How to drive business performance by empowering developers to innovate

Think digital, act digital. Developers are the ‘New Kingmakers’, so the question is how best to engage with these new kingmakers, and how can senior business leaders harness this new developer-centric landscape? By unleashing the full potential of developers, organisations will enable growth, solve a wide range of business problems, and drive digital transformation.

Act like a software company: As companies pursue digital strategies, they increasingly need to act like software companies. Thinking about things like developer velocity and investing accordingly in the developer experience, will drive revenues and productivity up.

Code and collaborate anywhere: All companies are now adopting remote work, or hybrid work environments. As we continue to adapt to this change, collaboration and security remain top of mind. Microsoft enables developers to code, collaborate, and ship digital products from anywhere they are based by combining open-source practices and libraries, with an end-to-end development platform that doesn’t compromise security.

Connect professional developers with end-users: Professional developers can scale through to others in the business who can, in turn, drive innovation further by building low code solutions. The outcome of this collaboration is accelerated digital transformation – bridging the connection and collaboration of professional developers with end-users. This will grow revenue and market share; increase returns on investment; improve shareholder value; and attract top talent.
According to McKinsey & Company, organisations with developer velocity experience four to times faster revenue growth, 60 percent higher return to shareholders, and 20 percent higher operating margin.

CUSTOMER STORY:
Arriva builds custom apps for improved efficiency and collaboration

Under pressure to meet high performance standards for its vehicles, bus routes and drivers, Arriva London unleashed the potential of Microsoft Power Apps and Microsoft Power Automate to develop apps quickly and easily for a wide range of business processes.

Realising that employees use their phones to access social media, the company decided to build user-friendly apps to help Arriva staff work efficiently and meet TfL standards.

The company has already realised efficiencies with two successful apps, and it plans to support the development of new apps across the organisation.

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Power Apps is where I go to build apps now because the flexibility is just unbelievable.
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Keith Whatling, Senior Analyst, Arriva London

If you’d like to learn more about how to drive business performance by empowering developers to innovate, please visit aka.ms/digital-innovation