



Unleashing innovation through Development:

Accelerate business results through best-in-class applications



Welcome to
**the leading
edge of digital
evolution!**

Ready to start your journey of application excellence? In the digital set up for development, creativity meets precision and innovation drives progress. In this guide, we will deep dive into development's core processes of design, coding, testing, and deployment to craft solutions tailored to the ever-changing needs of modern businesses.

Development isn't just a tool; it's the foundation upon which success is built, offering endless opportunities for companies ready to embrace change and thrive in today's fast-paced environment.

Get ready to harness the transformative potential of development and propel your organization towards unprecedented success.

Let's get started!

How can businesses leverage development

to drive transformative changes and achieve results across industries?



By embracing development processes like app development, app modernization, and systems integration, businesses can spark innovation, boost customer experience, increase revenue, and mitigate risks effectively. Development can tailor solutions to address specific business needs, extend the lifespan of applications, and streamline operations, paving the way for remarkable results across the retail, BSFI, travel and hospitality, sports and entertainment, and manufacturing sectors.

Top three trends to drive revenue growth

Picture this:

Captivating designs, seamless functionalities, and personalized experiences that not only delight customers but also foster unwavering brand loyalty. These aren't just trends; they're the building blocks of enhanced customer experience, driving satisfaction, conversion rates, and retention rates to unprecedented heights.



Rise in mobile use

A staggering 57% of internet users now conduct their online activities exclusively through mobile devices, marking a monumental shift in digital behavior.



Revenue increase through digital assets

85% of consumers prefer shopping via mobile apps, highlighting significant revenue potential for businesses. Crafting intuitive interfaces and delivering personalized experiences are key strategies for capitalizing on this opportunity.



Impact of automation in development

Recent research shows a 31% increase in merger rates and a notable reduction in time-to-market, alongside a 27% performance boost and a remarkable 43% increase in productivity with task automation.



By crafting seamless user interfaces and delivering personalized experiences, businesses now have the power to supercharge their revenue streams.

Sources: Statista, Forbes, NetSolutions, GitHub

Driving business results through best-in-class applications

Let's step into the digital world where businesses are rewriting the rules of customer engagement, revenue generation, and risk management through innovative applications. Building upon the trends shared in our previous exploration, we uncover the strategic link between technological advances and business results.

01

Enhance customer experience

Revolutionize interactions, captivate audiences, and foster loyalty through compelling designs, intuitive navigation, and seamless in app functionalities to elevate satisfaction, retention, and brand affinity.

Applications

- Best-in-class UX/UI design
- Accessibility features
- Customization
- Performance optimization
- Enhanced privacy

02

Increase revenue

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.

- Personalization
- New features
- Improved functionalities
- Monetization models
- Subscription services

03

Mitigate potential risks

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.

- Real-time updates
- Cross-platform compatibility
- Performance monitoring
- Third-party integration
- Cybersecurity

Check the following use cases and tips on how to apply them to your industry:





Enhance **customer experiences** by providing:

- Customers recommendations
- Fast checkout experience
- Interactive product visualization

Elevate your customer experience by offering personalized product recommendations tailored to individual browsing history and purchase behavior, while also ensuring an efficient and speedy checkout process.



Increase **revenue** by offering:

- Real-time inventory management
- Supply chain management
- Efficient product research

Improve inventory management with real-time updates on availability and gain insight into supplier performance and transportation logistics. Also, enhance the shopping experience by promptly displaying search results based on browsing history.



Mitigate **potential risks** by delivering:

- Seamless app and web experience
- Timely promotions and offers

Maintain consistency across channels and streamline communication by ensuring easy delivery of special offers, promotions, and discounts.



Enhance **customer experiences** by providing:

- User-friendly interface
- User engagement
- Efficient user support

Provide an intuitive user interface with seamless access to account information, transaction history and other banking services, while also featuring easy access through fingerprint, facial recognition and personalized dashboards with real-time assistance.



Increase **revenue** by offering:

- Product recommendations
- Fast and secure transactions

Enhance user experience by offering personalized product recommendations aligned with their preferences and financial goals, while ensuring swift and secure transaction processing for all types of transactions.



Mitigate **potential risks** by delivering:

- Credit scoring
- Security features
- Seamless app and web experience

Prioritize customer trust by analyzing data and credit history to inform loan decisions, while implementing robust security measures to safeguard user data and prevent fraud. Ensure a seamless experience across all channels to maintain consistency and build customer confidence.



Enhance **customer experiences** by providing:

- Real-time updates
- Destination guides
- In-app traveler support

Enhance the travel experience by providing real-time updates on flight status, gate changes, and traffic conditions, along with engaging content like videos and 360-degree views of destinations. Additionally, propose live chat support, chatbots, or FAQs to assist travelers with any issues they may encounter during their journey.



Increase **revenue** by offering:

- Traveler recommendations
- Reviews and ratings

Tailored recommendations based on past bookings and browsing history to increase conversion rates. Data from trusted sources to meet traveler's expectations when booking experiences to meet their expectations.



Mitigate **potential risks** by delivering:

- Fast and seamless booking process
- Mobile check-in and digital key
- Offline access and syncing

Streamline the travel experience by offering a seamless booking process, convenient mobile check-in, and digital key integration for hotel bookings. Provide offline access and syncing capabilities so travelers can access their itineraries, reservation details, and important information while offline, ensuring a stress-free journey from start to finish.



Enhance **customer experiences** by providing:

- Interactive fans engagement
- Fantasy sports
- Customize notifications alert

Elevate the fan experience with interactive features like live polls, trivia quizzes, and prediction games during matches or events. Enable fans to compete with friends and other users, while also providing real-time updates on match results, player injuries, transfer news, and more, keeping them engaged and informed throughout the entire experience.



Increase **revenue** by offering:

- Content recommendations
- Merch sale

Enhance fan engagement by delivering personalized content based on their interests, favorite teams, events, and viewing history. In addition, offer team merch apparel with secure payment options, providing fans with a convenient and enjoyable shopping experience while supporting their favorite teams.



Mitigate **potential risks** by delivering:

- Live streaming
- Real-time scores and updates
- Ticketing and venue management

Ensuring a seamless and immersive experience for all fans, by providing instant access to live streaming matches and highlights clips, alongside real-time scores, statistics, and updates for ongoing games and events. Add features within the app for fans to conveniently purchase tickets, reserve seats, and access event information.



Industry

Manufacturing



Enhance
customer experiences
 by providing:

- Remote monitoring
- Self-service portals

Empower users with the ability to monitor equipment and processes directly from their mobile devices, while also providing features such as order tracking, product customization options, and access to technical support. This ensures users have the tools they need to stay informed and supported throughout their experience.



Increase
revenue
 by offering:

- Production planning
- Real-time inventory tracking

Use swift production data analysis to inform better decision-making in planning, scheduling, and resource allocation to effectively manage demand fluctuations. Additionally, efficiently manage stock levels to reduce excess inventory and prevent stockouts, ensuring optimal inventory management practices and maximizing operational efficiency.



Mitigate
potential risks
 by delivering:

- Supply chain visibility
- Quality control
- Equipment maintenance

Streamline operations by utilizing shipment tracking and logistics monitoring to stay informed about delays or disruptions, while also identifying defects promptly to reduce rework, scrap, and warranty claims. Moreover, schedule maintenance tasks, track downtime, and manage spare part inventory to ensure equipment reliability and minimize disruptions in production.

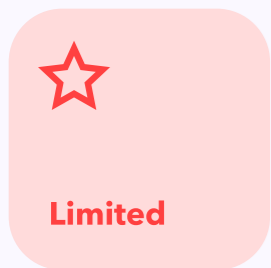
Having uncovered valuable tips,

we can now embark on the journey toward crafting best-in-class applications.

As we embark on this thrilling adventure, we must have the foundational elements crucial for success. With clear business objectives guiding our path and a deep understanding of the problems we aim to solve; we are set to create solutions that truly make a difference. From establishing a robust technological environment to crafting an effective design strategy that aligns seamlessly with user needs, every step is meticulously planned to ensure a user-centric product of unparalleled quality.

But that's just the beginning of our development journey. We must define where we are currently standing in our maturity journey and decide what do we want to achieve to understand what the best option is to aim for with our business: developing a Limited, Emerging, Structured, Managed, or Integrated application. Each one is marked by its unique approach and focus but one thing remains constant: our unwavering dedication to putting the user at the forefront of the experience.

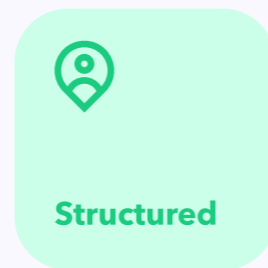
As we navigate through these possibilities, it will lead up to an integrated approach that leverages cutting-edge technologies, advanced optimizations, and user-driven design principles to deliver a unified and exceptional experience.



Application developed with an MVP mindset and development-driven approach.



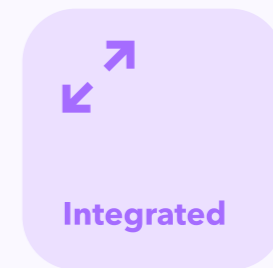
Application developed with simple APIs, basic functionalities and consistency across user interface.



User Centered:
Application developed with a systematic approach, the user is the protagonist in the experience.



Unified Experience:
Application developed with a comprehensive and universal approach, advanced optimizations, robust security and user-centric design.



User Driven:
Application developed with a scalable approach, continuous AI & ML integration, advanced metrics, and user-driven design.

Client Success Stories

A man with short brown hair and glasses, wearing a dark grey sweater, is seated at a desk in a dimly lit office. He is focused on his work, with his hands on a laptop keyboard. The desk is cluttered with various items: a mouse, a smartphone, a small box, and some cables. In the background, two large monitors are visible. The left monitor displays green text on a dark background, resembling code or data. The right monitor shows a dark interface with some circular elements. The overall atmosphere is professional and concentrated.



The world's largest retailer

OVERVIEW

The largest retailer partnered with Applaudo to transform its Finance data warehouse into a well-structured data lake on Google Cloud. This empowered the client's Finance team by establishing a single source of truth, which centralized and simplified access to data to increase the accuracy of financial reporting. The client's Global Tech consists of over 15,000 software engineers, data scientists, and service professionals. Based in Bentonville, Arkansas, this team focuses on enhancing the shopping experience for customers and supporting 2.2 million associates.

"We can truly rely on Applaudo to plan in real-time, and most importantly, to execute in true-real grounded velocity."

Sr Software Engineer Director.

CHALLENGE

Accumulated various financial data sources over the course of 10 years, which led to decentralized information.

Client dealing with outdated, duplicate, and inaccurate financial data which added complexities and inefficiencies in their process.

Struggling to make business-critical decisions due to the lack of information.

HOW WE SOLVED IT

- The project involved Scala Data Engineers for pipeline development and Designers for user interface.
- ↓
- Centralization of financial information (55+ data sources).
- ↓
- Quick access to real-time data (40M+ documents).
- ↓
- Improved efficiency (80% reduction in manual processing time).

RESULTS

The project started as a proof of concept (PoC) on Azure Data Lake Storage (ADLS) and was later migrated to Google Cloud Platform (GCP). A second phase was focused on migrating a large volume of transaction data to GCP, as the development team started using GCP as the primary source of financial information.

Given that the project was facing delays and errors with data transfer using IDocs from SAP applications, Applaudo created dashboards on Big Query for real-time error detection and developed a user interface to interact with and reprocess failed IDOCs to ensure data integrity. An ETL process was established to ingest data from different sources into various data marts, including SAP S4/Hana and Tax Hub.

Development is the heartbeat of innovation:

Crafting software ecosystems that meet the dynamic demands of modern businesses. It's not just a tool, but the essence of progress, unlocking endless possibilities for success.

Through development, we enhance customer experiences, increase revenue, and mitigate risks, serving as a catalyst for growth and prosperity. By laying a solid foundation and understanding the vision or symptoms driving the need for app development or modernization, we pave the way for transformative outcomes.

In essence, development is the key to unlocking your business's full potential and driving tangible results in today's ever-evolving marketplace.



A man with glasses and a beard, wearing a light blue blazer, and a woman with dark hair in a ponytail, wearing a dark blazer, are both smiling and looking at a tablet held by the woman. They are in a modern office environment with large windows in the background.

Gain your competitive edge with Applaudo

Applaudo is dedicated to assisting organizations across various industries in delivering exceptional and seamless experiences on a large scale. With our extensive expertise, we comprehend the distinctive challenges and opportunities inherent in engaging audiences, optimizing operations, and maximizing revenue streams.

Partner with us to cultivate unforgettable experiences for your stakeholders, streamline your workflows, and achieve success in the ever-evolving business landscape. Explore the potential of App Development, App Modernization and Systems Integration with Applaudo to revolutionize your business and drive sustainable results.

Leverage our expertise today [APPLAUDO.COM/CONTACT](https://www.applaudo.com/contact)



Luis Chong

Backend Development Manager

Luis Chong is an experienced leader with over 18 years of experience in various industries. Luis inspires change, creating an environment where creativity thrives and excellence is nurtured. By mentoring and guiding software engineers, he has made a significant impact on different industries. Through his ideas and leadership skills, he is continuously exploring new frontiers and pushing the limits of what can be achieved.



