Appcelerator and Microsoft Team Up to Connect Appcelerator Platform With Microsoft Azure Services

Providers Integrate Platforms So Customers Can Leverage Existing Data and Development Resources

MOUNTAIN VIEW, CA, Aug 06, 2014 (Marketwired via COMTEX) -- Appcelerator, provider of the enterprise mobile engagement platform, has teamed up with Microsoft to connect the Appcelerator Platform with Microsoft Azure services. This will simplify the process of building fully native cross-platform apps powered by Azure. Organizations can now leverage existing development resources and connect to existing Azure modules, providing a significant competitive advantage and allowing companies to create a more seamless mobile presence across all devices.

Many Fortune 1000 enterprises today use Microsoft Azure, Windows and other Microsoft services to drive business growth. With the proliferation of mobile devices and apps among both customers and employees, these organizations now have to build apps and manage non-Microsoft mobile devices for the first time. With this new integration, Appcelerator's ecosystem of more than 600,000 developers can now connect Microsoft-managed data via the Appcelerator Platform and Microsoft Azure. Moreover, enterprises have the ability to create apps for Windows 8, seamlessly extending their mobile development efforts to reach more people with high-quality user experiences.

To power this integration, Microsoft and Appcelerator jointly developed modules enabling Appcelerator-built apps to connect to Azure App Services. This includes data object storage; authentication for third-party services and social networks (e.g., Facebook, Twitter, Gmail, Microsoft Online Services and Azure Active Directory); and access to Microsoft's Notification Hub for push notification services.

"Microsoft helps companies do business faster and more competitively across a wide variety of platforms," said Kim Akers, general manager, Microsoft. "With this new integration, we will be able to connect our enterprise mobile stack to Appcelerator's mobile engagement platform, enabling enterprises to get more out of their Microsoft investments and supercharge their mobile strategies."

The integration of the two platforms will help companies:

-- Connect Microsoft-managed data to Appcelerator-built apps via Azure Cloud

-- Minimize development costs by leveraging existing JavaScript skillsets

-- Mobilize and synchronize data managed via Microsoft Sharepoint and Dynamics

-- Build and deploy fully native Windows 8 apps faster

-- Deliver real-time analytics and reporting on apps upon deployment

"Microsoft is one of the clear leaders in the enterprise software landscape," said Jeff Haynie, CEO, Appcelerator. "By integrating our mobile engagement platform with their powerful suite of business products and services, we're enabling developers to quickly and cost-effectively deploy native Windows 8 apps, with existing resources. This will allow them to reach new audiences and deliver high-quality user experiences without hiring new developers or retraining staff."

With this set of critical integrations, CIOs and developers will be able to deliver Microsoft-powered mobile apps faster and at a lower cost. Over time, they'll be able to measure the success of these apps and optimize the user experience to deliver maximum value for employees and consumers alike.

To learn more, please visit www.appcelerator.com/microsoft.

About Appcelerator
Mobile apps are fast replacing web applications as the way we buy, share, search, learn and collaborate. Appcelerator(R) helps companies solve for this new reality with a mobile engagement platform to drive great mobile app experiences, quickly and at scale. The Appcelerator Platform speeds time to market with native cross-platform app development and testing, simplified access to data via mobile-optimized APIs, and comprehensive real-time analytics to power user engagement and measure success. Appcelerator also provides an award-winning open source mobile development environment, Titanium(TM). With over 70,000 mobile apps deployed on 225+ million devices, Appcelerator's solutions are backed by the world's largest mobile ecosystem, including better than 600,000 mobile developers and hundreds of ISVs and strategic partners, among them Accenture, Cognizant and CSC. Over 70% of Fortune 100 enterprises count on Appcelerator for their mobile success. To learn more, visit www.appcelerator.com.

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