Why are Enterprise Apps Growing in Importance ?

Because the significant benefits associated with the " convenience of Mobile " and the " power of Apps " that include -

    A. Apps increase relevance and revenue in -
- current markets
- new markets
- the strategic mobile market

    B. Apps are a metric of how well the organization is getting better at Business Innovation
- with new products / services
- expanding reach into current and new markets
- having more options to engage with the organization
- making it quicker and easier for people " to know " and " conduct transactions "

    C. Apps are an indicator the organization is
- evolving with new capabilities
- becoming more Customer / User centric
- getting more entrepreneurial and better at managing risk by -
  - being more responsive to new opportunities and Customer requests
  - with " quick hits " and " fast fails "

    D. Apps provide competitive advantage

    E. Apps better position the company for long term sustainability

    F. Apps improve business outcomes

As predicted, 2015 and 2016 saw mobile become pervasive and deliver impressive results to organizations who built out their Consumer App Stores (ie: Apple, Google, etc.).   Extending on this and with 86 % of people aged 18 to 49 owning a smartphone, organizations are orienting their websites and using Apps to increase their presence in mobile and provide quick gratification for Users to meet this style of thinking and to make good on a significant business opportunity.

In conjunction with this, many organizations are expanding their reach into their markets with External Apps for Customers and Partners as well as Internal Apps to improve corporate collaboration and decision making. This is important to better serving Users, being operationally more efficient, improving personnel productivity, providing a superior User experience, and being more effective at service delivery.

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Further, use of Mobile Apps has increased by about 600 % with studies indicating 80 % of the time spent on phones is with Apps - looking for information, shopping, surfing social media, playing games, exploring an App Store, etc. Because of this, with many organizations only having a few Apps, the need is to build out their Enterprise Mobile App Store - to increase presence in the strategically important mobile market to expand business opportunities.

App Adoption is on the rise in the Enterprise

A new survey from Adobe shows just how much enterprises have embraced the use of Apps based on insights from 1,500 Executives in Sales, Marketing and HR in the US, the UK, China, and Germany. According to the study, approximately 62 % of respondents said their Enterprise Mobile App Strategy was integral to improving financial results and the company being ahead of competitors. Interestingly, 66 % said they felt their strategy wasn't there yet ! The disconnect is a lack of External Apps for Consumers / Customers plus the need for more Internal Apps. As a result, many companies aren't achieving their goals in mobile since their Apps are either underperforming or don't exist !

Another example is the research surrounding #MobileMonday whereby online sales strongly indicate the power of Enterprise Apps in the retail sector. A recent report says that Enterprise Apps will be responsible for $128 billion in revenue by 2022 - up from $74 billion expected in 2016. This is a clear sign that organizations doing business online should have a variety of Apps in their Enterprise App Store to make it quick and easy for people to know their offerings and to facilitate doing transactions.

Apps are Improving Business Outcomes

There are also a lot of changes being made in organizations and the workforce to increase productivity and efficiency - internally and externally. Because these changes are being driven by the market with an increasingly mobile workforce, Apps better enable internal personnel to perform their tasks, plus expand opportunities with current Customers as well as increase organization appeal to attract new Customers. In an online, real-time, all-the-time world, with instant communication and quick User gratification, it's all about providing a great User experience and superior business value. And with mobile changing the dynamic of business. Apps are a critical metric to demonstrate the organization is evolving - the business and the business model.

Bottom line : Apps make it easy to do business - 11:00 AM or 11:00 PM, from any location, at the convenience of the User. This is a significant benefit. And when coupled with the above advantages, is why Apps matter.

For additional insights on improving business outcomes, please visit -

      A. In Mobile with Apps :   www.cail.com/AA

      B. To increase the rewards from Business Innovation :   www.cail.com/Innovation

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