1,300 Developers Speak

Runtime Intelligence for WP7 exceeds developer expectations: 87.1% of developers with apps on the marketplace indicate that Runtime Intelligence for Windows Phone either "set the WP7 platform apart from all other mobile platforms" or added "significant value."

The following survey results are based upon the responses to a survey that was distributed to developers actively developing with PreEmptive Solutions Runtime Intelligence for Windows Phone. With a data set of roughly 1,300 and a response rate of 20%, this survey offers current view into the WP7 development community.

Respondents described themselves as follows:

Application deployment

- 37.0% already have 1 or more apps in the marketplace
- 4.7% have submitted apps to the marketplace
- 24.6% scheduled apps for submission in next 4 weeks
- 33.6% said "other"

Developing on other mobile platforms:

27% of respondents also develop software for one or more mobile platforms in addition to WP7. Specifically,

- 19.5% say they also develop for Android
- 18.2% say they also develop for iPhone
- 4.1% say they also develop for RIM
- 1.4% say they also develop for Symbian

Survey says...

Motivation for using PreEmptive Solutions technologies for WP7

- 46.4% indicated both analytics and obfuscation
- 34.1% obfuscation only
- 19.5% analytics only

Conclusion: *nearly half of developers are using Runtime Intelligence and Dotfuscator for both analytics and protection.*

Adding value to WP7 development platform

- 76.8% of respondents indicated that Runtime Intelligence for Windows Phone (RI4WP7) either "set the WP7 platform apart from all other mobile platforms" or added "significant value."
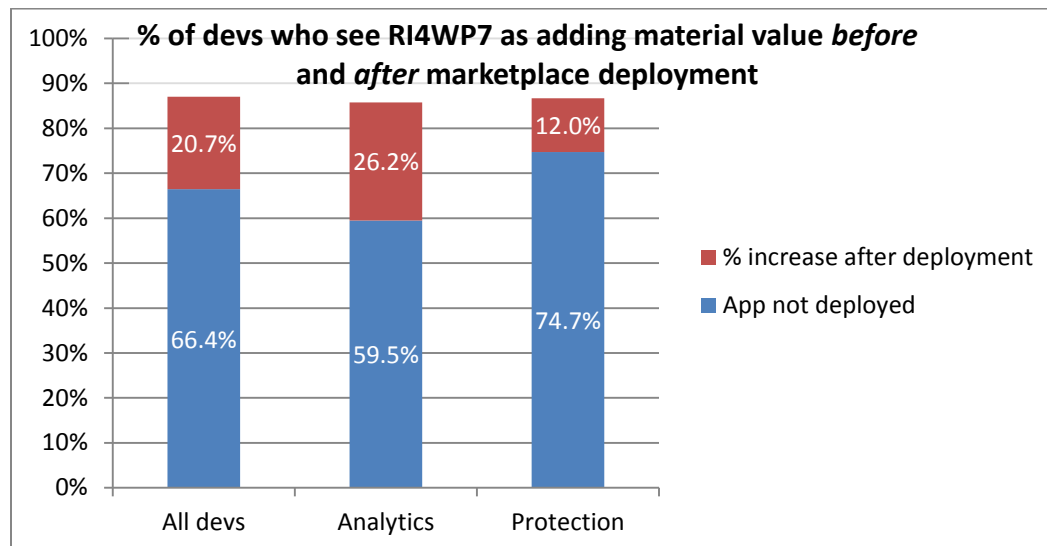
RI4WP7 Exceeds developer pre-deployment expectations

A remarkable trend emerges when those developers whose apps were already deployed on the marketplace are compared to those developers who had not yet deployed their application.

Developer satisfaction and the perception of how RI4WP7 impacts the WP7 development experience is sharply higher for developers with apps deployed to the marketplace.

The percentage of developers who feel that RI4WP7 adds material value to the Windows Phone platform jumps from 66.4% for developers who have not deployed to 87.1% for developers who have deployed their apps to the market place (an increase of over 20%).

The gap between pre- and post- deployment satisfaction is even greater when focusing specifically on application analytics. Only 59.5% of developers who identified themselves as using Runtime Intelligence analytics perceived the analytics functionality as adding material value to the WP7 platform. However once developers had actually deployed their applications to the marketplace, the percentage jumped to 85.7% (*a 44% increase*).

% of devs who see RI4WP7 as adding material value *before* and *after* marketplace deployment

Runtime Intelligence application analytics exceeds expectations

Why the dramatic jump in perceived value? This specific question was not included in the survey, but it is reasonable to suggest that:

- Runtime Intelligence application analytics exceeded whatever expectations developers had formed based upon their experience with other web or mobile analytics technologies, and/or
- Concerns regarding performance, stability, and/or quality were never realized.

Conversely, the relatively higher initial value placed on application protection and a correspondingly smaller jump post-deployment may similarly be explained.

- App protection (obfuscation) functionality is generally understood and, therefore, the capabilities merely met expectations, however
- Developer concerns surrounding performance, stability, and quality are higher pre-deployment.

Open-ended responses and comments

Respondents were also given the option of providing comments. Positive comments were split into almost perfect thirds between analytics (32%), protection (33%), and the two pieces of functionality together (35%). The following list of almost 100 comments is quoted directly from survey results in response to the question:

"I am most excited by PreEmptive's analytics and/or obfuscation because:"

Analytics-specific

"I have access of information on how customers are using the software."

"Ability to track usage"

"Allow for more information than a "native" app."

"Analytics can come in really handy"

"Analytics."

"Easy tool to use and gives good stats."

"I can get in-depth feedback on my app, which is something that I cannot get with the basic WP7 tools."

"I can see the usage patterns."

"I can see what features are used more frequently than others. This will help me decide in what to schedule for further releases."

"I get a real-time view of usage."

"I get valuable feedback without having to host my own server."

"I like knowing how and how often my apps are used. It helps me work on areas that people are actually using."

"I'm not that excited, analytics should be something that Microsoft provide out of the box - at least basic stats like how many people download the app."

"Invaluable data"

"It allows me to better understand my application use."

"It allows us to plan development of future features and where to tweak our existing features."

"It gets me analytics that are current (as opposed to a week delayed through the App Store reporting tools)"

"It gives me an up to date means of tracking my application usage"

"It gives me insight into how user uses the app I writing so I don't have to do it."

"It is powerful and gives you nice overview of the app usage."

"It tells me where my app is being used and by how many people."

"It's easy to gather the data we need."

"It's extremely helpful to know how my application is being used out in the wild. It is helping me make decisions such as the marketplaces I should target for future releases."

"Nice graphs and visual displays of data"

"The ability to customize analytics for each application."

"The analytics it offers is unparalleled"

"The analytics portion provides valuable feedback on the real-time performance of the application."

"The chance to monitor my application usage"

"With analytics I can study my application usage and in my case it's very important."

Protection-specific

".Net applications need obfuscation."

"Brings tools I'm used to for Windows development"

"Code obfuscation obviously."

"Helps protect my application from being disassembled."

"Huge oversight by Microsoft to not include a way to protect our IP."

"I can distribute my .xappies across the internet without having to concern that it will be reversed engineered and copied. :)"

"I can protect my app."

"I have a way to protect my Intellectual Property"

"I need obfuscation to ship my app."

"I'm very satisfied with the obfuscator"

"It can protect intellectual property."

"It helps to protect my source code"

"It means I'm not giving my source code away by releasing my app."

"It offers string encryption."

"It protects my code"

"It protects my IP"

"It protects my source code, although I'd prefer to have a real byte code that cannot be disassembled that easy."

"It secures my source code, prevents easy de compilation"

"It will make copying our proprietary algorithms harder."

"It's allowing me to secure my code, something which is not built-in in the marketplace (with some software, you can download the xap and grab the code)"

"Makes "stealing" code a bit more problematic."

"Obfuscating my apps is essential to my continued development."

"protect my code from being reused by others, especially competitors"

"Protecting my apps."

"Protection of code."

"The obfuscation is the #1 reason for me."

"The obfuscation process is a great addition to WP7 really help break the whole decompiling CLR issues"

"The protection it offers."

"XAPs are far too easy to download and reflect. Don't want others stealing my app logic."

"Your obfuscation is hands-down best of breed. Nothing to dislike there."

Both analytics and protection

"1. I prefer to have my software protected; and 2. The analytics are nice"

"A lot of this is new to me. I really enjoy this I feel this is a great product to have and use. Would really like the live or recorded training to come back. I missed out on the first round."

"Analytics, though I haven't used it yet, will enable me to see how people are actually using my apps and how best to improve them. Obfuscation keeps me from worrying about people stealing and repackaging my apps (i.e. copy me but make it look prettier)"

"Because it's free."

"Easily accessible and comprehensive features."

"Easy to use, once I get a hang of it. Ability to track user's behavior.   Be assured that code cannot be reverse engineered easily."

"For the most part it was an easy to tool to use for such a complex task."

"Great way to keep prying eyes out. Analytics would be nice but we're not making enough to justify the cost of the service."

"Helps to increase app value"

"I like Analytics because it gives me more insight into usage patterns of users.   Dotfuscator allows me to protect my app from jailbreakers and sideloaders, at least to a certain degree"

"I love how easy it is to use and add to an existing application. I like the fact that I did not have to architect my application with the use of PreEmptive's analytics in mind."

"I love obfuscation because it protects my hard work. I didn't try analytics, it seems to be a great tool and I'm going to integrate it in an app soon."

"I'm most excited about the analytics portion. Obfuscation is great and I use it, but for me the biggest value is in understanding what my users are doing and what their flow is through my app. That helps me build a better app for the future."

"Information I get through analytics as well as the peace of mind knowing I've at least tried to secure my code as well."

"It can automatically integrate into the managed code."

"It could provide protection that should have been standard in the packaging process for WP7 apps."

"It integrates will with visual studio and its relatively easy to use."

"It is easy to use."

"It protects my investment and IP plus gives me meaningful stats on the use of my application"

"It was fairly easy and fast to get working."

"It's easy and feature rich."

"it's in active development and preemptive is taking customer feedback seriously"

"Obfuscating is a definite requirement in WP7/.Net   Thanks for providing the means in an easy manner! When do you plan to get an iPhone version working for analytics?"

"Offers real time usage of my application and protects my program"

"The functionality is available 24/7"

"The information provided by analytics will is very useful. I wish Obfuscation was not necessary"

"The security and future prospect for analytics."

"They are great products that help me to improve the development of my apps."

"They provide runtime data and ip protection"

"We are most excited by PreEmptive's analytics because it's an important to improve our applications. We can understand how our customers use our products.   But PreEmptive obfuscation is a necessary tool to protect our development."

"Works well!"