



## The sky's the limit for Enterprise Apps in New Zealand

*Press release 2-Apr-2014, Smudge Apps, Christchurch, NZ:* Smudge, New Zealand's leading developer of custom apps for smartphones and tablets, has completed Phase 1 of the SKY GO app for SKY. It's the latest example in a growing trend of businesses designing bespoke apps to improve customer engagement and satisfaction, and improve staff productivity through mobile devices.

Smudge's New Zealand experience is on par with the US, where a new [Mobility Index Report](#) indicates custom enterprise app development grew at a rate of 55% from Q3 to Q4, with businesses increasingly developing apps that drive new efficiencies, workflows and revenue streams. "There's no question that enterprise mobile app development is on the rise and the industry is at an inflection point," said Maribel Lopez, founder of Lopez Research LLC.

The debut of the first multi-touch smartphone in 2007 launched the mobile app revolution, and it gained momentum with the introduction of the tablet in 2010. Today there are approximately 900,000 smartphones and over 100,000 tablets in New Zealand and "BYOD" (bring your own device) has become a major theme for corporate IT departments challenged by networking and security complexities. Now forward-thinking companies are embracing the technology and creating their own custom apps, like the one Smudge has completed for SKY.

SKY GO gives SKY customers access to 10 live streamed channels through mobile devices and allows them the choice of where they wish to view. SKY GO for Android will be available in the Google Play store later this month. It follows the launch of the Apple iPhone/iPad version in December, which went straight to the top spot on the New Zealand App Store with more than 90,000 downloads already. The collaboration with SKY builds on earlier success with the hugely popular electronic programme guide (EPG) app developed by Smudge in 2011. This app allows users to browse SKY's channel schedules, send recordings to their MY SKY and set viewing reminders. In the future SKY is looking to add features like video on demand, more live streamed channels and greater personalisation features to the SKY GO app.

SKY Senior Product Manager Alex Winter says, "SKY GO is a strategic priority for the company and one that is core to the SKY brand and customer experience. With more than 70% of our customers owning a smartphone or tablet, we've had strong customer interest in mobile access to SKY channels from sport to movies, children's shows, news and other channels. Smudge developed an app that is not just technically effective but also offers an outstanding user experience."

Internal apps are the other major growth area, like the sales administration and support app that Smudge developed for leading beverage manufacturer Frucor. The iPad app transformed the retail visit process from an order-taking exercise into an interactive partnership, and Frucor credits the app with helping catapult them to the #1 position in a highly competitive market.

"Apps can have a huge impact on the productivity of mobile staff – particularly those that need to conduct a structured or repeatable process, such as a tradesperson who needs visibility into upcoming jobs or a health professional that needs access to patient records," says Reuben Bijl, Co-Founder and Director of Smudge. "Some of our clients have achieved dramatic return on investment and avoided the complex software deployments and expensive licensing schemes of the big global

ERP and CRM players. We've also helped several businesses in reviewing their processes or customer interactions in the context of modern devices, and articulating how those processes could be improved in an age of always-on internet connectivity and location-based services."

Smudge has also developed apps to improve the silent auction process for The Warehouse's annual charity event and helped promote the Vodafone New Zealand Music Awards with the augmented reality app that made t-shirts play music.

## **About Smudge**

[Smudge](#) is New Zealand's leading developer of custom apps for multi-touch smartphones and tablets. Reuben Bijl and Toby Vincent founded the company in 2008 when the technology was first emerging, and launched over 50 products (including the Sound Grenade iPhone app, which peaked at 200,000 downloads daily) before turning their attention to helping New Zealand businesses apply the technology.

Now in its sixth year, Smudge has amassed an impressive list of corporate clients including Vodafone, Coca Cola Amatil, Sky TV, Yellow, Frucor, Flicks.co.nz, Stuff.co.nz/Fairfax, Air New Zealand and Dominion Breweries. They rely on Smudge's custom development services to deliver outstanding user experiences in everything from stocking outlets with cold beverages to watching television on-the-go. Smudge is now New Zealand's leading iOS and Android developer and its apps are used by an estimated half a million users every month.

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