What Makes a Great Business App?
The Three Attributes You Cannot Ignore
Your organization relies on custom apps to make business faster and easier. These apps exist because the unique functionality you needed could not be bought straight off the shelf.

Maybe...
- Your IT staff built apps or downloaded them from a marketplace
- You customized packaged software beyond recognition to meet your needs
- You’ve invested in a platform to build your own apps

No matter how your custom applications came to be, today’s pace of technology innovation likely means they are already falling out of date - not pushing you to the front of the pack as they should.

**How can you address your unique challenges in this era of fast change?**

Before you go down the wrong path, make sure you understand what custom apps must be to propel your organization forward in our new age of technology innovation.
Your vision for that killer custom app that will transform your business is brilliant. So how will you build it? How will you get people to use it? How will it adapt so you can always take advantage of the latest technologies?

To have the desired impact, custom apps must be easy.

- Easy to build
- Easy to use
- Easy to change

If your apps are not easy, they will take too long to build...never be adopted...never be up-to-date...And they will never reach their potential.

Make them easy.
For custom apps to fulfill their promise, they also must be powerful. They must:
- Address complex, enterprise-wide challenges just as easily as more straight-forward departmental ones
- Behave precisely as users prefer in that very moment on that very device
- Be secure enough to always protect your most sensitive data

*If your custom apps are easy, but not powerful, they cannot support your most critical processes or your toughest challenges.*

**Build powerful apps.**
Custom apps are becoming common across organizations of all sizes. And, this is causing a big problem you may not consider...that is, until it seems too late: Lots of apps, all operating independently and in need of updates, configurations, integrations, and IT support. For one app? Perhaps not a big deal. But...

- What if you have 10? 100? 1000?
- If your apps are created in silos (like most) what happens to the information contained within them?
- How does the organization with many custom applications ensure they adhere to corporate processes? Share information? Stay current?

For custom apps to meet their big promise, they must be built on a platform that links them to institutional process, data, systems, and people.

Make sure your easy, powerful apps are also unified with everything in your organization.
Embrace custom applications and your organization can stay ahead while more quickly and predictably achieving your goals.

If your custom apps are Easy, Powerful, and Unified, there is virtually no limit to what you can do.

When you're ready, Appian can help. www.appian.com/attributes
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