## 

#### PROFILE IN SUCCESS

## Apps for Apple® Products and Android<sup>™</sup> Built Using Cincom Smalltalk<sup>™</sup>

Simberon, Inc.

# SIMBER®N

### Faster, Easier Mobile Development

Located in Ottawa, Ontario, Canada, Simberon, Inc. specializes in Smalltalk application development. Recently, the company used Cincom Smalltalk to develop HexSolve – a puzzle game for the mobile market. Simberon wants to make mobile development faster and easier than it has ever been before. The Founder says, "Of course, I would choose the best tool available. Cincom Smalltalk is the framework for the game because it's the best environment to use for fast and easy development.

"Cincom Smalltalk allows us to develop new apps more quickly and to make changes faster than we could otherwise."

### **Expectations**

The Founder of Simberon said, "Having used Cincom Smalltalk for years, I knew exactly what to expect from it: rapid development, mature and powerful tools and integrated version control. Cincom Smalltalk delivered on all of these expectations."

## What is HexSolve?

In the game, you slide numbered hexagonal tiles around on a board. If you make a chain of consecutive numbers, the highest-numbered tile increments and the remaining tiles disappear. One or more tiles are marked as "targets." The goal of the game is to advance or eliminate all of the target tiles.

There are many puzzle games in the mobile marketplace. However, according to Simberon, "By providing the game for iPhone®, iPad®, iPod touch® and for Android, we have access to a market of over 1.5 billion mobile devices. Now that we've proven the technology with HexSolve, we're using the same framework to build other games."

#### Industry:

• Cincom Smalltalk Mobile Applications

#### App Location:

Click to download

#### Goal:

- Using Cincom Smalltalk to make mobile development faster and easier than ever before.
- Promote HexSolve and Cincom Smalltalk as a mobile app tool

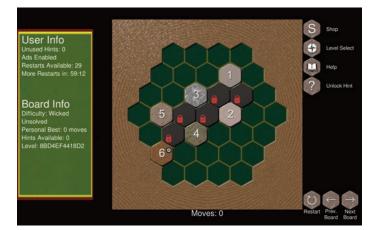
### **Solution Selected:**

Cincom Smalltalk

#### **Results:**

• The company's flagship mobile app HexSolve is now available on the App Store and on Google Play.





## Why Cincom Smalltalk?

Simberon says, "It wasn't a difficult choice! We did a few initial tests with Java and C; however, Java code isn't portable to iOS, and C code was much too difficult for complex applications. We really needed a better crossplatform development environment and automatic garbage collection. Cincom Smalltalk was the best tool for the game."

## **Reliability Is Critical**

An app that crashes often is a quick way to get people to uninstall your app and never try it again. Therefore, reliability is critical, and the key to reliability is intensive testing.

"Cincom Smalltalk makes testing quick and easy," according to Simberon. "It was possible to do a lot of unit testing directly in Cincom<sup>®</sup> VisualWorks<sup>®</sup> itself.

"Finally, by having one code base for both Apple products and for Android, I could be confident that code I wrote and debugged in one environment would run cleanly in the other. I didn't need to duplicate my development efforts in order to code the app in a different language."

## **Product Development**

Since 2006, Simberon and Cincom have worked together to offer technical assistance to many Cincom Smalltalk clients.

According to Simberon, "The mobile app market is perfect for us because the online stores make it easy to get software into the hands of billions of users. With that size base, it's possible to offer low-price, in-app purchases instead of depending on one higher-priced purchase. The mobile markets are also well connected with advertising to provide an additional revenue stream."

"Cincom Smalltalk has the best software development environment in the industry."

– Simberon

## **Cincom Technical Support**

According to Simberon, "The technical support staff at Cincom really does a great job. They respond quickly to issues and generally come up with fixes promptly. All of my contacts at Cincom have been very helpful in the process of developing HexSolve.

"In fact, one Cincomer became an Alpha tester and was able to point out issues with internationalization of the online store. With his help, I was able to correct the issue and verify that the new code worked properly. That kind of help goes above and beyond what you would expect from regular technical support."

HexSolve is available on the App Store and on Google Play.



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