

## **iOS Business App Awards - 2017 Tabby Awards Recognizes 19 Apps**

Published on 01/09/18

The Tabby Awards has announced the winners of the 2017 iPad and iPhone Business App Awards

competition. 19 iOS business and enterprise apps, 11 for iPads and 8 for iPhones, were recognized for their excellence and leadership. With all iOS business apps eligible and under consideration, winners were selected based on a combination of quantitative metrics and qualitative factors. Winners included apps from Workday, Slack, Salesforce, Zoom, Quickbooks, Square, and Trello.

San Diego, California - The Tabby Awards has announced the winners of the 2017 iPad and iPhone Business App Awards competition. 19 iOS business and enterprise apps - 11 for iPads and 8 for iPhones - were recognized for their excellence and leadership. Winners included apps from Workday, Slack, Salesforce, Zoom, Quickbooks, Square, and Trello.

"With over 300,000 business apps available today on iOS, our iPhone/iPad app award winners are positioned within the top 0.01% of a fiercely competitive marketplace," commented Matt Harney, Executive Producer of the Tabby Awards. "Each year the 'consumerization' of business IT increases. Business users expect the apps they use for their work to deliver the same smooth interfaces and quality design they experience with traditional 'consumer' apps. Against these high expectations, these award-winning business apps were distinguished by their ability to delight users."

With all iOS business apps eligible and under consideration, winners were selected based on a combination of quantitative metrics and qualitative factors. The analytical evaluation component focused on app review scores submitted over the course of 2017 to measure user engagement. The qualitative component - benefiting from the Tabby Awards expertise in judging app awards since 2012 - focused on user interface, design, and innovation. The degree of tablet-optimization was also a key factor in the assessment of iPad apps. The 2017 Business App Award winners are presented below by device type:

### **iPad Business App Award Category Winners:**

- \* Diligent Boards
- \* DocuSign
- \* Fieldwire
- \* Hotschedules
- \* PlanGrid
- \* QuickBooks Accounting
- \* Smartsheet
- \* Square Point of Sale
- \* Trello
- \* Workday
- \* Zoom

### **iPhone Business App Award Category Winners**

- \* Airtable
- \* Concur
- \* Freshbooks
- \* Hours Time Tracking
- \* Salesforce
- \* Shapr
- \* Shyft
- \* Slack

This list is also published on the Tabby Awards / Business website, where these

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category-leading apps can also be downloaded. Please refer to TabbyAwards online for additional information regarding our mobile app award events.

Tabby Awards:  
<http://tabbyawards.com/>

Tabby Awards for Business:  
<http://tabbyawards.com/business/>

The Tabby Awards is the most comprehensive awards program honoring the best apps for tablets and iPads. Since 2012, it has held two separate competitions: one for consumer apps and games and one for business and professional apps. Starting in 2015, the Tabby Awards events expanded to include phone-optimized apps. All Material and Software (C) Copyright 2018 The Tabby Awards. 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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Matt Harney  
Communications for TabbyAwards

[matt@tabbyawards.com](mailto:matt@tabbyawards.com)

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