

# Create leading-edge applications

with Development solutions

## How is Development unlocking business success?

Whether it's creating new next-generation software solutions or revitalizing existing applications, development serves as the cornerstone of innovation and growth. Development is vital for businesses as it enables adaptation to market changes, enhances efficiency, boosts customer satisfaction, engages and retains employees, mitigates risks, and ensures long-term sustainability. Through continuous improvement, businesses can stay competitive, meet customer needs, seize growth opportunities, and navigate challenges effectively, positioning themselves for success in dynamic environments.

## Exploring our development approach

### Development

Development involves creating, improving and maintaining software, applications, systems and technologies through the design, code, testing, and deployment of innovative, secure and reliable solutions that meet the evolving needs of users and businesses.

### App Development

Process of creating a new software application from scratch, tailored to specific requirements and functionalities.

It helps businesses by addressing specific needs or providing solutions to problems.

- Requirement gathering
- User friendly experience and design
- Efficient coding and rigorous testing

### App Modernization

Process of enhancing existing applications to meet modern standards, improve performance or adapt to new technologies.

It helps businesses by extending lifespan and usability of legacy applications.

- Architecture enhancement
- Redesign and code optimization
- New features/functionalities integration

### Systems Integration

Process of bringing together different subsystems or components into a unified whole comprehensive system.

It helps businesses streamline processes, share data, or automate workflows.

- Disparate systems connection
- Interfaces and protocols design
- Testing and troubleshooting

### Frontend

Ever wondered what makes your favorite websites so captivating?




- The frontend is the part that directly interacts with users.
- Frontend developers focus on designing and building the user experience, from appearance to interaction.
- The frontend handles security primarily relying on user input validation to ensure safe interactions.

### Backend

Wondering what lies behind your favorite websites?

- The backend is where data processing and management occur.
- Backend developers concentrate on business logic, security, and scalability.
- The backend handles multiple requests simultaneously and implements robust security measures for protection.

# Driving business results through best-in-class applications

	What business outcome are you looking to achieve?	Applications
 <p><b>Enhance customer experience</b></p>	<p>Revolutionize interactions, captivate audiences, and foster loyalty through compelling designs, intuitive navigation, and seamless in app functionalities to elevate satisfaction, retention, and brand affinity.</p>	<ul style="list-style-type: none"> <li>• Best-in-class UX/UI design</li> <li>• Accessibility features</li> <li>• Customization</li> <li>• Performance optimization</li> <li>• Enhanced privacy</li> </ul>
 <p><b>Increase revenue</b></p>	<p>Enable new business models, expand market reach and drive customer engagement that leads to higher conversion rates through applications with new functionalities, improved performance, and subscription services to contribute to increased sales and revenue streams.</p>	<ul style="list-style-type: none"> <li>• Personalization</li> <li>• New features</li> <li>• Improved functionalities</li> <li>• Monetization models</li> <li>• Subscription services</li> </ul>
 <p><b>Mitigate potential risks</b></p>	<p>Avoid crashes and minimize downtime with the delivery of lightning-fast speeds and unparalleled reliability through robust performance monitoring, proactive modernization, maintenance and testing to effectively manage risks related to app performance.</p>	<ul style="list-style-type: none"> <li>• Real-time updates</li> <li>• Cross-platform compatibility</li> <li>• Performance monitoring</li> <li>• Third-party integration</li> <li>• Cybersecurity</li> </ul>

## Leverage Development across your industry

In a dynamic business environment, businesses across various sectors are constantly seeking innovative ways to enhance their operations, engage customers, and streamline processes. Whether you're in the Retail, BFSI (Banking, Financial Services, and Insurance), Travel and Hospitality, Sports and Entertainment, or Manufacturing industry, strategic development can drive success. Let's explore how each industry can leverage key aspects for growth:

	<b>Enhance customer experience</b> Development use cases	<b>Increase revenue</b> Development use cases	<b>Mitigate potential risks</b> Development use cases
 <p><b>Retail</b></p>	<ul style="list-style-type: none"> <li>• Customers recommendations</li> <li>• Fast checkout experience</li> <li>• Interactive product visualization</li> </ul>	<ul style="list-style-type: none"> <li>• Real-time inventory management</li> <li>• Supply chain management</li> <li>• Efficient product research</li> </ul>	<ul style="list-style-type: none"> <li>• Seamless app and web experience</li> <li>• Timely promotions and offers</li> </ul>
 <p><b>BFSI</b> (Banking, Financial Services, and Insurance)</p>	<ul style="list-style-type: none"> <li>• User-friendly interface</li> <li>• User engagement</li> <li>• Efficient user support</li> </ul>	<ul style="list-style-type: none"> <li>• Product recommendations</li> <li>• Fast and secure transactions</li> </ul>	<ul style="list-style-type: none"> <li>• Credit scoring</li> <li>• Security features</li> <li>• Seamless app and web experience</li> </ul>
 <p><b>Travel &amp; Hospitality</b></p>	<ul style="list-style-type: none"> <li>• Real-time updates</li> <li>• Destination guides</li> <li>• In-app traveler support</li> </ul>	<ul style="list-style-type: none"> <li>• Traveler recommendations</li> <li>• Reviews and ratings</li> </ul>	<ul style="list-style-type: none"> <li>• Fast and seamless booking process</li> <li>• Mobile check-in and digital key</li> <li>• Offline access and syncing</li> </ul>
 <p><b>Sports &amp; Entertainment</b></p>	<ul style="list-style-type: none"> <li>• Interactive fans engagement</li> <li>• Fantasy sports</li> <li>• Customize notifications alert</li> </ul>	<ul style="list-style-type: none"> <li>• Content recommendations</li> <li>• Merch sale</li> </ul>	<ul style="list-style-type: none"> <li>• Live streaming</li> <li>• Real-time scores and updates</li> <li>• Ticketing and venue management</li> </ul>
 <p><b>Manufacturing</b></p>	<ul style="list-style-type: none"> <li>• Remote monitoring</li> <li>• Self-service portals</li> </ul>	<ul style="list-style-type: none"> <li>• Production planning</li> <li>• Real-time inventory tracking</li> </ul>	<ul style="list-style-type: none"> <li>• Supply chain visibility</li> <li>• Quality control</li> <li>• Equipment maintenance</li> </ul>

# Path to developing best-in-class applications

FOUNDATION

REQUIRED

Clear **business objectives** and prioritization based on the understanding of the problem that needs to be solved.

Robust technological environment and **modern infrastructure** to deploy and scale the solution.

Effective **design strategy** to ensure alignment with user needs, interface and experience to streamline the development of a user-centric product.

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FOLLOWERS



Limited



Design

Application designed with an MVP mindset and development driven approach.



Frontend

Development relies on manual coding and has limited use of frontend frameworks. Responsiveness to screen sizes and accessibility are not utilized.



Backend

Development siloed from frontend and has limited use of backend frameworks and standardized server-side technologies.



Emerging

Product designed with basic functionalities and consistency across user interface.

Frontend frameworks improve product efficiency and has limited analytics and user behavior tracking. Mobile optimization is not considered.

Backend functionalities support frontend experiences. Simple APIs are implemented to connect backend and frontend components.



**Structured:**  
User Centered

Solution with a systematic approach. The user is the protagonist in the process and user experience and principles inform decisions.

Frontend frameworks are integrated to streamline processes while building complex and dynamic user interfaces. Responsive on most devices.

Sophisticated backend frameworks are integrated to support complex logic application. Database optimizations improve performance.



**Managed:**  
Unified Experience

Solution with a comprehensive and universal approach. The user centered design process is defined, systematic and respected.

Deep frontend frameworks are used to create highly polished and performant user interfaces. Customization and optimization components are used.

Advanced server-side optimizations, comprehensive data management, databases efficiency and robust security measures are implemented.



**Integrated:**  
User Driven

Solution with a scalable approach. The user research and metrics drive the strategy, experience, new features, and component libraries creation.

Mastery of frontend frameworks are used to push boundaries of user experience. Accessibility audits and user feedback loops are conducted.

Mastery of backend technologies and continuous integration of AI & ML are integrated into the backend process to enhance overall system intelligence.

# Partnering with Applaudo to develop best-in-class applications

FOUNDATION  
REQUIRED

## Product Discovery

You need to identify technical requirements, feasibility, risks, and resources needed, ensuring a realistic plan and a smoother development process.

- Product vision and strategy
- Solution quality attributes
- User understanding
- Solution roadmap plan
- Prioritized features
- Architecture design

## Infrastructure Modernization

Modern applications rely on servers, networks, storage systems, cloud platforms, and other tech resources that are crucial for performance.

- Cloud services and solutions
- Containerization
- Edge computing
- Monitoring and analytics
- Automation and orchestration
- Security and compliance

## Design

Design is what drives user satisfaction, usability and engagement; ultimately leading to increased user retention, conversion and brand perception.

- Design strategy
- Design definition
- Design solution development
- Design execution
- Design iteration

HOW CAN WE HELP?

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## Systems Integration

By integrating various platforms related to payment gateways, social media integrations, and/or cloud services, organizations can foster connectivity and interoperability to eliminate silos and inefficiencies, enable real-time access to critical information, enhance decision-making, and accelerate business processes.

- API
- SDK
- Webhooks
- Custom connectors
- Security analysis
- Application testing
- CI/CD
- ERP interface development

## App Development

By investing in custom app development, enterprises can unlock the full potential of technology to address specific business challenges or opportunities. Whether it's reaching new customers, streamlining internal processes, or launching innovative products, apps can empower businesses to achieve its goals with precision and efficiency.

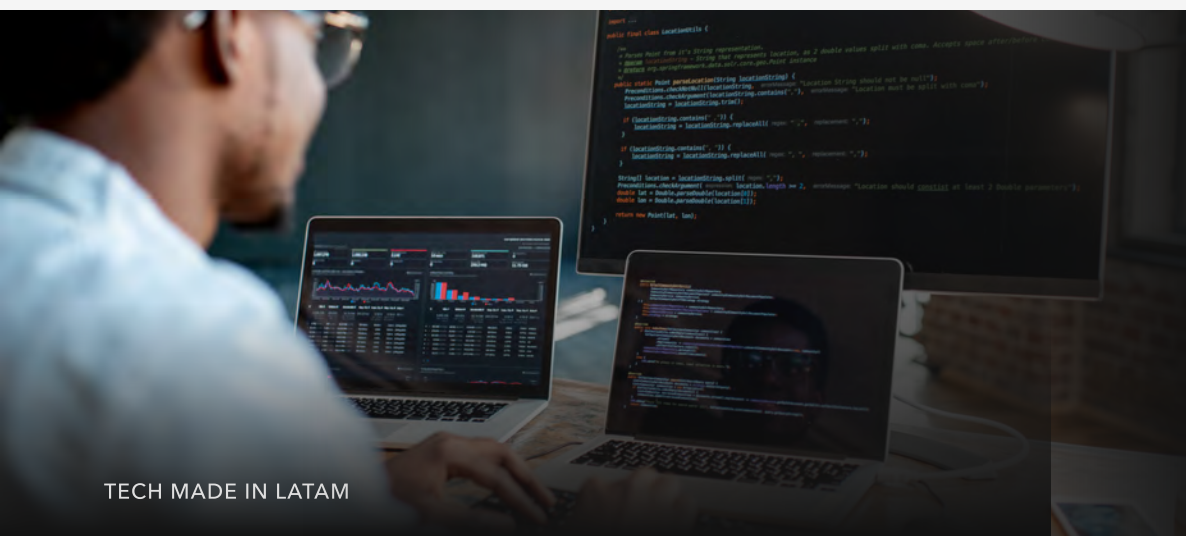
- Database implementation
- API development
- UX/UI design
- Security analysis
- Application testing
- CI/CD
- Iterative product maintenance

## App Modernization

By modernizing apps, businesses ensure they remain relevant, competitive, and aligned with evolving user needs and modern technological trends. Breathing new life into legacy applications will extend their lifespan, improve user satisfaction, and drive greater efficiency and innovation.

- Solution analysis
- Solution upgrades
- Database implementation
- API development
- UX/UI design
- Security analysis
- Application testing
- CI/CD
- Iterative product maintenance

HOW CAN WE HELP?



Contact us

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