

Consolidate applications on Apple's platforms, who benefits?

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Named Marzipan, this project is expected to be announced by Apple at the WWDC event in June 2018. However, things are still very vague and it is unclear what specific workflow for developers will be.

There are many reasons for application consolidation on platforms that benefit both Apple, the developer community and users.

Developers will reach more users on more devices, just build a single application, for both iOS and macOS. If optimization works on both platforms with only one codebase, it would be too good.

This also means that there will be fewer versions that need to support, maintain, and use a common price for products on platforms. In the long run, it will also need to test pricing models, but bringing users to an ecosystem on multiple devices will be of great value.



If this strategy is successfully implemented, everyone will benefit

On the user side , they will not need to learn how to use applications with different interfaces on different devices. Once you know how to make graphics using the application you are used to on the iPad, it is not difficult to transfer skills, knowledge and habits to the desktop.

Moreover, application uniformity also avoids slow updates on each platform. Only a single release from the developer will bring all the latest features to the application, on both iOS and macOS for a better user experience.

Marzipan project will also bring **a competitive advantage to Apple** with rivals such as Google or Microsoft. Although both tried to test a cross-platform support application (Google has a Chromebook running Chrome OS, Microsoft also had UWP but now Windows Phone has officially been killed) but thanks to the right to control the coordination of activities between The OS and hardware that Apple seems to have an advantage over.

The Handoff and Continuity features have also been proposed to make it easier for users to switch mobile work to the desktop and vice versa, so it is no surprise that Cupertino will soon bring uniform performance to applications. on their 2 OS.

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