



Kony a Leader for Third Year in a Row in Gartner Magic Quadrant for Mobile Application Development Platforms

July 28, 2015

Kony is Positioned the Furthest for Completeness of Vision in the Leaders Quadrant

AUSTIN, Texas – July 28, 2015 – Kony, Inc., the leading enterprise mobility company, today announced that it has been named as a “Leader” with improved positioning in both vision and execution by Gartner in the July 23, 2015 Magic Quadrant for Mobile Application Development Platforms (MADP). This is the third consecutive year that Kony has been recognized as a “Leader” amongst mobile application development platform providers, with positive advancements in both Completeness of Vision and Ability to Execute. Kony is positioned the furthest for completeness of vision in the Leaders quadrant. As the largest provider focused purely on cross-platform enterprise mobility solutions, Kony serves more than 25 million mobile app users worldwide every day and manages more than 1.4 billion user sessions annually.

“With the rapid evolution and proliferation of new mobile devices and technology, including smartphones, tablets, wearables, and Internet of Things, mobile applications have quickly become a driving force for business innovation,” said Thomas E. Hogan, chief executive officer, Kony, Inc. “Enterprise mobility is now a strategic imperative for businesses to effectively compete in this new mobile era. Kony has built a successful track record of helping leading enterprises around the globe use the power of mobility to create game-changing mobile experiences for their customers, employees and partners. We are proud of the recognition by Gartner of Kony’s success and market leadership for the third year in a row.”

According to Gartner, leaders in this Magic Quadrant “must represent a strong combination of Ability to Execute and Completeness of Vision. In the MADP sector, this means that Leaders not only are good at cross-platform development, deployment and management across the full life cycle, but also have a good vision of the multichannel enterprise, support for multiple architectures and standards, a solid understanding of IT requirements, and scalable channels and partnerships. Leaders must provide platforms that are easy to purchase, program, deploy and upgrade, and which can connect to a range of back-end and cloud services, from the same vendor as well as third parties.”

For customers who want to build their own custom apps, Kony’s Enterprise Mobility Platform meets the development needs across the full mobile app development and operations (DevOps) lifecycle. This full DevOps solution encompasses unique app UI design tools (Kony Visualizer) and the leading multi-channel app dev tools (Kony Studio), powered by Kony’s mobile backend-as-a-service (MBaaS) offering (Kony MobileFabric), as well as testing and analytics. It extends fully to the end user through the addition of Kony Apps, which allow customers to deliver secure, enterprise-grade mobile apps faster to market. Leading enterprises worldwide rely on Kony to:

- Deliver a full enterprise lifecycle and multi-channel enablement
- Provide unparalleled service level agreements guaranteeing support for new devices and operating systems

- Enable strong integration capabilities supporting a range of complex enterprise applications

Kony also helps organizations rapidly execute on their mobile strategy with enterprise-grade Kony Apps that can help them get to market faster. Kony Apps deliver multi-edge experiences that are fully customizable, easily integrated, highly secure, scalable, and business-ready with reporting and analytics. With Kony Apps, customers get individualized solutions from quick-start app templates and micro apps designed to efficiently mobilize the enterprise to meet business needs, exceed user expectations and drive business results. These mobile apps, designed for any mobile device and operating system, provide the best of both worlds: built-in best practices, features, and connectors that make it easy to get up and running fast, plus configuration options designed to enable users to customize the app specifically for their business.

Download a complimentary copy of the [July 2015 Gartner Magic Quadrant for Mobile Application Development Platforms](#).

About Kony Inc.

Kony is the fastest growing, cloud-based enterprise mobility solutions company and an industry leader among mobile application development platform (MADP) providers. Kony empowers organizations to compete in mobile time by rapidly delivering, ready-to-run, multi-edge mobile apps across the broadest array of devices and systems, today and in the future, with a lower total cost of ownership. Kony's cross-platform solution helps organizations design, build, configure and manage mobile apps to empower and better engage with customers, partners and employees. Kony was named the first place winner in CTIA's MobITs Awards in the Mobile Applications, Development & Platforms category and included on the Inc. 500|5000 list of fastest growing private companies in America.

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