Digital transformation and adoption of digital tools at scale are key strategies for any organisation and have a lasting, positive impact on business outcomes.

**Respond to the pace of change:** Business success now depends on making best use of custom applications to communicate and interact with customers, employees, and partners. With Azure innovation tools and low-code app development, organisations can rapidly adjust to the new distributed work environment and accelerate digital transformation affordably, and with ease.

**Drive business outcomes:** Digital technology must support business outcomes. This allows organisations to realise efficiencies across their entire business and harness data to deliver differentiated customer experiences. It makes collaboration seamless – wherever employees are located – and it helps thwart emerging security threats.

**Enable agile development:** You need to connect people, systems, and operations in new ways to respond to changes and opportunities in the marketplace.

**Leverage Azure’s best-in-class tools for every developer:** Low-code and Azure development techniques are changing the app development landscape, bringing agility and speed to a process long encumbered by time-consuming, expensive development cycles. With the Azure platform, developers have access to the latest technologies and a cutting-edge toolchain that supports the way they work.

**Build and modernise:** The global pandemic demonstrated that to face unexpected challenges, organisations need to be agile and resilient. By moving to Azure, you’ll be able to innovate in new ways by adopting a cloud operations-based model on infrastructure as a service (IaaS) technology. As well as taking advantage of further opportunities for innovation by modernising with fully managed platform as a service (PaaS) offerings.
For an organisation recognised as critical national infrastructure during the pandemic, keeping services operational was the overwhelming priority for PayPoint, the UK’s leading omnichannel payments business. Yet not only did the company need to maintain business as usual, demand for its services also increased. With more people at home during the day, spend on its bill payments services rose. Use of its contactless card payments increased more than 30 percent, as customers eschewed cash and retailers tried to help their clients to continue to shop as safely as possible.

In addition, local authorities turned to PayPoint and its network of retail stores to get cash distributed to the most vulnerable in society. One of the biggest workloads to move to Azure was the newly redesigned EPOS solution. New functionality enabling retailers to manage stock inventory, replenishment, and access reports and commercial insights, was developed, and deployed without any downtime for retailers.

If you’d like to learn more about how to create routes to market through new business models and growth strategies, please visit aka.ms/digital-innovation