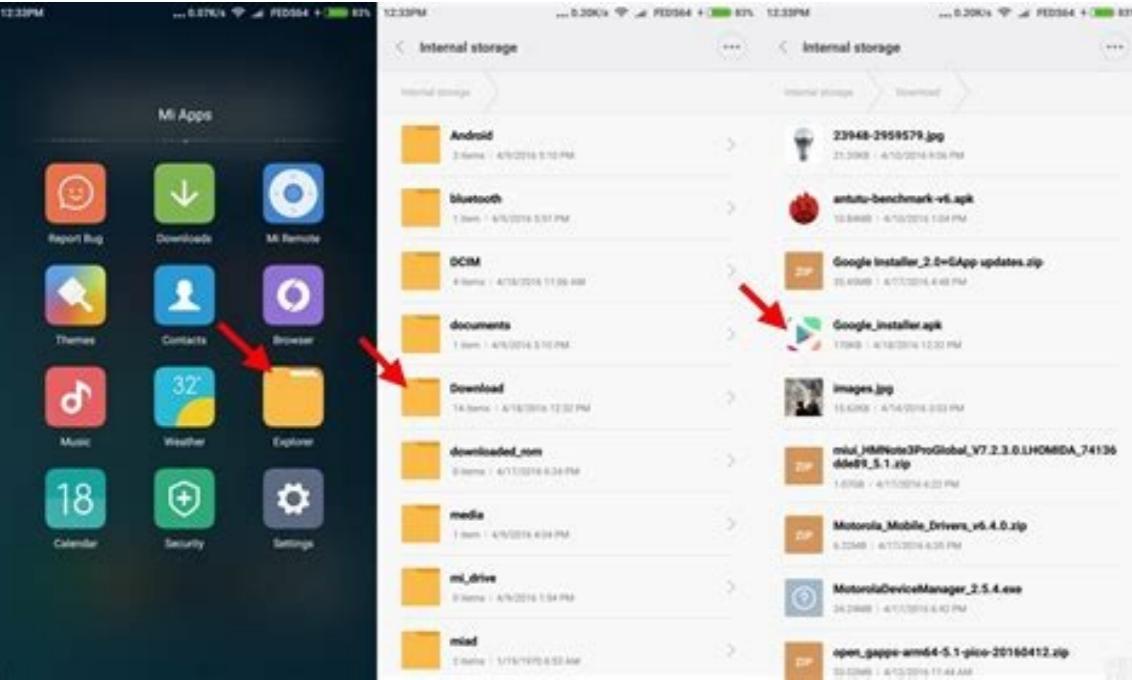


How to publish app on play store step by step

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Steps to publish app on google play store. How to publish a app on play store

As more and more tablet computers enter the workplace, IT managers are facing this question: Do you allow employees to load any applications they want on the devices, or do you offer a specific set of enterprise applications -- sort of an internal "app store"? The answer often comes down to factors such as your organization's goals, how employees are using tablets on the job, and your corporate culture. One possibility is to adapt your existing smartphone policies to tablets. "Enterprise applications [on tablets] are an important and growing phenomenon," says Philippe Winthrop, managing director of the Enterprise Mobility Foundation, a Boston-based think tank. "Organizations are realizing that a lot of applications that the company uses can be relevant on mobile devices." Whether it involves creating software internally or purchasing prebuilt apps, there must be some level of control, Winthrop says. The Enterprise Mobility Foundation recommends that organizations set up their own in-house enterprise app stores. By adopting an approved list of apps, enterprises can ensure that users download programs that the organization has tested and OK'd and can maintain, Winthrop says. Imris, a Winnipeg, Manitoba, provider of medical equipment, has given Apple iPads to sales and marketing personnel, product managers, executives and other employees. The company lets users download software from an internal app store that it set up using a tool from Apperian called Enterprise App Services Environment, says Ben VanOsch, IT director at Imris. The IT group identifies publicly available apps that it wants to adopt as recommended company tools, and they're added to the Imris app store. This allows for "consistency" throughout the enterprise, VanOsch explains. Currently, Imris has 16 privately developed apps and two public ones in its app store, which the company calls InfoCentral. It expects to deploy two more public apps within a couple of months, after the IT group vets them, and it's in the process of developing two more private applications that will be released by mid-June. The company has a total of 32 iPad users, all of whom have downloaded apps from InfoCentral. "We are considering deploying iPads to our board of directors, other leaders and to every employee," says VanOsch. "We believe the iPad can become a strategic communication tool, providing increased efficiencies of the message and increased environmental responsibility by reducing paper as a means of communicating." While the app store is the preferred source of applications, VanOsch says it's likely that Imris iPad users have downloaded personal software as well -- and he says that's OK with him. The company's strategy provides flexibility for end-users while at the same time giving IT some control over what can be used on the devices. Most users "have the same app requirements," says VanOsch. "However, due to their different roles and localization needs, [they have] the latitude to personalize their iPads in a manner they believe will provide them the greatest benefit." The company app store "allows us to manage the deployment of apps from our main office and [keep] everyone worldwide with the same message and tools," he says. In the past, marketing materials or sales tools deployed to teams could be altered or grow outdated, resulting in an increased risk of company representatives presenting conflicting messages to potential customers. The Middle Ground Other organizations are allowing employees to select from a range of publicly available applications -- with some controls -- rather than creating in-house app stores. The Morris School District in Morristown, N.J., has deployed about 200 iPads to high schools and middle schools, and it plans to increase the number considerably in the coming months. Students and teachers use the devices to download content such as electronic textbooks, and for subject-related applications, such as astronomy software for science classes. But all tablet applications must be approved by the IT department or by "content supervisors" within each school building, says Tim McDade, director of technology for the district. Anyone is free to suggest applications that have educational value. "We don't want to hinder either teachers or students [from using] what's out there; we don't want to put up barriers," McDade says. Allowing people to suggest apps enables the district to keep up with the constantly changing landscape of software, he says. About 100 apps that users recommended are now in use, and a great number of them were free. Schumacher Group, a Lafayette, La., company that provides emergency-room management services to hospitals, also gives users latitude in selecting applications for tablets. The company recently launched a tablet pilot program through which about 35 iPad have been deployed, says CIO Doug Menefee. Schumacher Group lets individuals deploy and manage their applications. The IT department works with users to determine whether particular applications will meet their needs; if they will, it procures the apps. "I'm a big believer in not trying to control the user population," Menefee says. "I feel that by putting too much control on users, you don't get them exposed to other user interfaces and other solutions. I like it when users come to us with a business problem and say, 'If it just acted like X app, then that would meet my needs.'" On the spectrum that ranges from total control to total freedom, Marist College in Poughkeepsie, N.Y., is on the freedom end. The IT staff supports tablets for use by students, faculty and staff, and the college allows users to load anything they want on the devices, even those owned by the college, as long as the users abide by college policies and regulations. "We believe that employees will select apps that make them more productive or their work lives easier," says Bill Thirsk, vice president of IT at Marist. "It clearly fosters creativity. And the IT department does not want to be the app police. We are likely to miss great apps if we block innovation." Should an application appear that's harmful to the college's network, is out of line with policies or in some way breaks the law, officials will block it from being downloaded or transmitted via college-owned networks. Further, students "must also abide by our network acceptable-use policy," Thirsk says. Nevertheless, "as the CIO of an educational institution dedicated to innovation," he adds, "I must support faculty and students with just about any and all use cases that are presented." Violin is a freelance writer in Massapequa Park, N.Y. You can contact him at bviolin@optonline.net. This version of this story was originally published in Computerworld's print edition. It was adapted from an article that appeared earlier on Computerworld.com. Copyright © 2011 IDG Communications, Inc. fasinador/ShtutterStock.com Have you ever tried to look for an app and realized it wasn't there? Here are the reasons an app might disappear from Apple's App Store or Google's Play Store. Compatibility and Update Issues One of the most common reasons why an app goes missing is simply because your device is no longer compatible with it. If you're using a newer device with an outdated version of Android, iOS, or iPadOS, an app might go missing from the store or be uninstalable. The same is true if the app's developer hasn't updated it in a very long time. Logs on both the App and Play Stores document when the last update occurred. If this is the case, there's no other solution than to get a new device or look for a different app. Apple or Google Remove It Entirely The most common reason an app goes down is it breaks one or more of Apple or Google's store rules. There are many reasons why Apple or Google might decide to remove an app from their official stores. Here are some of the most frequently cited ones: Violation of content policy: Both companies have policies that block apps that contain inappropriate or harmful content, promote illegal services, trade banned goods, or put people in danger. Both also prohibit all sexual content, particularly nudity and pornography. Intellectual property: Apps that infringe on the intellectual property of someone else might be taken down. This is especially true of games that use characters or settings from popular properties without their permission. For these apps to be removed, the original IP holder files a petition with Apple or Google. Malware: Apps that might endanger your device or personal information are also prohibited. Examples of particularly malicious behavior include saving your contacts, uploading your personal information online, or misrepresenting what the app does. In some cases, these apps might monitor your phone use and sell that data to advertisers. Non-functionality: This might be the case if an app stops working entirely or doesn't deliver its promised functionality. Adware: This term describes software with highly intrusive advertisements that nearly block out the core functionality of an app. Adware violates both Apple and Google's advertising rules. Regulation: At times, regulation or changes to a law might cause an app to be removed. For example, according to Reuters, Chinese regulators recently removed the game Plague Inc. from the App Store in China. RELATED: How to Avoid Malware on Android The Developer Takes It Down Another common reason is the developer removes the app. Some developers do this if an app is old, poorly reviewed, or has been replaced by a better application. They might also remove an app if they believe it could cause them legal trouble, like copyright infringement. In one instance, an app was removed because it was generating too much attention for its developer. In 2014, Dong Nguyen, creator of Flappy Bird, removed the game from both the App and Play Stores. He said he felt people were becoming dangerously addicted to it, and he wanted to step out of the media limelight. It's Region-Locked Another reason you might not be able to find an app is it's only available in certain regions. This is especially true for radio, media streaming, games, and music apps. These are frequently region-locked because they're not intended to be available for anyone outside the U.S. For example, the new streaming service Disney+ can't be downloaded from the App or Play Store by anyone who isn't in one of the countries in which it launched. For those using Android devices, a potential workaround for this might be to download and install an APK file on your phone. However, the app might refuse to function outside of its region. For example, you might be unable to stream TV shows and movies that are geographically restricted to certain countries. RELATED: How to Sideload Apps on Android How to Find an App That's Missing From the Store If you're using Android, getting an app that's not in the App Store is relatively easy. Many websites keep extensive databases of the APK files of various apps and their versions. However, you should be careful which websites you trust. Some might offer APK files containing malware. We trust and recommend APKMirror. Download the app's APK file, and then install it on your device. If it's compatible with your phone, you should be able to use it without problems. If you're using an iPhone or iPad, and you've downloaded the app in the past, you can get it by going to your "Purchased" screen in the App Store. Otherwise, it might be trickier. Apple devices don't allow you to sideload apps on your phone out of the box. If you're committed to adding an old app, you can load an app file by jailbreaking your phone. However, we don't recommend this. RELATED: How to Download Apps That are No Longer in Your Phone's App Store

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