-selling tech product of 2017 was the iPhone. In fact, according to a USA Today report, the phone's sales figures were so high that it sold more than the next four items on the list combined!

It has been estimated by the paper, along with GBH Insights, that by the end of the year Apple will have sold 223 million units – up from the 211 million phones sold in 2016.

As for other items, the top five (in order) are: The Samsung Galaxy S8 and Note 8 smartphones (counted as one unit) at 33 million; Amazon Echo Dot connected speakers at 24 million; Apple Watch at 20 million, and Nintendo Switch game console at 15 million.

It is worth pointing out that the huge sales numbers include all models of iPhones including the latest iPhone X. This year, Apple brought out 3 new phones which have certainly helped its sales figures.

10 MOBILE APP DEVELOPMENT TRENDS TO WATCH FOR IN 2018

A lot changed in the mobile app development world in 2017. The main change was that companies started realizing that mobile app development is not a choice, but has fast become a necessity. The most popular means for people to shop, browse and communicate is through mobile devices and therefore, to invest in a mobile app is the best way to take advantage of increased sales.

We have produced a list of 10 mobile app trends that you should be aware of in the coming year.

1. Internet of Things (IoT) and wearable apps

Throughout the last year, the idea of the smart home and smart health increased in popularity. Over the next year, IoT apps will start to become mainstream. While development and growing use of home apps will be steady, wearable apps such as the Apple watch have seen booming sales. As we see an increase in IOT demand, apps will be required for smart devices throughout the home and office. Innovation is the key for developers and at Pioneering Programmers, we are right at the forefront of developing customized apps!

2. Accelerated mobile pages (AMP)

Let's face it, who wants to wait for a page to load? Not us! That's why Google introduced the AMP project – to speed up loading time. Besides this amazing development, Google has also stated it will provide an isolated search index for the mobile web which transforms mobile SEO approaches.

3. Mobile payments

Customers who shop online through Mobile Applications generally use internet banking or Credit/ Debit cards to make payments. But with the introduction of Apple Pay and Google Wallet, customers are gradually favoring m-commerce.

4. Augmented Reality (AR)/Virtual Reality Apps (VR)

In 2018, AR and VR will move beyond entertainment and gaming. There is huge potential for both AR and VR with regards to transforming a diverse range of industry sectors. The market for enterprise Augmented Reality will largely be driven by retail, healthcare, engineering and real estate industries while Virtual Reality technologies will focus on the game and events spectrum.

Benefits of Augmented Reality (AR) Include:
- Products and services can be presented in detail with the help of a visual experience for customers
- Companies can showcase the relevance of their products in real-time
- Employees can be trained using this technology which will ultimately increase productivity.

Benefits of Virtual Reality (VR):
- The ability to showcase products in virtual showrooms without needing much space
- The capacity to promote products interactively using photography and technology
- Can easily be used for branding and hard marketing
- Provides a 3D vision of products.

5. On-Demand Apps

On-demand applications are increasing in popularity. They help to make our lives easier and offer a convenient solution. We can use them from anywhere, payment is easy and examples include:
Cleaning/laundry services
Beauty services
Food delivery
Taxi services

6. Enterprise Apps and BYOD

An increasing number of organizations are starting to embrace the "Bring Your Own Device" model and therefore we are going to see a rise in demand for hybrid enterprise apps (those which run in the app form but are actually more like mobile websites). It is estimated that half of the world's (YES - WORLD'S!!) employers will require BYOD within the next year.

7. Cloud-based Apps

Cloud technology use is seeing a huge upsurge. It is a safe and secure storage solution for photos, music – in fact our entire technological life. It has become much easier to get data without impacting on your internal phone memory. Dropbox and Google Drive remain the most popular, however Apple's Cloud storage solution is also seeing a rise in popularity.

8. Application Security

The security of a smartphone is more important than ever because of how much data storage we keep on our devices! However, it may come as a surprise that many people still don't take security for their mobile devices as seriously as they should! This is also a concern for app developers. Apps with built-in security features can make a huge difference and as a result, developers will begin adopting the use of this platform more regularly. As a result, apps themselves will become much more secure – reducing the need for personal devices to be so. It will become the norm for mobile app developers to offer a safety guarantee for every app the design.

9. Machine learning, Artificial Intelligence, and chatbots

Customized, conversational commerce and chatting with online shoppers remain highly lucrative for all businesses. Apps continually learn about their user's preferences and use this information to their benefit. Emotional parts of applications are being upgraded by bot observation alone! The most popular AI apps are still: Prisma, Siri and Google Now, but we expect many more to come out of the woodwork in 2018, so watch this space!

10. Lazy loading

The final amazing trend that we need to pay close attention to is related to the lazy loading technology.

If we are reading an article with large images, we are often prevented from opening and reading the entire thing until these really annoying (and often irrelevant) images have loaded. Therefore, users often close that page in favor of something quicker and easier to use. As a result, the bounce rate of pages has seen a sharp rise so to prevent this, experts in the field have come up with lazy loading which basically means that images only load when their turn on the page comes so they will no longer overload the page. This will reduce the loading time significantly and should see a reduction in the amount of bounced pages!

Mobile app development is without doubt in its prime and is only set to improve and grow in the near future. 2018 is a time for growth and an exciting time for anyone considering investing in mobile apps for their company.

For more information or a free consultation, contact us today! Call us on: 972-268-9285.

CUSTOM SOFTWARE TO RING IN THE NEW YEAR

To start the New Year, we want to remind our customers just what we can do for you. By working with you, we can improve your online presence, revolutionize your website, develop sensational apps and become your outsourcing partner for your existing and new clients.

When it comes to custom software, we build applications for all types of business. We usually design middleware, but also offer the full end-to-end spectrum.

If you have never considered custom software for your business, rethink your marketing strategy and include this in your business plan. Custom software will stand you ahead of your competitors, offer your customers a much more user-friendly experience and ensure that your brand is professional, aware of technological advancement and willing to embrace the new.

The way we build this software is simple and this means that everything we design remains incredibly simple to use. When we design custom apps, each one is built on our proven stack with no installation needed, secure and has real-time push notifications. Every application can also be HIPAA compliant if you wish and they offer multiple user portals for different types of users. A full audit trail is also built in to the app.

Once the basics have been decided upon, we take each app and build your own unique features on top so that your needs, requirements and ideas are always met. This way, as with the websites we design, each application is tailor made to suit you and we guarantee you will have the only one of its kind.

Have you ever thought about offering custom software to your clients? Work with us to develop unique, efficient and simple-to-use software for everyone on your client list and stay one step ahead. How many other MSPs offer this tailor-made service?

We have a number of libraries that we can also use in the software depending on your customer's needs. For example, we have: a timesheet library; a full reporting system; a unique document creation system with data merges; a unique diagramming system (and photo annotation system); a document storage system; emailing functions; survey type libraries (that can also be fully customized) and much, much more.

There is no time like the present to make some significant changes to your working model and let's face it, the New Year really is the perfect time to take stock of what you do and implement those improvements you've been meaning to do for the past year!

Make 2018 your year…. Let us here at Pioneering Programmers bring you into the 21st century! There is so much we can do together and we look forward to the ride.

We know you put your customers first so let us help you make them your main priority.

Contact us today for more information or a free consultation by calling 972-268-9285.

Pioneering Newsbytes

Will 2018 be the year of the bots?

We're all used to speaking to bots when it comes to everyday tasks such as calling our banks, customer service centres and in fact whenever we need to contact any large business, but 2018 is set to see bots expanding from their role as customer service agents into daily help and advisers.
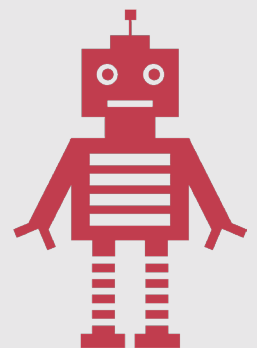
Home bots, as they are set to become known as, will be able to remind us of tasks such as taking medicines, letting us know when we're close to credit limits and even reminding us that our parking tickets are about to expire. They will become ever-present value add-ons from the brands you trust.

Businesses are set to spend a lot more on creating chatbots in the next year to ensure that us consumers are never far from a robotic reasoned voice!

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