

TapCommerce - A Mobile Solution for SMB and Local Businesses

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Paris based TapPublisher today launches TapCommerce, a mobile e-commerce solution for SMB and local businesses aimed to help them grow their sales and build customer loyalty. TapPublisher is an easy-to-use app editor aimed to create native iPhone apps using a powerful drag-and-drop builder tool. TapPublisher uses 100% native iOS API and Objective-C to create high quality, responsive and fluid apps, providing users an intuitive building experience.

Paris, France - Available today, TapPublisher launches TapCommerce, a mobile e-commerce solution for SMB and local businesses aimed to help them grow their sales and build customer loyalty. TapPublisher is an easy-to-use app editor aimed to create native iPhone apps using a powerful drag-and-drop builder tool. TapPublisher uses 100% native iOS API and Objective-C to create high quality, responsive and fluid apps, providing users an intuitive building experience.

"We focus on intuitiveness, knowing it is an important aspect of a great user experience. So TapPublisher's app creator is all about simplicity and enhancing the overall process" said Frederic Aloe, co-founder and CEO.

A more effective and cheaper alternative:

TapCommerce was created to help SMB to grow their revenues. SMBs have fully embraced the web into their strategy but they still do not have native mobile apps, while smartphone owners spend 80% of their time using them. Strengthen its visibility through a native app brings many opportunities: sales optimization, customer loyalty or even managing instant communication.

"The development of sophisticated mobile application is often seen as an expensive and complicated. We strongly believe that we can make a difference by offering simple solution, removing any sort of technical barriers and complication." explains Herve Piedvache, co-founder and CTO.

A simple way to create commerce mobile apps:

Users create their app using a tool based on a simple drag and drop. They can either use an app template (Food trucks, restaurants, local producers, retailers, etc.) or create their app by adding modules from a comprehensive list (catalog, cart, payment , loyalty card, etc.). Apps can also integrate content from external sources such as Wordpress, YouTube, Facebook, Twitter or Instagram. Each app can then be designed in their own unique style.

Before publishing, they can be previewed and tested in real conditions thanks to TapPlayer a free companion app available on the App Store. Once the app is ready to go public, users can choose between publishing it themselves, or if they don't have an Apple developer account or simply couldn't be bothered with the technical part, leaving that task to TapPublisher.

Rates

Publication of an app with the TapCommerce solution costs \$49 (USD) a month. TapPublisher offers personalized assistance and development as complementary service. TapPublisher app editor for Mac OS X can be downloaded for free on our website.

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<http://www.tappublisher.com>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

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Founded by Frederic Aloe and Herve Piedvache, two French serial entrepreneurs, TapPublisher is a mobile app development company which offers a service to SMB, local businesses, bloggers, youtubers, content publishers and communities. The platform is dedicated to connecting these companies and individuals to their customers through a totally free app creator which requires no programming knowhow at all. Users have control over the creation, editing and even the testing thanks to TapPlayer, a free application for iPhone and iPad, especially designed to test out apps. Copyright (C) 2015 TapPublisher. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries. Other trademarks and registered trademarks may be the property of their respective owners.

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