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4 New Strategies IT Leaders Should Adopt to Drive Innovation

INTRODUCTION

The app economy is now. Apps are everywhere and they have the power to change everything. This big shift is revolutionizing how we live and how we work. Consumers and business users alike are demanding more apps and better app experiences.

This app explosion means a new world of responsibility for the CIO of today. The pressure is on to innovate and create new business models with apps. And not just any old apps. These apps need to be mobile. They need to be connected. They need to manage new streams and types of data. And they need to be built regardless of the limited number of developers available.

We understand these challenges and also the exciting opportunities of this new landscape. That's why this e-book carefully frames four immediate actions IT leaders can take to stay on the leading edge of app development:

- Take stock of your app dev technology
- Give users a connected experience
- Enable every type of app builder
- Get and stay closer to the business

Keep reading for valuable advice on how to seize this total transformation opportunity and turn your company into an app company.

1

CONSTANTLY TAKE STOCK OF YOUR APP DEV

The first question every CIO should ask themselves is: "Do I have the right tools to build the apps of the future?" It's impossible for on-premises legacy systems and infrastructure to keep up with the rapid pace of technology today. As a CIO, you must embrace technology that makes rapid app dev a reality for you, your IT department, and your entire organization.

85%

of consumers' time on their smartphones is spent using non-native apps.

US Consumer Technographics Behavioral Study, Oct. 2014 to Dec. 2014

The fastest path to success is to build apps in the cloud.

There's a new kind of platform as a service (PaaS) for creating and running apps. It's a single ecosystem and common framework where developers of all skill levels are empowered to build with their preferred tools. This PaaS frees up IT to focus on development by managing things such as hardware, software, upgrades, servers, and databases.

When you have the right technology, you can release and iterate fast. Speed is the new currency. Gone are the days of IT projects and development cycles that take months or even years. Next-generation PaaS gives you the ability to quickly turn an idea into an innovative app. These can be scaled with your company's success, across any device, from desktops to smartphones to wearables. Once released, you can gather user feedback and make updates to improve the app, over and over.

By 2019, 25 exabytes of mobile data will be consumed globally each month, up from 2.5 exabytes a month in 2014.

Cisco 2015 Mobile Visual Networking Index

Identity

The app experience is engaging and personalized to users and includes their preferences.

Productivity

Every real app needs a business back end, complete with analytics and dashboards users can trust.

Elasticity

Modern apps are responsive. Front end and mobile devs build at scale in their preferred language with APIs that work.

Connectiveness

The app knows the user, and stream-based computing keeps the data around them connected in real time.

Microservices

The focus of these tiny, highly decoupled processes is small tasks within complex applications.

2

GIVE USERS A CONNECTED EXPERIENCE

Consumers are now adept at using apps to complete everyday tasks and are even choosing to work with brands and companies based on the app experience provided. The more seamless, the more functionality, and the more that can be accomplished within the app, the more likely a customer's loyalty will be earned.

That's why today's hottest Silicon Valley companies, from Uber to Instagram to Airbnb, are succeeding. They pay attention to the user and digital experience first. They engage with their customers by giving them a beautiful, fast, intuitive, and frequently updated application in which to interact with their brands and services.

What does this mean for the enterprise?

Those in the enterprise that tend to struggle the most with this new landscape are the large, legacy organizations with antiquated processes and tons of paperwork. Established companies that want to get closer to both internal users and customers need to prioritize the digital experience. And this comes down to apps.

The future of the enterprise is about IT offering the same magical app experience that successful consumer-facing companies do. And this shouldn't just stop with a CRM application. CIOs and their teams should build connected apps that are rich in real-time data and can be personalized to the user, line of business, and role, and then extend this functionality beyond the four walls to customers.

App users spend more than 3 hours per month on the top 1,000 selling apps on average – about 18x greater than what mobile Web visitors spend on their top 1,000 properties.
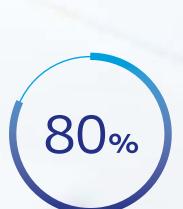
ComScore 2015 Mobile App Report

3

ENABLE EVERY TYPE OF APP BUILDER

There simply isn't enough developer talent to keep pace with today's appetite for apps. Most companies don't have the resources to compete for and recruit the hardcore developers who do exist. But there is great news. IT doesn't have to be the innovation bottleneck.

80% of business innovators use citizen developers.

IBM Business Tech Trends

There is a way to meet the huge demand for apps.

A key to solving for the developer gap is to look beyond that select group of skilled coders. CIOs can take the pressure off their departments by expanding the developer horizon and enabling everyone in the organization, from analysts to productivity workers close to the business, to build innovative apps that improve processes.

Next-generation PaaS helps IT with this task by providing everything developers and business users need to build, update, and customize apps via a point-and-click user interface. Quick-start tools, such as drag-and-drop components, also help to democratize app development.

Salesforce is enabling everyone to build.

Lightning App Builder

Salesforce Lightning App Builder on Force.com makes it easy for anyone to build apps for every department with just clicks. They can also use drag-and-drop Lightning Components built by Salesforce or prebuilt AppExchange partner components.

Trailhead

The free Salesforce App Cloud learning platform Trailhead teaches developers of all skill levels how to build Salesforce apps with fun, bite-sized, and interactive tutorials that reward them with points and badges along the way.

Heroku Enterprise

Heroku Enterprise gives your devs the best-in-class developer experience – including the control and flexibility to quickly build apps that scale in any and every modern language – while taking care of trust, deployment, data connection, and identity.

4

GET AND STAY CLOSER TO THE BUSINESS

A frequently heard challenge among IT leaders today is that it's difficult to figure out how to successfully partner with a business. Often things such as a history of long, expensive IT projects or outdated technology are blamed for the strained relationship. After all, these do nothing to drive business forward or help IT prove its value.

With the innovation imperative facing every company, apps are how a business differentiates itself from competitors. CIOs and all of IT can play a significant part by really anticipating what the business needs and quickly building game-changing apps that meet those needs, such as new ways to connect and engage customers.

IT should innovate, not keep the lights on.

No one on the business side wants to hear about all the time IT spends managing infrastructure and upgrades. They do want to hear the great ideas coming out of IT around apps that enable them to do more. A next-generation platform as a service doubles down on the service element, so IT can spend time creating apps that transform their company and connect to customers in new ways, without worrying about all of the plumbing.

"I told my IT team that we had to earn the trust of the business. How do you earn trust? By building credibility. How do you build credibility? By showing results quickly. How do you show results quickly? You pick the right technology, apply the right process, and have the right people who can work in an agile environment."

Pradip Sitaram, SVP and CIO, Enterprise Community Partners

CONCLUSION

Apps are changing the world. CIOs who embrace this total transformation opportunity can give their organization a competitive advantage and lead it into the future. The four proactive strategies outlined in the previous pages can be taken immediately to guide your company in the right direction.

Next-generation PaaS gives you everything you need to build connected apps fast, along with the all-important cloud infrastructure, compliance, and security. You can also solve for the developer gap by empowering every employee to build apps with clicks or code.

Get closer and stay closer to the business by quickly building apps that improve business processes, then gather feedback and regularly improve them. Be sure these apps offer the personalized, seamless, and highly functional experience users now expect. This is how your company can become an app company.

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A platform as big as your vision.

The speed and scale of change facing IT is matched only by the speed and scale of the technology these IT visionaries have responded with. The common thread running through all these stories is the way IT leaders adapt quickly to the new landscape, quickly retooling to meet the growing demand for better, more mobile, more connected apps across the enterprise.

Salesforce App Cloud matches your vision with ours. App Cloud brings together all the tools and services that companies of every size, in every industry, are already using to build and run over 5.5 million custom apps. Now anyone can build compelling, engaging apps fast, whether you're a developer or business user. And App Cloud gives IT complete control, with a single ecosystem for building, deploying,and managing all of your apps.

What can Salesforce App Cloud do for you?

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To talk to an expert, call us at 1-844-463-0828