

# Cross-platform development

Due to cross-platform development our team can speed up the building of mobile applications!



*A cross-platform approach helps create an app that will be compatible with at least two operating systems.*

There are two main ways to develop mobile apps:

- native development;
- cross-platform development.

Each of them has its pros and cons, so it's important to choose the one that best suits your needs. We prioritise cross-platform development at Telesens.

## Advantages of cross-platform application development:

01

### Broad market coverage

Cross-platform development allows you to reach more people because you can create a single app that is compatible with different platforms such as Android, iOS, and the Internet. This way you can increase your presence in the market without spending too many resources.

02

### Reusable code

In cross-platform applications, you can use the same code multiple times.

03

### Reduced development costs

By using cross-platform development, you can significantly reduce development costs because you don't need to hire two development teams to build and maintain separate apps for Android and iOS.

Telesens development team can increase savings over time and generate more profit.

04

### Easy maintenance and deployment

Since there is one mobile app that is compatible with multiple platforms, it is easier to maintain and deploy code.

05

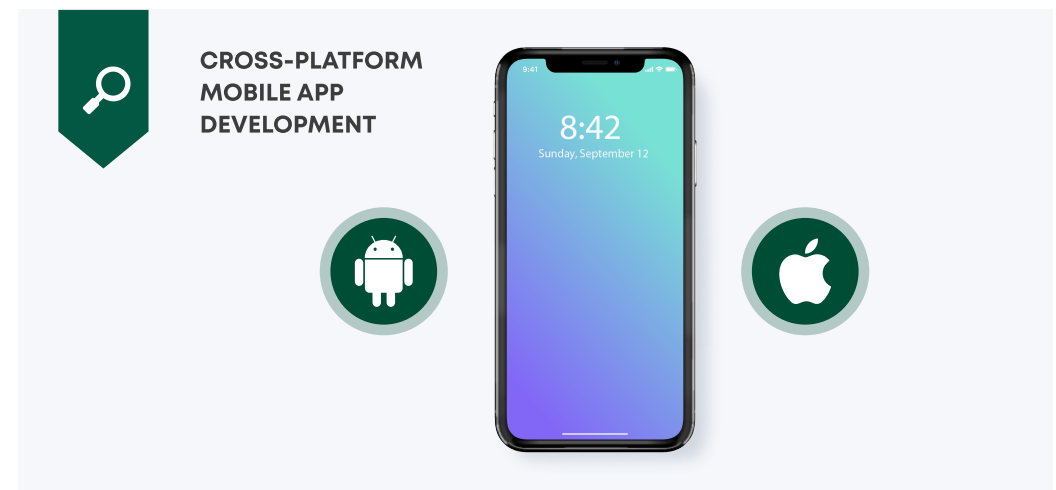
### Rapid application development and fast time to market

You only need one software development life cycle to create a mobile app that is suitable for multiple platforms. If you need to update the app, it's also easier to do because you only need to make the change once. This way, it takes less time for the software to become profitable.

06

### Similar UI and UX

The same cross-platform mobile app works the same way on any device, whether it's iPhone, Windows PC, or an Android tablet.



## Disadvantages of cross-platform application development:

There are some disadvantages to using cross-platform mobile app development, such as:

01

### Slower performance

The code is more complex because it includes native and non-native components, which can lead to lower performance.

02

### Limited functionality

It can be more difficult for developers to access smartphone features like the microphone, camera, and geolocation, which can be much easier with a native app.

03

### Limited UX

Cross-platform applications do not support native user interface elements. This means that they sometimes cannot provide the usual User Experience on the platform.

Although there are several paragraphs where native development has significant advantages, today it is possible to integrate native code into

cross-platform development. And this makes the second method much more convenient and effective.

In our company Telesens, we use React Native for cross-platform development.

React Native is an open source user interface software framework that helps build mobile apps for Android and iOS using JavaScript as a programming language.

It was created by Facebook in 2015 and has a large community of programmers. React Native makes it easy to develop intuitive, native-like user interfaces because it combines all the best features of ReactJS and JavaScript.



### Advantages of React Native:

- reusable code;
- the ability to preview the results which speeds up the development process;
- support for a wide variety of platforms;
- compatibility with leading third-party plugins;
- the ability to create user interface with high sensitivity.

Finally, in order to understand the reason for Telesens's choice of cross-platform development, let's compare its implementation with the native one.



## Comparison of Native development and Cross-platform development

	NATIVE DEVELOPMENT	CROSS-PLATFORM DEVELOPMENT
CODE BASE	Code base	The possibility of using for several platforms
PERFORMANCE	High	High
FUNCTIONALITY	Full	Limited
COST OF DEVELOPMENT	High	Relatively low
TIME FOR DEVELOPMENT	It takes more time	It take less time
ACCESS TO MOBILE RESOURCES	Full	Limited

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