GOOD APPS VERSUS BAD APPS

Will your mobile apps reward you, or cost you dearly?

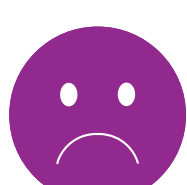Is this app useful to me, or shall I just delete it?

USE IT OR LOSE IT

Balance speed and quality

😊 React quickly to get ahead of the competition – anticipating customer needs and demands
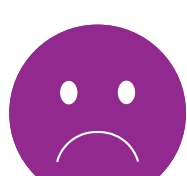
☹ **BUT** It's equally important to make sure you 'get it right first time' or users will vote with their feet

Add value to the overall experience

😊 Consumers highly value apps that provide the right functionality and performance at just the right time

☹ **BUT** A poor app will have a negative impact on the overall customer experience

😊 **FOLLOW BEST PRACTICES** The average company could expect to save:

10% on building apps

20% on running apps

☹ **FAIL TO FOLLOW BEST PRACTICES** Pay **2x** the average for building apps, and up to **50%** more to run apps.

What sets Good Apps apart from Bad Apps?

SIX OF THE BEST

1 **Part of a wider corporate project** to improve a business process or key customer interaction point, with strategic alignment between business and IT leaders

2 **Consolidation of strategy, budget and resources** to maximise return on investment for the whole business

3 **Focused and continued lifecycle development** through continuous testing and alignment of features to user need

4 **Advance planning to adapt operating models** to support changes in business operations / employee and customer behaviour

5 **Minimised back-end integration and infrastructure** by using a robust platform that ties together data access, security and governance, analytics and cloud delivery

6 **Strategic use of analytics** to gain insight into app performance and user engagement – enabling ongoing development.
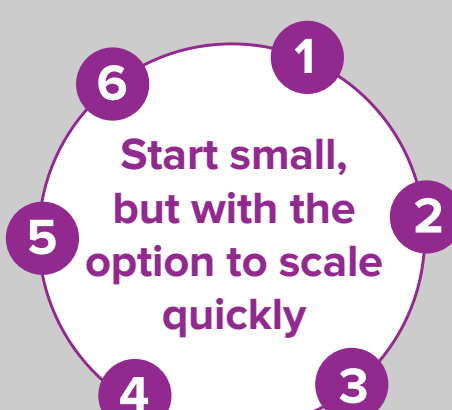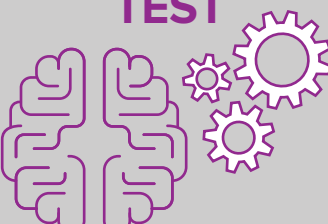
COLLABORATE AND CONSOLIDATE

INTEGRATE AND ANALYSE

PLAN AND ADAPT

6 1
5 Start small, but with the option to scale quickly 2
4 3

DEVELOP AND TEST

Explore case studies of organisations that have succeeded in developing 'Good Apps'

Find out more >

WANT TO FIND OUT MORE OR VOICE YOUR OWN OPINIONS?

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