

Key Criteria Supporting Xamarin for Cross Platform Mobile App Development

Criteria	Native / Other App Dev Platforms	Xamarin
License	Expensive licenses needed	Open source
Support Community	Unofficial, non-centralized “community” support	Backed by Microsoft
Ecosystem	Additional tool purchases may be required	Turnkey: complete set of ecosystem tools
Organizational Expertise	iOS Swift and Objective C are difficult to learn	Consistent with in-house development expertise; Easy to learn.
Device Support	Possible software compatibility issues	Uses plugins and APIs to resolve any hardware compatibility issues
Ongoing Maintenance	Requires separate updates for individual platforms	Updating the source file will update the app across platforms
Cost of Building	Higher costs due to longer build cycle	Reduced time and engineering costs
Cost of Ownership	Expensive licenses and additional tools	Open source with cross platform tools built in
Native User Experience	Acceptable, but impractical if you have limited time as each platform requires its own maintenance	Very smooth because it converts app UI into platform-specific elements
App Performance	Very good, but evolution is very slow	Almost as good as native platform performance and constantly evolving