

# State of the Custom App Report



A survey of custom app  
usage and results



## Key Findings: Why custom apps?

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Teams are building and using custom apps to achieve a meaningful impact for their organizations.

**74%** saw an increase in productivity

**81%** saw a reduction in inefficient tasks

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**60%** saw a return on investment



**73%** consider mobility moderately to extremely important and

**49%** using on iPad or iPhone



**82%** built internally and

**52%** built in less than 3 months

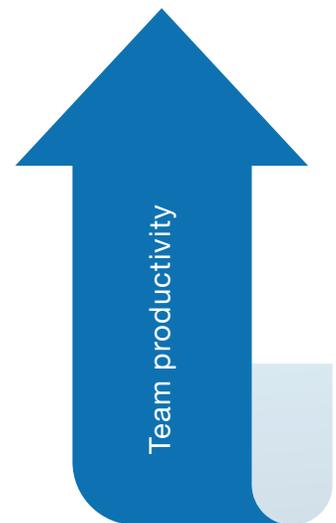
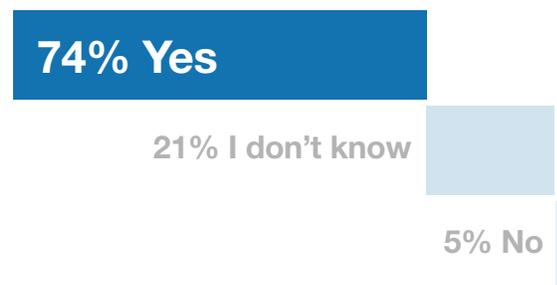
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Results were gathered in November and December 2015 from 490 FileMaker customers.

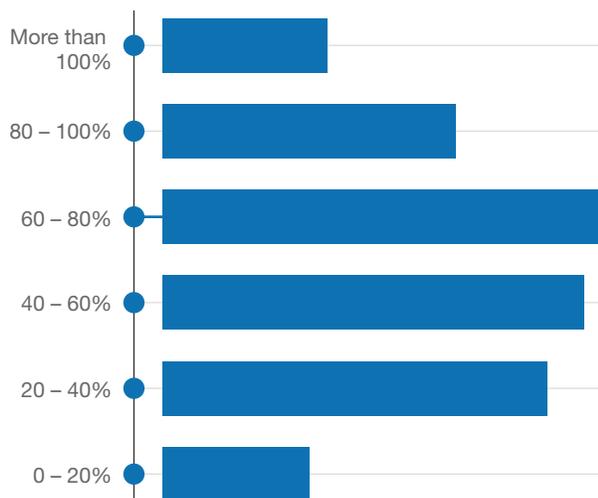
# Custom apps drive productivity

We have seen productivity leaps with computing and mobility. Now, combining mobility and custom apps is the next driver of productivity.

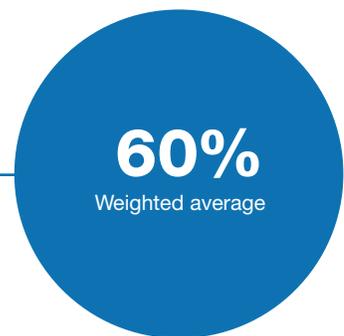
Since implementing your custom app(s), have you seen any changes in **team productivity**?



After adopting your custom apps(s), how much more productive is your team?



Increased productivity

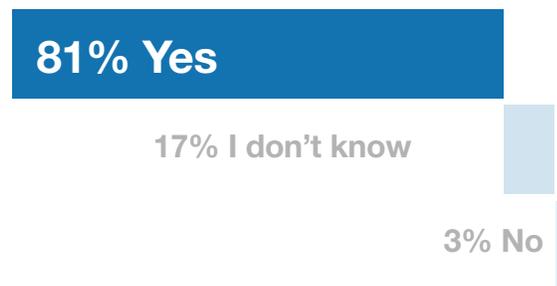


# Custom apps increase efficiency

“Efficiency is doing better what is already being done.”

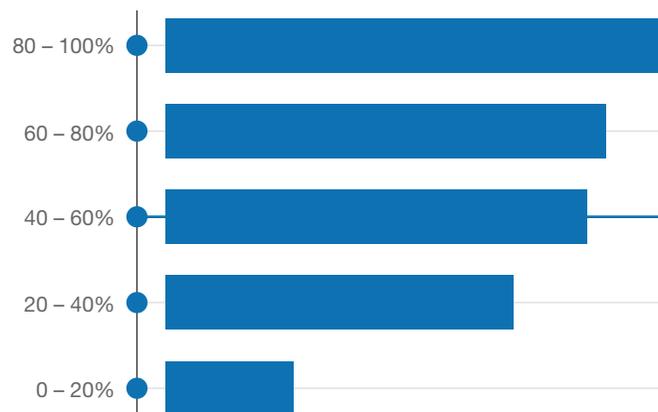
**Peter Drucker**  
*Renowned economist and management consultant*

Since implementing your custom app(s), have you seen a reduction in inefficient tasks?

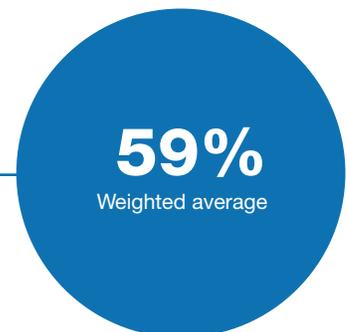


Increased efficiency

How much has your custom app(s) helped you reduce inefficient tasks?



Fewer inefficient tasks

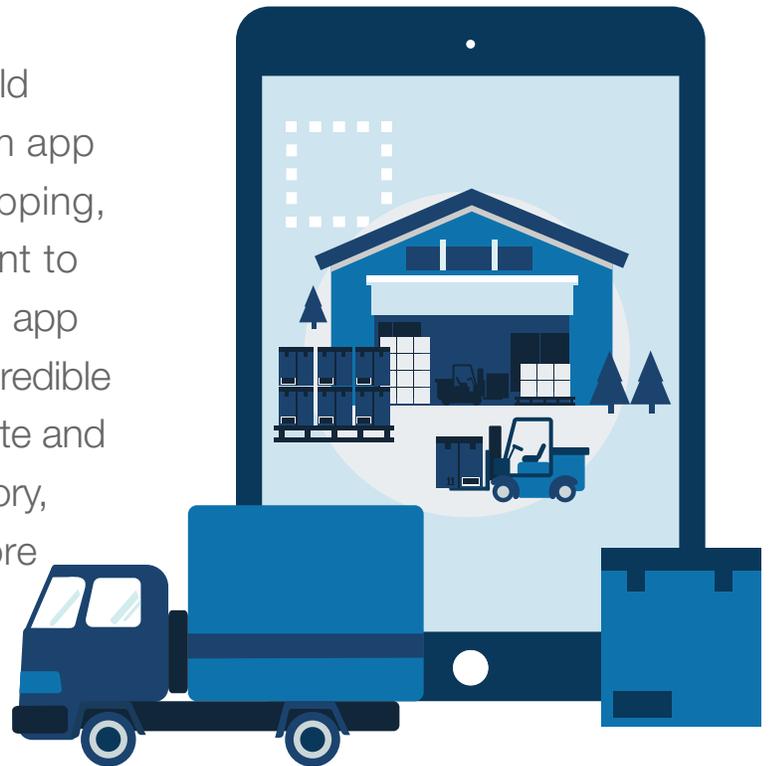


# Custom apps enable teams to get things done

## From warehouses to field teams

“ We replaced a very old database with a custom app to handle ordering, shipping, and returning equipment to and from job sites. The app we built has been an incredible help with accurate job site and yard (warehouse) inventory, and also with much more accurate billing. ”

**Mike McShane**  
*Northern Dewatering, Inc.*



# Custom apps turn information into insight

Custom apps help teams through efficiency gains in reporting, sharing, and finding information.



• **78%** Helped with team reporting



• **71%** Reduced data entry errors



• **94%** Made it easier to share information



• **78%** Made it easier to find information

# Custom apps in craft brewing

Like many manufacturers, brewers need to track ingredients and supplies, take samples, conduct sensory analysis, track production, and manage inventory.

“ We were operating on paper and spreadsheets before we had a custom app, and it was really difficult to get a big picture and to see trends.

Having a custom app allows us to streamline operations and concentrate on what we do best — making great beer. ”

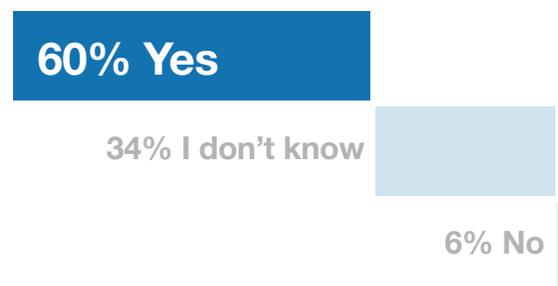
Kathy Towns  
*Quality Control, Real Ale Brewing*



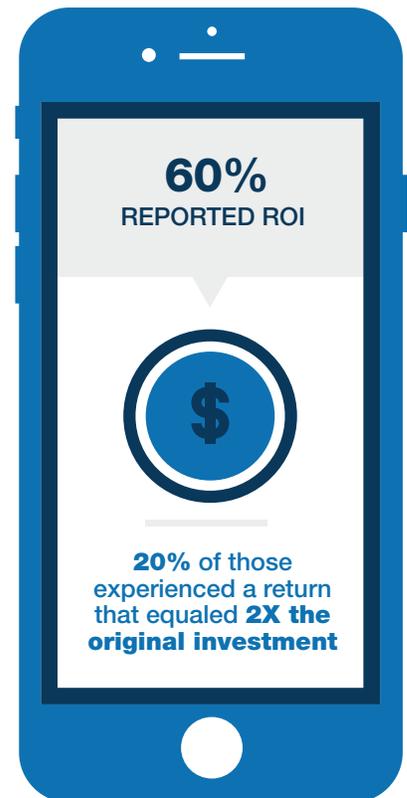
# Custom apps are a great return on investment

While custom apps require some commitment to get started, 60% of users have seen a return on investment. Among those who have seen a return on investment, 20% have seen their return more than doubled. It pays to invest in your team's success.

## Have you seen a return on investment (ROI) from your custom app(s)?



60% of custom app users reported an ROI. Of those, 20% experienced a return that equaled 2X the original investment.



# Custom apps replace manual workflow

Nexco Maintenance Tohoku in Japan uses custom apps to maintain the roads and highways by streamlining a myriad of tasks, such as timesheet management, task tracking, reporting, safety checklists, and collecting near-miss incidents.

“ Before the app, we collected reports only once a month. After the app, re-entering information (from paper to computer) is completely gone, and all the data is shared at once so we can cope with problems immediately. ”

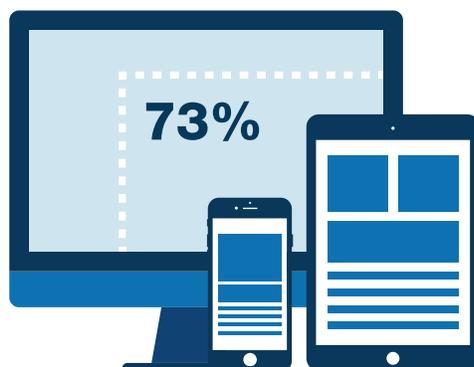
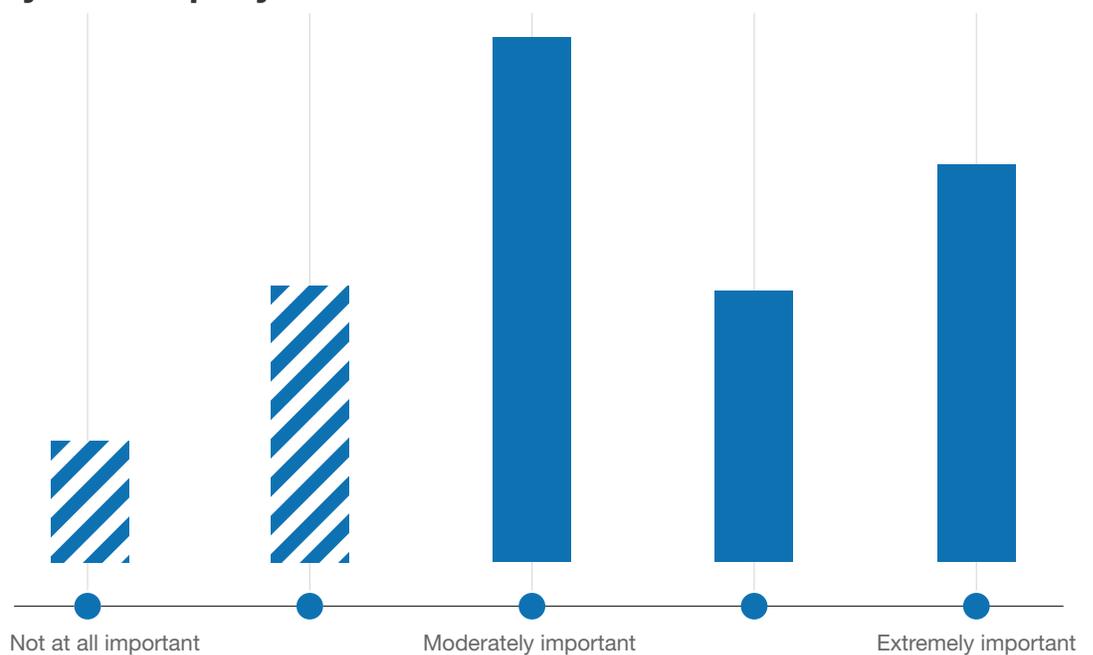
Mr. Kazuaki Ito  
*Business Director, Nexco Maintenance Tohoku*



# Custom apps go mobile

Business teams value the importance of mobile custom apps and the positive effect they have on their day-to-day work.

**How important is mobility to your company?**



**73% consider mobility moderately to extremely important**

# Mobile productivity = Revenue

Has your custom app on iPad or iPhone increased revenues in your organization?

**Yes**



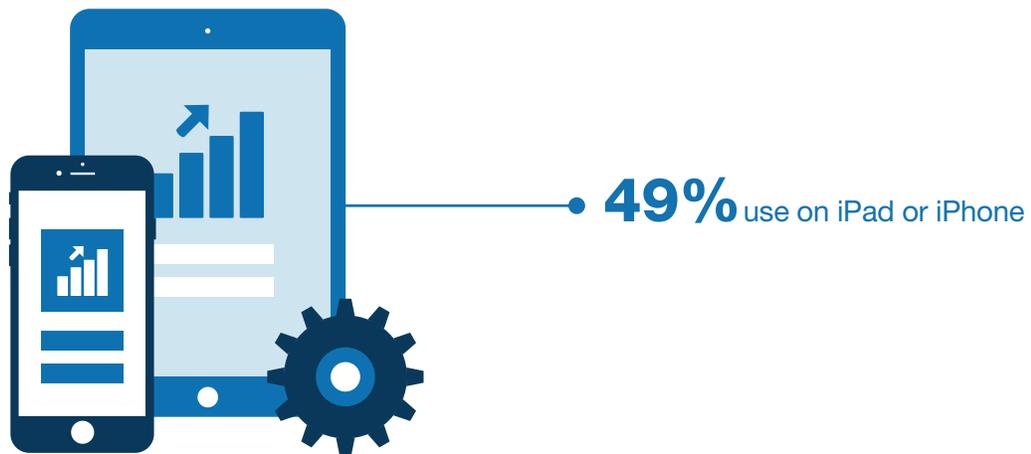
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“ Give me a project, and I will find another way to use custom apps. I am also able to run our business from anywhere in the world. ”

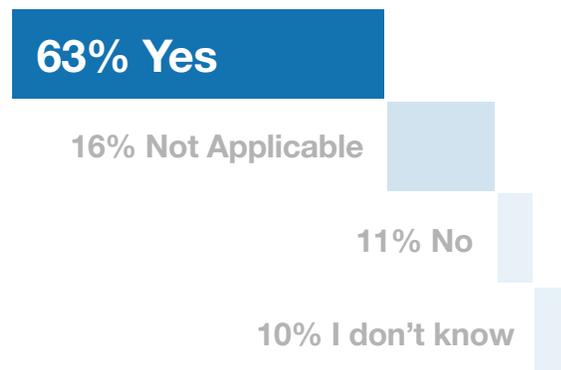
A consulting service company

# Custom apps enable teams in the field

Custom apps are delivering real value to teams that depend on mobile solutions.



**Has your mobile custom app helped you improve field and customer service delivery?**



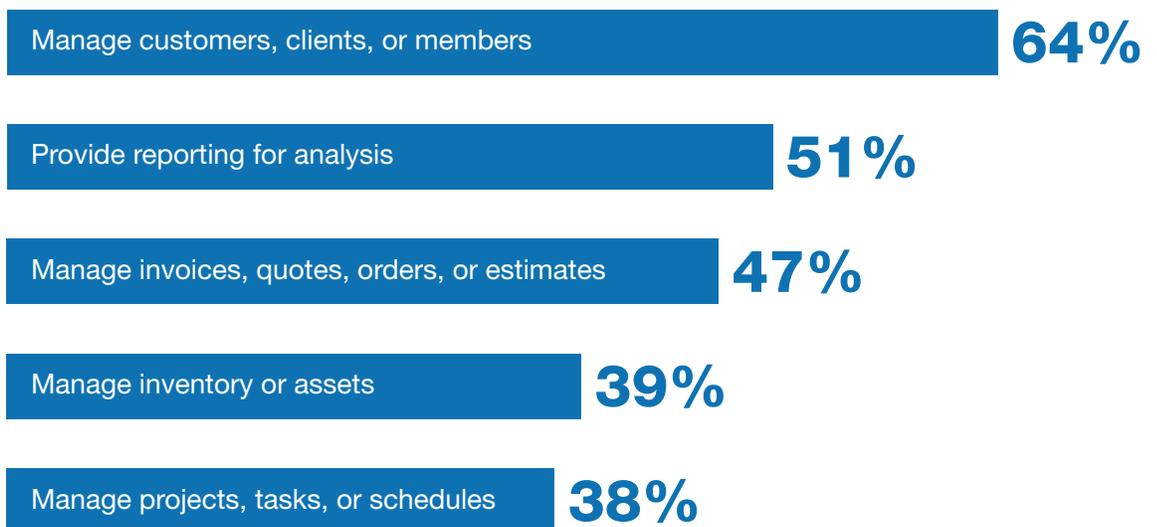
Improved field and customer service delivery

# Custom apps meet many needs

Businesses build custom apps to manage information and keep operations streamlined. Whether the app manages customers, clients, invoices, or inventory, businesses deploy custom apps to help keep track of what matters to small and large business teams.

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## Custom apps are most commonly built to:



# Custom apps meet unique needs

“ We are a small nonprofit organization. The program we had was not customizable, and it had glaring issues, such as the inability to accept international phone numbers. This program became a ‘dumping ground’ for our data, but we weren’t using it effectively because of its limitations.

We have since moved to a custom app that I built, which allows five key people in the organization to view, edit, and report on donors, donations, purchases, invoices, products, and membership levels at a fraction of the yearly cost of the retail solution. ”

## A nonprofit organization



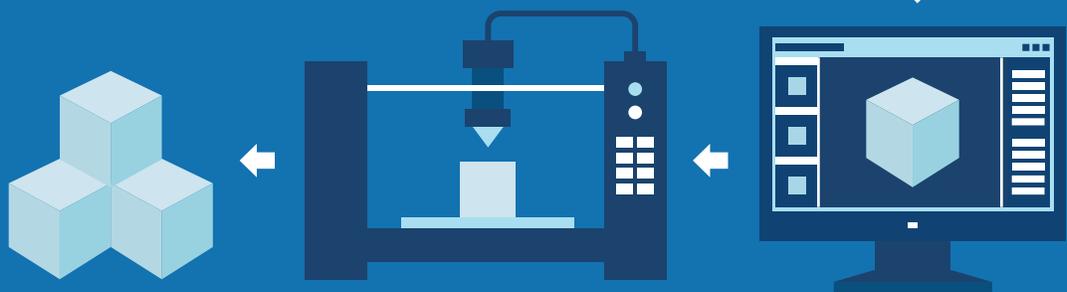
# Get started and grow

From gyms to makerspaces, many small businesses experience challenges with member management. At one of America's leading makerspaces — Philadelphia's "gym for innovators" NextFab — manufacturing meets membership. How does NextFab best manage hundreds of members, inventory, tool information, certification, and accounting?

“ I started using custom apps because the storage area in the cage where we store all of our supplies was a nightmare. We had no idea what we had.

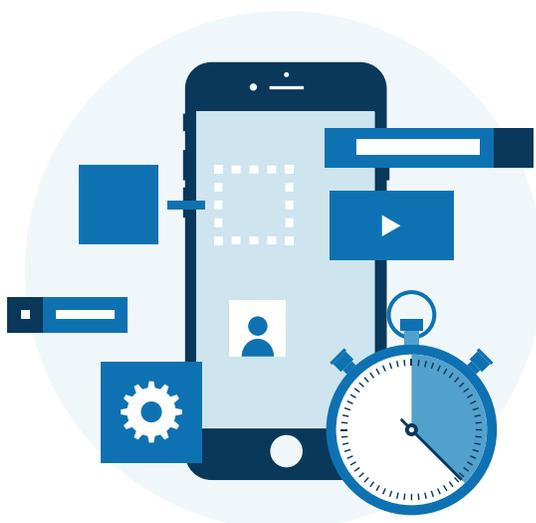
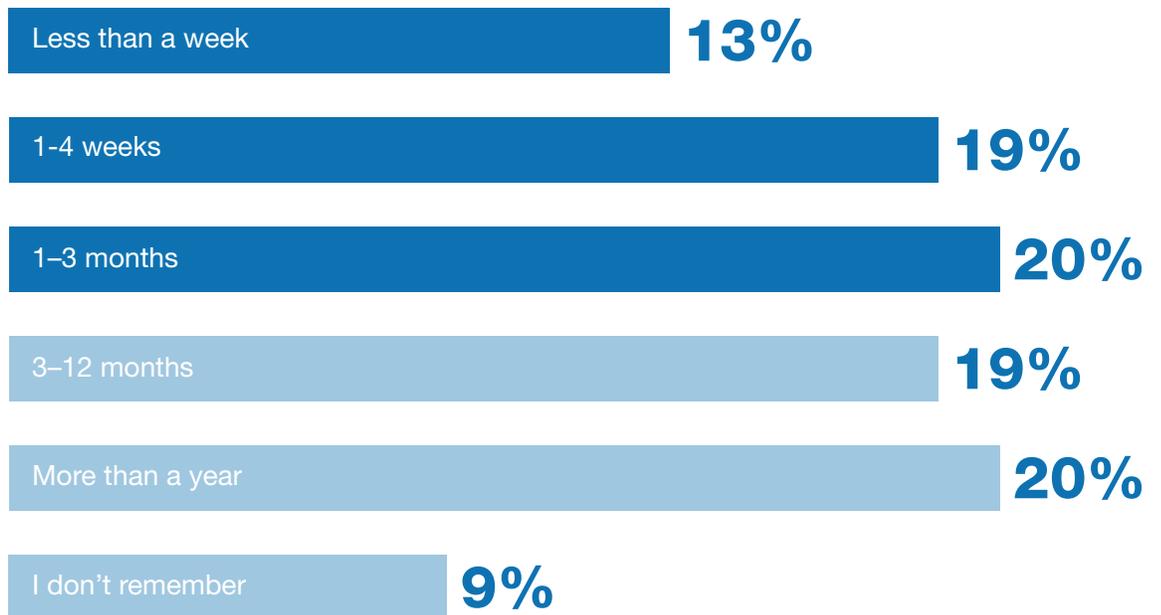
It started as a way to keep track of that, but the more I experimented, I realized I could do this, I could do that and pretty much realized we could run the whole place with it (custom app). ”

John Haggerty  
Shop Manager, NextFab Studio



# Build quickly

Results show that it doesn't take long to get a custom app up and running.

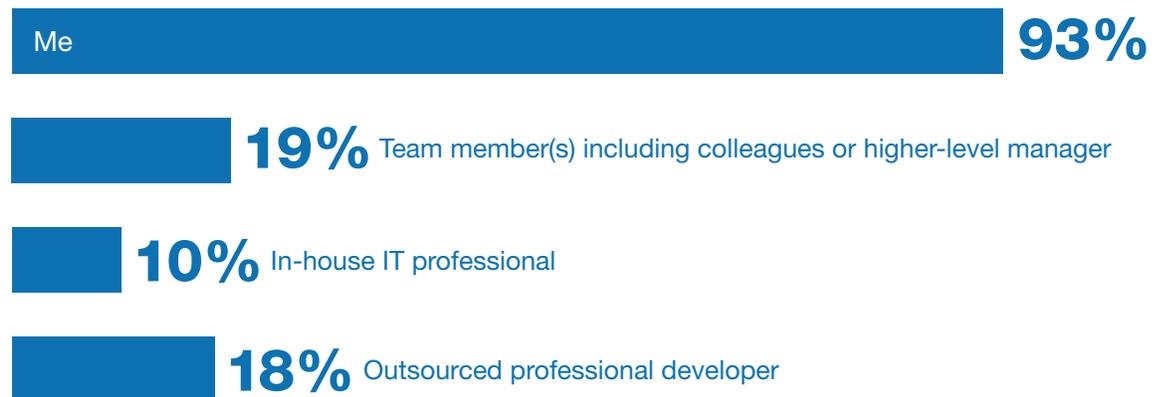


**52% built custom apps in fewer than three months**

# Citizen developers

Custom apps aren't just the domain of programming experts and development gurus. Typical job titles for people who develop custom apps for their companies or teams include everyone from managers and creatives to district administrators and business owners.

**Who created your custom app(s)? Choose all that apply.**



**82% of respondents reported that they developed custom apps internally**

# Spotlight on Japan

**73%**

Many people in Japan are using custom apps in the field, with nearly three quarters (73%) claiming that their custom app on iPad or iPhone has helped improve field and customer service delivery.

**36%**

By building custom apps quickly and getting them out into the field, it isn't surprising that increased revenues are even greater in Japan, with 36% observing an increase in revenue for their organization after deployment of their custom app.



**71%**

While custom apps are being built quickly, they're built even quicker in Japan, with 71% of custom apps coming to life in under 3 months.



## Methodology

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To better understand how FileMaker customers use custom apps, FileMaker, Inc. conducted interviews and collected survey responses from customers who purchased or renewed from July through September 2015.

Results were gathered in November and December 2015 from an international audience of 490 customers.

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# Custom apps with FileMaker

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Custom apps are changing the way teams work. FileMaker, Inc., an Apple subsidiary, delivers simply powerful software for easily creating custom apps that work seamlessly across iPad, iPhone, Windows, Mac, and the web.

Business teams use the FileMaker Platform to streamline their operational processes, boosting overall productivity.

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Learn more about creating custom apps using the FileMaker Platform at **[www.filemaker.com](http://www.filemaker.com)**.