

# Appcelerator On-Demand Garners 50,000+ Signups in First Three Months

***API Framework Arrow Has Powered 11 Million Cloud API Calls Since April, Expects to Surpass 20 Million by December***

MOUNTAIN VIEW, CA, Aug 19, 2015 (Marketwired via COMTEX) -- Appcelerator(R) today announced significant traction of its mobile engagement platform and mobile ecosystem since the launch of an on-demand delivery model in April. The company garnered more than 50,000 signups in the first three months of availability for its Appcelerator Platform 4.0, which includes Appcelerator Arrow(TM), a powerful new framework for building and running mobile-optimized APIs. The company also announced new developer and ecosystem milestones, including processing a record number of cloud API calls and analytics events, as well as powering mobile apps on a record number of devices and app stores.

"Appcelerator continues to justify our investment in their platform," said Mike Baca, Director of AmerisourceBergen's Mobility Center of Excellence (MCOE). "Their technology has been the catalyst for the productivity and growth of our MCOE, and their continuous innovation as evidenced with their Arrow offering will yield additional productivity gains as we leverage it for our enterprise integration needs."

Appcelerator debuted Arrow in early April to simplify one of the largest challenges in mobile development -- connecting to and orchestrating data from a wide range of backend sources, including enterprise systems like Salesforce and Microsoft SQL Server -- enabling developers to build great mobile experiences faster. The offering was unveiled alongside a new on-demand model enabling organizations of any size, from independent developers to large enterprises, to gain instant access to all the capabilities needed to build, test, connect and measure their mobile apps.

Since April, Appcelerator has hit a variety of business and customer benchmarks. They include:

Six-figure revenue from the new on-demand offering within the first six weeks of availability;

- 50,000+ signups for the Appcelerator Platform, averaging 2,000+ per week;
- 1.4 billion analytics events processed in Q2 2015;
- 11 million API calls to the Platform's dashboard in June alone, representing a 1,000-percent uptick in customer usage per month since the beginning of April; and
- A 75-percent increase in new logos since Q1 2015, including a major supermarket chain, Crown Equipment Corporation, and the UAE's Ministry of Finance.

Appcelerator Fuels Global Growth of Mobile Ecosystem Appcelerator continues to fuel the adoption of mobile technologies globally across large enterprises and

consumer audiences alike. The company now powers more than 100,000 mobile apps in public app stores, running in a variety of private enterprise marketplaces across 126 countries. Better than 300 million mobile devices run at least one app powered by the Appcelerator Platform. Customers include 1,300+ financial institutions, two of the world's largest pharmaceutical companies and state and federal agencies, including the State of Alaska and the U.S. Small Business Administration.

One global financial services customer relies on the Appcelerator Platform to measure and enhance their flagship consumer app, which has achieved 3.8 million app installs and produced 76 million application sessions to date. Nearly two billion analytic events have been tracked and patterned through the Platform's dashboard for this customer alone, helping the business to drive greater app adoption and usage.

"When we rolled out our new on-demand delivery model and Arrow, our vision was to make the tools necessary for mobile innovation available to everyone -- whether you're an independent developer, small startup or a Fortune 500 company," said Jeff Haynie, CEO and co-founder of Appcelerator. "Recent adoption milestones show we've successfully started to open these tools to the people who need them most, and we will continue to bring to life our vision of empowering mobile innovation everywhere."

About Appcelerator Mobile apps are fast replacing web applications as the way we buy, share, search, learn and collaborate. Appcelerator(R) helps companies of all sizes solve for this new reality with a mobile engagement platform to drive great mobile app experiences, quickly, cost-effectively and at scale. The Appcelerator Platform speeds time to market with native cross-platform app development & testing, simplified access to data via mobile-optimized APIs, and comprehensive real-time analytics to power user engagement and measure success. With 100,000+ mobile apps deployed on 300+ million devices, Appcelerator's solutions are backed by one of the world's largest mobile ecosystems, including better than 700,000 mobile developers and hundreds of ISVs and strategic partners, among them Accenture, Cognizant and CSC. For more information, visit [www.appcelerator.com](http://www.appcelerator.com).

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