

Best-in-class applications through Development

Development has transformed the way of doing business

In an era defined by relentless digital disruption, businesses across diverse industries face pressure to adapt swiftly to changing market dynamics. Development emerges as a key enabler, offering a comprehensive array of solutions tailored to create, modernize, and seamlessly integrate applications and systems. This dynamic approach caters to the evolving demands of the market, ensuring that businesses stay agile and responsive amidst rapid changes.

Yet, the true essence of development transcends technology itself; it lies in its transformative potential to reshape businesses fundamentally. As industries undergo digital transformation, leveraging the power of development becomes not just advantageous but imperative. According to Statista, the global development services market surged to a staggering \$402.9 billion in 2022, with projections indicating a robust growth trajectory exceeding a 10% Compound Annual Growth Rate (CAGR) by 2030.

As we venture further into this year, the majority of leaders have recognized the indispensable role of development in revenue generation, risk mitigation, and, above all, the enhancement of customer experiences. The statistics paint a vivid picture of this reality: global app revenue reached an unprecedented \$320 billion in 2023, with mobile app stores alone raking in over \$130 billion from in-app purchases and subscriptions, as reported by App Annie.

However, the impact of development goes above only profits; it extends to fostering profound customer engagement and loyalty. A survey by Apptentive revealed that 77% of consumers exhibit a greater likelihood to repurchase from a brand offering a loyalty program through their app. This underscores the pivotal role of development in nurturing customer relationships and driving brand loyalty.

Development and its solutions emerge as indispensable assets in today's competitive landscape. Every forward-thinking company must embrace these transformative strategies to remain not only relevant but also compelling in the eyes of modern consumers.

As a strategic and digital IT consulting company, we remain as a business partner to help your business become disruptive, competitive and to revolutionize the way it operates to deliver value to your customers. Together, we will achieve an unprecedented level of success.

Keep reading to discover how Development can help your business!

How is Development transforming businesses?

Development as a transformational catalyst

Businesses are undergoing a fundamental shift driven by development including app development, modernization, and systems integration. These services act as a transformational catalyst for enhanced customer centricity, streamlined operations and innovation, and greater agility and a competitive edge.

Development allows businesses to craft user-friendly applications that prioritize customer satisfaction and loyalty. This can involve building new apps that directly address specific customer needs or revamping existing ones for improved usability.

Not only does development integrate disparate systems and streamline processes, leading to cost reduction and faster product launches, but it also unlocks innovation through cutting-edge tech. This can involve features powered by AI or cloud-based solutions for scalability.

Businesses equipped with development can react rapidly to market trends and customer demands, becoming more agile. This enables them to capitalize on emerging opportunities through new app creation or stay ahead of the curve by modernizing existing systems.

Development has the transformative potential to significantly impact your business in multiple ways, including increasing revenue, improving customer experience, and mitigating potential risks.

Development is revolutionizing how businesses operate. By prioritizing customer experience, streamlining operations, and fostering innovation, these services position organizations for success in a fast-paced digital environment.

Unlock the potential of Development to enhance customer experience.

Development plays a crucial role in enhancing customer experience, leading to increased satisfaction and loyalty. By developing user-friendly applications with intuitive interfaces and seamless navigation, you can provide a positive user experience that fosters customer satisfaction and encourages repeat business. Personalization stands as a key factor in improving customer experience.

By leveraging data insights and Al-driven features, development enables you to deliver personalized experiences tailored to individual customer preferences. This tailored approach strengthens engagement and builds loyalty.

Finally, development goes beyond individual features. By implementing systems integration solutions that connect multiple communication channels such as websites, mobile apps, and social media, businesses can offer a seamless omnichannel experience for customers, furthermore, improving overall satisfaction.

Harness the power of Development to mitigate potential risks.

Development serves as a powerful engine to mitigate potential risks by improving security, performance, and resilience. In fact, through app modernization and systems integration, you can implement robust security measures, such as encryption, authentication, and access controls, to protect sensitive data and mitigate the risk of cybersecurity threats.

Development also includes robust performance monitoring, proactive modernization, maintenance, and testing. This ensures lightning-fast speeds, unparalleled reliability, and effective management of risks related to app performance, avoiding crashes, and minimizing downtime.

Finally, systems integration solutions enable the implementation of resilient infrastructure and disaster recovery mechanisms, ensuring business continuity and minimizing the impact of potential disruptions on operations.

By leveraging development strategically, you can position your business for long-term success. Integrating development solutions represents a transformative leap forward for businesses striving to thrive in today's competitive market.

Embrace the capabilities of Development to increase revenue.

Development can drive revenue growth through various strategies. By leveraging innovative application development or modernizing existing ones, businesses can tap into entirely new revenue streams. This approach not only unlocks previously unexplored markets but also fuels overall business growth. Moreover, development also enables you to enhance monetization. In fact, businesses can optimize applications for monetization through various approaches such as in-app purchases, subscriptions, or advertising, thereby maximizing their revenue potential from existing offerings.

The impact of development transcends even deeper with integration solutions, playing a crucial role by connecting customer relationship management (CRM) systems with ecommerce platforms. This integration streamlines sales processes, facilitating efficient order management and ultimately increasing sales conversion rates. Consequently, this seamless integration propels revenue growth further, contributing to the overall success and expansion of the business.



Applaudo's approach to Development

At Applaudo, we understand the deep interest that comes when exploring a variety of innovative Development solutions; but let's start by delving into the world of development to understand the different solutions.

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.

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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.

Our App Development approach

Starting from scratch to build a solution requires a clear vision to drive results. This means understanding both user problems and business goals deeply to find the most effective solution in order to drive transformative change. This understanding enables the discovery and definition of a development roadmap plan tailored to meet the specific needs and objectives of the business.

Define the vision

Deep understanding of user problem and business goals to land on best possible solution to drive transformational change.



Business viability

Know the business



Know product

Tech feasibility

> Know the

user

Human

desirability

Goal

Successful Agile product development

Strategic discovery

- Product strategy and measurements
- Business and value proposition
- Market research and competitor analysis
- User insights analysis
- MVP definition
- Prototypes or mockups
- Architecture design and technical requirements
- Risk assessment and mitigation strategy
- Implementation and roadmap plan

Development

- Product backlog definition
- Software development cycle
- Performance and efficiencies
- Industry standards practices
- Manual and automated test
- Continuous integration and delivery

Go-To-Market strategy

- Launching plan and roadmap
- Value proposition communication plan
- Product performance measurement

Continuous discovery and improvement

- Iterative development process for improvements
- User feedback gathering
- Metrics and business results

fits business needs and objectives.

Drive results

Discovering and

defining a development

roadmap plan that best

TECH MADE IN LATAM

Our App Modernization approach

To determine whether you truly need App Modernization, it's essential to analyze the symptoms exhibited by your existing or legacy application. By identifying these symptoms, you can pinpoint clear opportunities for driving transformative change. Based on this assessment, you'll be able to discover development solutions that align most effectively with your business needs.

Analyze symptoms

Identifying clear opportunities to drive transformational change



User experience

Low customer attraction

Unattractive user interface, unclear or faulty functionalities, ineffective marketing strategy

Outdated application

Lack of new features, performance improvements, compatibility enhancements or error fixes

Slow performance

Long loading times and delays while opening, closing or navigating screens within the application



Performance optimization

Low resilience

Frequent failures, inability to recover from them and limited adaptability to changes

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Lack of automation

Repetitive manual processes, absence of monitoring tools, slow response to performance issues

Costly and non-scalable infrastructure

Requirement of a significant financial investment to establish and maintain an increasing user base





Successful application

Enhanced user engagement and retention Through modernized user experience and interface

Increased competitiveness Through updated and modern applications

Improved performance

Through fast and responsive application experience

High resilience and reliability

Through consistent service under challenging conditions

Streamlined processes and increased efficiency Through automation integration

Cost savings and scalability

Through optimized infrastructure

Drive results

Finding development solutions that best fits business needs

Drive business results through best-in-class applications

By leveraging Development applications, you can enhance customer experience, drive revenue growth, and mitigate potential risks. This way, your organization can unlock new opportunities for growth and sustainability. Here is how you can outperform your business to a whole new level:



What business outcome are you looking to achieve?



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.

Enable new business models, expand market reach and drive

Applications

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



Increase revenue

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

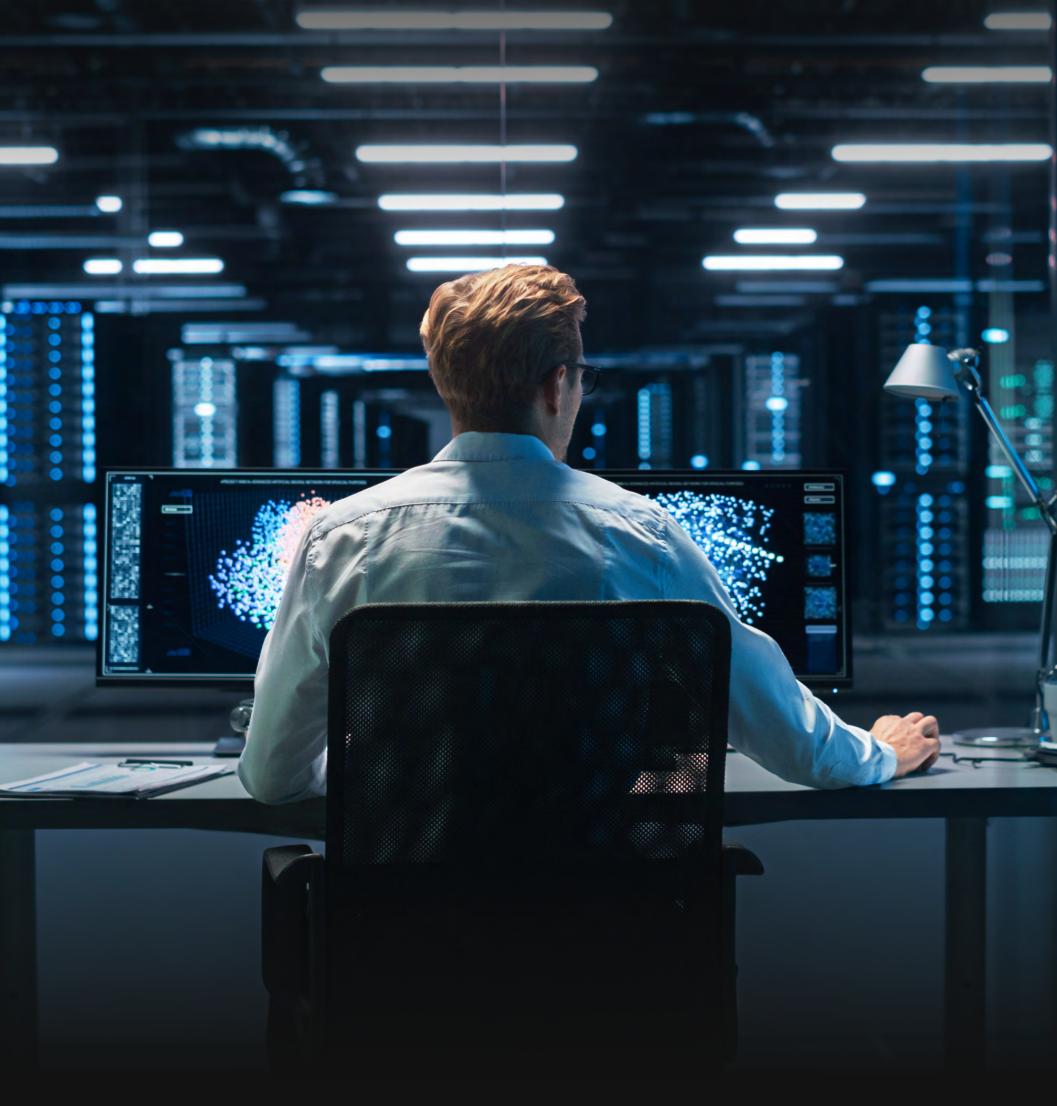


Mitigate potential risks

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

How can Applaudo help your business develop the best solution?



Applaudo's path to developing best-in-class applications

To get started on your development journey, it's essential to grasp your current standing and envision the stage you aim to reach. Keep in mind that the type of modernization or development to implement should align with your business and strategic needs. We can help you by assessing your business's current position, paving the way for a tailored Development solution.

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Z Clear business objectives and prioritization based on the understanding of the problem that needs to be solved. 0 _ Ш α 4 \supset Robust technological environment and modern infrastructure to deploy and scale the solution. Δ O Z \supset Effective design strategy to ensure alignment with user needs, interface and experience to streamline the development 0 of a user-centric product. Frontend Backend Design O W E R S Development relies on manual Development siloed from Application designed with an coding and has limited use of frontend and has limited use MVP mindset and frontend frameworks. of backend frameworks and development driven Responsiveness to screen sizes standardized server-side and accessibility are not approach. 0 technologies. utilized. Limited ш Backend functionalities Frontend frameworks improve Z 2 Product designed with basic product efficiency and has support frontend experiences. \supset functionalities and consistency limited analytics and user Simple APIs are implemented 0 across user interface. behavior tracking. Mobile to connect backend and 7 optimization is not considered. frontend components. **Emerging** Z Ш U Σ Z W <u>Δ</u> 0 Frontend frameworks are Sophisticated backend Solution with a systematic _ integrated to streamline frameworks are integrated to ш approach. The user is the processes while building support complex logic > protagonist in the process and ш application. Database complex and dynamic user user experience and principles interfaces. Responsive on most optimizations improve inform decisions. Structured: devices. performance. User Centered Deep frontend frameworks are Solution with a comprehensive Advanced server-side used to create highly polished optimizations, comprehensive and universal approach. The and performant user user centered design process data management, databases interfaces. Customization and is defined, systematic and efficiency and robust security Managed: optimization components are respected. measures are implemented. Unified used. Experience Mastery of frontend Mastery of backend I D U S T R Y E A D E R S Solution with a scalable frameworks are used to push technologies and continuous approach. The user research boundaries of user integration of AI & ML are and metrics drive the strategy, integrated into the backend experience. Accessibility experience, new features, and process to enhance overall audits and user feedback component libraries creation. Integrated: loops are conducted. system intelligence. User Driven

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A deeper look at Applaudo's Development solutions

 Product vision and strategy Solution quality attributes You need to identify technical requirements, feasibility, **Product** User understanding risks, and resources needed, ensuring a realistic plan Discovery Solution roadmap plan and a smoother development process. Prioritized features Architecture design Z △ ATIO Ш \bot \propto • Cloud services and solutions $_{\bigcirc}^{-}$ Containerization Ш Modern applications rely on servers, networks, storage Infrastructure z o \geq Edge computing systems, cloud platforms, and other tech resources that Modernization Monitoring and analytics Z are crucial for performance. 0 Automation and orchestration \triangleleft ш Security and compliance \geq \circ Design strategy Design is what drives user satisfaction, usability and Design definition Design engagement; ultimately leading to increased user Design solution development retention, conversion and brand perception. • Design execution • Design iteration \Rightarrow டு API By integrating various platforms related to payment • SDK gateways, social media integrations, and/or cloud Webhooks services, organizations can foster connectivity and Custom connectors interoperability to eliminate silos and inefficiencies, Security analysis enable real-time access to critical information, Application testing enhance decision-making, and accelerate business CI/CD **Systems** processes. • ERP interface development Integration \forall Z $\; \square$ ~ \supset Ш **(3)** 0 By investing in custom app development, enterprises • Database implementation \bot can unlock the full potential of technology to address API development Ш specific business challenges or opportunities. • UX/UI design \geq Z Whether it's reaching new customers, streamlining Security analysis Ш internal processes, or launching innovative products, Z Application testing Σ apps can empower businesses to achieve its goals \triangleleft CI/CD ۵. \bigcirc with precision and efficiency. • Iterative product maintenance 0 Development Ш \bigcirc > 工 ш Solution analysis Solution upgrades By modernizing apps, businesses ensure they remain Database implementation relevant, competitive, and aligned with evolving user API development needs and modern technological trends. Breathing • UX/UI design new life into legacy applications will extend their Security analysis lifespan, improve user satisfaction, and drive greater Application testing efficiency and innovation. App CI/CD Modernization • Iterative product maintenance

Partner with Applaudo to fuel your business with Development to drive results.

Development solutions, including app development, app modernization, and systems integration, are fundamentally reshaping how businesses operate. At Applaudo, we transcend the role of mere technology providers; we serve as your strategic partner in fostering growth and catalyzing business transformation. By leveraging our unparalleled expertise and committed teams, we empower organizations to enhance customer experiences, increase revenue and navigate the uncertainties of tomorrow with confidence.

Why choose Applaudo?

We recognize that success lies in staying ahead. With our cutting-edge solutions and customized approach, you will not only adapt to change but lead it.

Join us on the journey to transforming your business and embracing a future powered by Development solutions.

Let's redefine the boundaries of possibility together. Reach out to us today and embark on the path to accelerated success.

