

BUILD YOUR OWN APP



BYOA

 appiyo



This is an era of instant gratification

Mobiles are replacing personal computers. Cloud provides ubiquity. Individuals are becoming their own masters of action. Social is leading to super additive coalition. Gartner and other industry gurus are talking about the 'Nexus of Forces' when information, social, mobile and cloud converge to create a new wave. This convergence will question existing paradigms about enterprise class applications. Who creates them, how are they created, how are they consumed and experienced, and what is the cost of ownership?

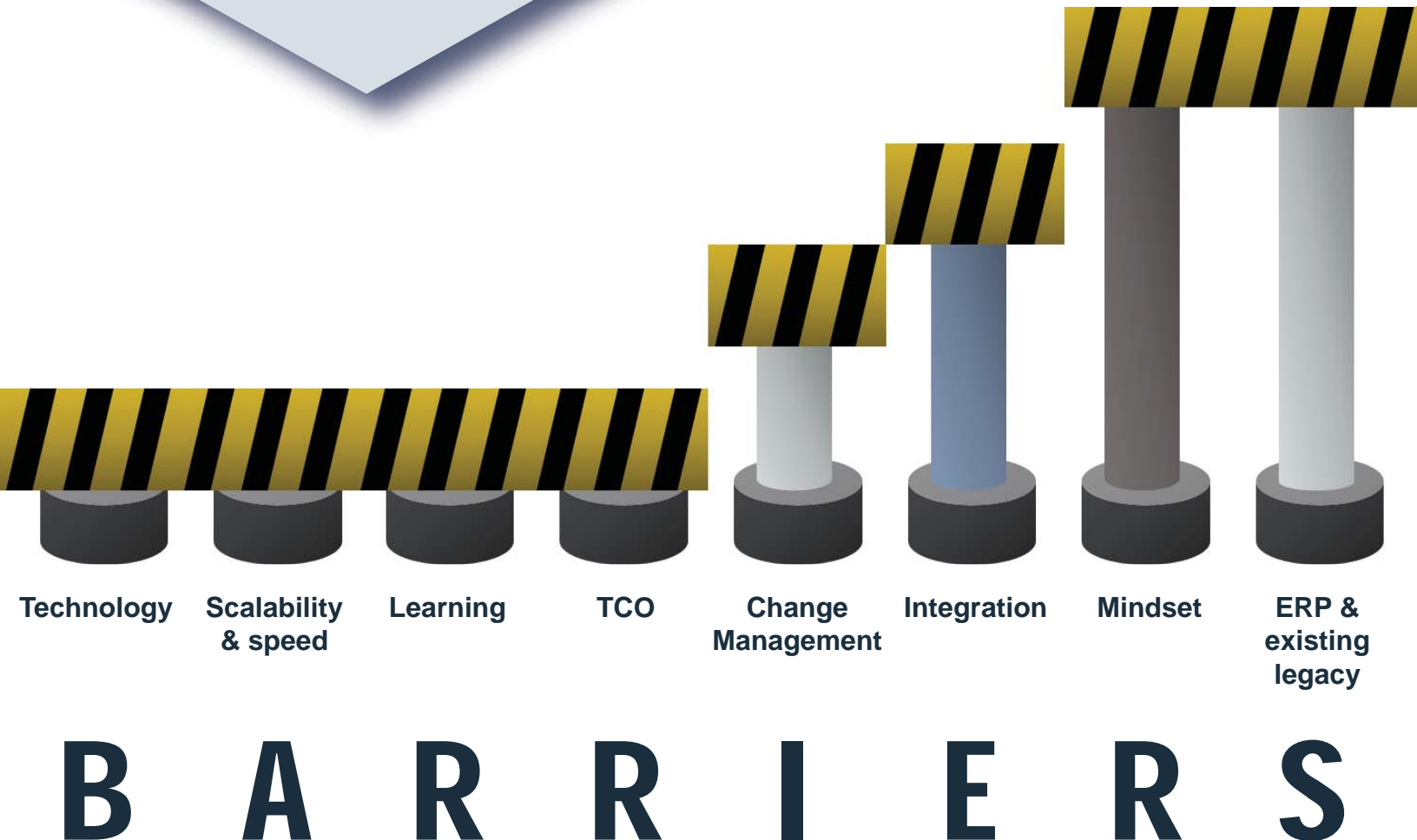
Suppose we were to imagine that a large number of people want to participate in the creation of enterprise class solutions which can serve any enterprise. Suppose these people, either as citizens (individuals) or as members of communities, are able to ideate and collaboratively create innovative solutions. The scenario will be a large ecosystem of communities which self-propagates and aids the proliferation of ideas, processes, solutions at an enormous scale and speed, bringing down cost of creation and consumption of the solutions, while increasing the potential stakes for the creators in the form of money & recognition. The greater is the innovation and prolific usage the better will be the score for the creators. The ecosystem will reward the best.



Well, it is an imagination.

What limits the realization of the imagination?

It is the absence of an environment which can bring together the power of social mobile and cloud and can provide a low adoption barrier. Such an environment must be intuitive and be set first of all, within a social boundary. This will help in community formation and natural conversation flow around ideas, events and actions.





Secondly, the environment must provide for a convenient fulfillment system to translate an idea into an app without regimentation. People should be able to express ideas, build apps, test them, deploy them, and integrate them with other apps without much technology strain, resource difficulties and cost burden. The environment must automatically provide a SoMoClo cover for the apps and solutions which operate within it.



Thirdly, the environment must provide for broadcast and easy discovery of an app through a store. Product catalogs and creator details must be available. Potential customers should be able to experience the apps through an equivalent of a 'trial room' and leave behind their comments based on their experience. Sophisticated commerce should be possible around these apps.



Lastly, the environment must enable analytics. Analytics must help the creators and the customers who operate their solutions in the environment to make the entire process transparent leading to superior efficiency. apps and solutions which operate within it.

Such an environment of convenience, which can potentially bring down the hurdle in the race, can truly pave the way for 'BYOA'. Communities within enterprises can become less dependent on IT to fulfill their requirements. IT can support the formation of enterprise private marketplace. Such communities can create solutions which fit their needs perfectly. When the marketplace gets richer over time, and more people become creators of their solutions, the existing paradigms surrounding the way apps are built would have been challenged, ushering in BYOA and shaking up the last barrier which is enterprise class apps, the way other pieces have been crumbling – hardware (virtualized, commoditized), infrastructure & captive data centers (cloud), PCs (mobility devices), license & ownership (open source, crowd source, BYOA), networks (SDN) and TCO (X- as a Service).

This is what we at Appiyo have termed 'democratization of enterprise class'

Give an environment

- Which can empower people to unleash their creativity and make it a lot less painful to BYOA;
- Where community becomes the driver of innovation;
- Wherein, existing paradigms about enterprise class apps are re-defined in a new milieu of C2E – Community to Enterprise.
- Wherein, people can 'Live it. Make a living of it'!