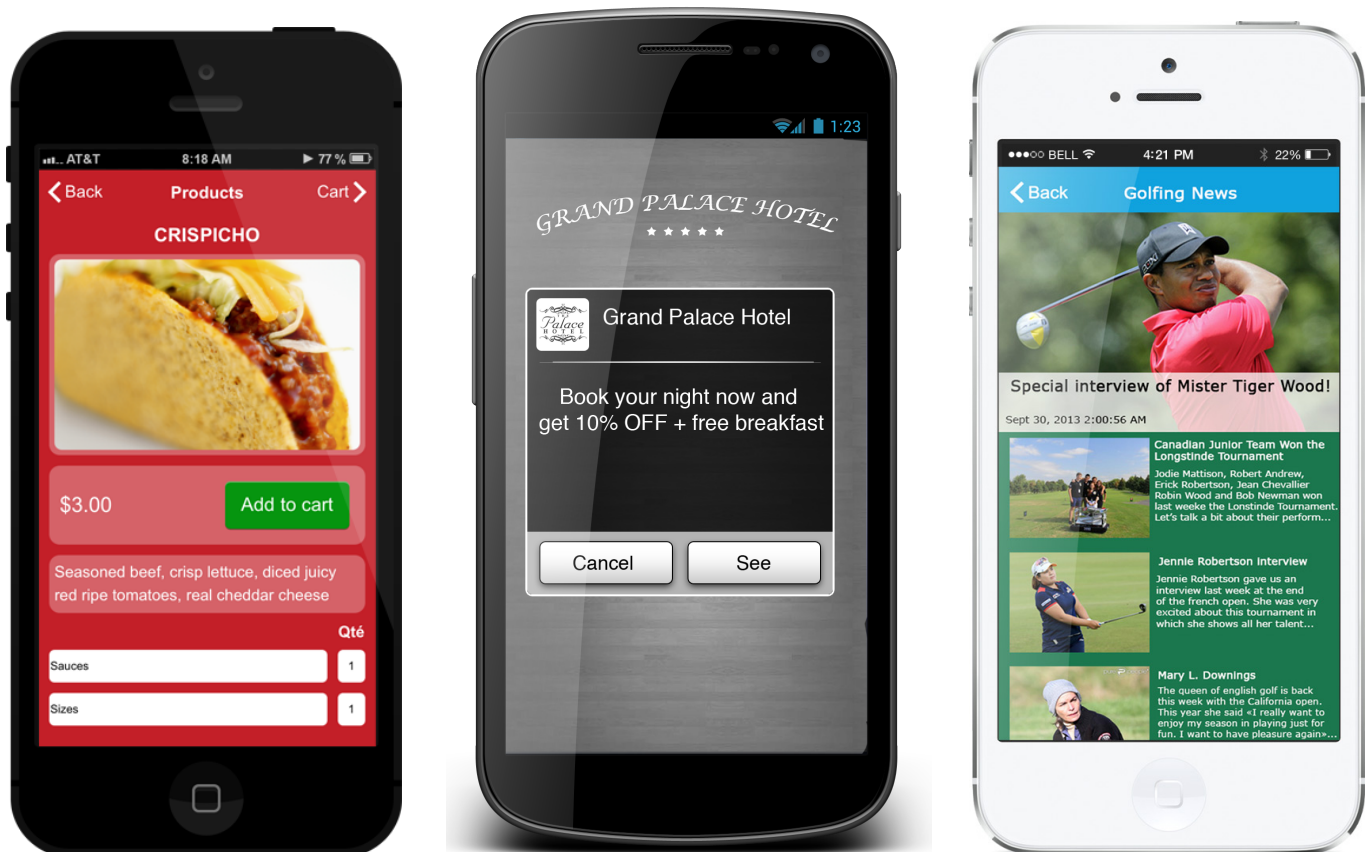


## Xtraball disrupts App Builder market with its open-source version

There is not a month without a new mobile app builder platform launching in the market. All of them are drag&drop platforms, with prebuilt features and a rental business model. These solutions are very standardized and don't allow you to evolve and control your app. Xtraball eliminates these constraints with Siberian CMS, an open-source and free DIY app builder.



Whether you are a large company or an individual with no mobile development skills wanting to create a mobile app, there are currently only two options. Outsource your development which is very costly, or create it yourself using a DIY platform which is full of constraints and frustrations. Siberian CMS is a real alternative to the DIY online platform allowing more involvement, more customization, and total control of your app.

### Easily install the mobile app CMS on your hosting server

Like every web CMS, you will have to install Siberian on a web or local server. Once the files are downloaded and sent to your server, the installer will guide you through the set-up. Its just 3 easy steps, similiar to those of any CMS installation. Then just log in to your backend and create your app.

### Use pre-created features or build your own

Once the CMS is installed onto your server, you will have access to the app builder and ergonomic environment. All users have the ability to choose from various templates and features already integrated in the

solution. Since the code is yours, you can adapt the features to your needs, find new ones in the marketplace, or build your own. You can preview your app live by using the previewer app, which comes with Siberian. Since the CMS is in web languages (PHP, HTML5, CSS3, Javascript), it is well adapted to developers and web agencies with no skills in mobile development.

*« By using an online platform to create their mobile applications, the users have to adapt their needs to the features of the platform. These features are standardized for all users. But, developers and communication agencies work reversely. Their added value lies, especially in consulting, and creating solutions that match their clients' needs. »* Aladin El Hedri, co-founder and CEO, explains, *« With Siberian, we offer all the simplicity of an app factory, combined with the advantages of an open-source CMS: a quick deployment of mobile applications, while allowing customization and tailor-made developments. »*

### **Ownership, a main concern for many users**

The way online platforms work could be compared to the old mobile operator constraint. When you wanted to change from one operator to another, you had to change your phone number. It is the same now with online platforms and apps. If you change your provider, it will be extremely difficult to obtain the code and certificates needed to update your app. By changing from one provider to another, you will lose all your hard work.

Many users, like communication agencies, can't take these kind of risks for their clients. By offering a downloadable and open-source solution, Siberian CMS allows everyone to have ownership control of their mobile application by installing it on any web hosting. *« Many users of online app factories are frustrated, worried, or don't use them, because they can't keep the ownership of their apps. What if the company behind the builder goes bankrupt? »*

### **A good start and some ambitious improvements**

Siberian CMS got more than 5000 downloads after its two months Beta period. It is translated in 5 languages and comes with a marketplace of features and services. Xtraball already works with some major companies from UK to Lebanon.

The company has the ambitious objective to make Siberian a world leader in cross-platform mobile app development. This market will represent 100 billions euros in 2015, and Xtraball plans to impose its open-source solution like Wordpress did on the website market.

In a couple of month the company will launch a commercial version: an online builder to launch your own app business on the web.

### **About Xtraball**

Xtraball is a French company, founded in 2012, specialized in mobile development solutions. One of these solutions is Siberian CMS, an open-source and free app builder clients can download, install and use to create powerful mobile apps they can maintain and evolve as they need.

Website: <http://www.siberiancms.com>

Contact: Aladin El Hedri (CEO), [a.elhedri@xtraball.com](mailto:a.elhedri@xtraball.com), +33642003968