

# The future is Apps!

## **Apps – a great way to connect your customers to your company**

We have been very busy here at Dvelop.IT for the last month or so. Possibly the busiest we've ever been. The main reason for this is that we have recently won a lot of new business. Whilst we're certainly not complaining, I have made 2 observations:

1. Going to the Great British Business Show last November was fantastic for us. We met so many great people, many of whom have now become clients. It's been an amazing way to speak to people face to face as well as promote what we do on a larger scale.
2. Apps are the future! We all know this market has been growing for the last few years but right now apps are hotter than ever.

It's the latter of the two observations I wanted to write about.



## **Promote your company or services in a friendly and productive way**

Historically, Dvelop.IT has specialised in making revolutionary back-end systems. These systems run businesses! They are an integral part of how our clients operate day to day and we're very proud of what we do. This will never change, but what is changing is the popularity of apps. Long gone are the days of limited functionality and clunky user interfaces. For now and for the future, apps are sleek, smart and increasingly important to businesses. They offer something different, essentially a customer focused way of connecting to your company or using your services in a more friendly and productive way.

There are two types of people that come to us with requirements for apps. The first is existing businesses who want to improve communication, sales and engagement with their clients/customers. The second is 'start-ups' whom have a brilliant new idea they want to take to market. For us, both are equally as exciting. Showing a business how they can improve and watching that improvement gives us a great sense of satisfaction and is the reason we started Dvelop.IT seven years ago. Helping a new business get off the ground is also very rewarding and I'll admit it, even great fun!



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### **Apps are on the increase**

However you look at things, apps are on the increase and we love being a part of that. It still surprises me when I see large enterprises who still don't use an app. Let's take football clubs for an example. Manchester United (arguably the biggest club in the world) don't even have an official app! I know, I was shocked too. Think of all the ticket and shirt sales that are missed, all the opportunities to share official news and transfer updates and most importantly the connection with the fans that's not being utilised.

If you are on the look-out for an app developer, then look no further. We have some great examples of our previous designs and would love to share them with you. Oh, and if you reading this Manchester United, do give us a call...