Xamarin Inc. announced last week that it raised a $54 million Series C round. The funds will be allocated to its mobile application development tool offerings, as well as towards expanding its sales and marketing teams. Great enterprise uptake and a strong partnership with investors, including Charles River Ventures, Floodgate and Ignition Partner, have brought their total funding to nearly $82 million to date. Some industry analysts have suggested it is the largest round ever raised by a mobile app development platform.

Xamarin Game Plan

Xamarin offers cross-platform development software used to build and design mobile apps. It markets its software as quick and easy-to-use with a suite of tools for developing apps for iOS, Android, Mac, and Windows platforms in Visual Studio and C#. Xamarin boasts that its platform is used by 20% of the Fortune 500 companies and deployed across some 120 countries.

Xamarin's CEO and co-founder Nat Friedman is quoted in a TechCrunch article saying that the company decided to raise a new round this year because the team believes that while the company has seen triple-digit growth every single year since it was founded in 2011, the time to accelerate growth, even more, is now. As much of our computer usage moves to mobile, Friedman believes the company that builds that best mobile development tools today will be able to offer the best development platform across all platforms in five years or so.

Xamarin: A Compelling Platform

Consider the statistics, over three years, Xamarin has built a community of over 700,000 developers and these developers are delivering to a marketplace that is predicted to grow from almost $1 billion to close to $5 billion by 2017. In addition to Xamarin's massive business opportunity in the mobile app development industry, Xamarin has strong ties with Salesforce, Samsung, SAP and most notably, Microsoft.

Xamarin formed an official partnership with Microsoft last November and was a prominent figure in the Build conference in April. Xamarin continues work with Microsoft to open source more of its .NET code and other projects in the .NET Foundation.

In addition to its platform for developing mobile apps, the company offers Xamarin Test

Cloud, a portal for testing mobile apps. They also debuted Xamarin University, a subscription-based training service offering remote instructor-led training on all aspects of the mobile application development lifecycle, as well as a certification for those who master its mobile app development.

Next Steps

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