

cross platform

A great advantage of using cross-platform software based on the cloud or SaaS is access to services on almost any device, at any time, as long as you have Internet access. This ensures the instant availability of services and information anytime, anywhere, ultimately increasing productivity and efficiency.

Software as a Service known as SaaS, is a model in which an external provider hosts applications and makes them available to customers over the Internet. Cloud services ensure that your organization no longer needs to purchase bulk licenses, but can pay for services through a subscription fee, such as services and support.

From the point of view of consumers, since smartphones or gadgets became popular, in a short time they dominated the market and in 2011, for the first time in history, the sale of these devices surpassed the sale of computers (desktop and laptops). The trend of this difference between smartphones and computers only increases with the years.

Additionally, users who work remotely while traveling, from home, or across multiple sites find this extremely beneficial and profitable. This also helps increase the ability to update information, respond to customers, and increase communication between colleagues when necessary.

The cross-platform or multiplatform software is a type of application / program / software that works on various operating systems or devices, which are often called platforms. A platform means an operating system such as Windows, Mac OS, Android, or iOS. When an application runs on more than one platform, the user can use the software on a wider variety of devices and computers.

The benefit of cross-platform software

The benefit of a cross-platform software is that you can use the same program whether you are on a Windows / Mac, as if you are logging in from your laptop or smartphone. For example, the Microsoft Office suite of applications, which includes Word, Excel and PowerPoint, Outlook, etc., are available on Windows, Mac OS, iOS (iPhone / iPad) and Android. While there are differences based on how the platforms work, you will have a similar in-app experience across all of your devices.

In a world where the mobile is the main device, language must adapt to users, to the way they absorb and view content, particularly the measurements of smartphones and tablets.

Understanding the essence of each channel and its audience on the different platforms, which are increasingly fast and instantaneous, puts media companies on the path of rapid production.