

Accenture Mobile Apps Studios: Today's need for speed and scalability in mobile app development

In the “old days” of mobile application development—in this case, three or four years ago—life was different.

Requirements were clear and understood by both client and developer. Projects were delivered in six to 12 months. Industrialized delivery techniques were carried out by global teams using both onshore and offshore models, and apps were generally just for phones and tablets.

Today, the mobile app world looks much different. Apps need to be written for an exploding number of devices and platforms. The rise of the Internet of Things means that apps need to account for watches, wearables, appliances, connected vehicles and much more—often, all at once. Updates to operating systems and technologies occur with greater frequency, and business requirements are often more tentative and ambiguous. Device operating systems are also updated much more frequently and can require app design changes—leading to apps needing to be updated every few months. These evolving requirements necessitate iterative development by a team working in close proximity to the organization—with a high-touch relationship between clients, designers and developers. Most of all, apps need to be designed, developed, tested and rolled out

faster, more cost effectively and at higher quality than ever before.

As IDC's Pete Marston notes “Enterprises are demanding mobile applications be designed, developed, and deployed in days, not months. Under such pressures, builders of mobile applications must devise operational capabilities that harmonize and streamline all elements of the application development lifecycle while upholding the highest levels of application design quality.”

To meet the need for rapid app development, a number of boutique mobile application shops have arisen in the marketplace. However, industrialized production and rapid scalability, potentially from a small group to a global rollout, is still essential—something boutiques generally cannot provide. Clients then struggle to successfully make the transition from a boutique model to a mobile factory-production model across companies. On the other side of the coin, many larger app development organizations lack the agility and responsiveness to meet today's rapidly changing client needs.

It's different with Accenture. When it comes to mobile application development, we provide both speed and scalability—our Mobile Apps Studios and Mobile Apps Factory, work together to rapidly create and then scale high-quality, timely mobile apps in a cost-effective manner.



RAPID TIMELINES

Schedule of 4 to 6 weeks



AGILE TEAM

For both Native & Hybrid



USER EXPERIENCE

UX design led applications



GLOBAL PRESENCE

Strategically located locations



LEAN PROCESSES

Processes tuned for speed

THREE VALUE PROPOSITIONS



Express Orders



Rapid Refresh



Ideate & Prioritize

What's different about the Accenture Mobile Apps Studios?

Accenture Mobile Apps Studios stand out from the crowd across multiple dimensions:

Showing, not telling

The emphasis of the Accenture Mobile Apps Studios is on showing, not telling. Rather than needing a very clear set of requirements, companies now have the ability to put vague ideas into play, get started with development and see how the ideas look in a working prototype. Clients can discover and validate business scenarios with rapid iterations. They can also validate different technology options and select the one that best suits their business goals.

Meeting clients' early or time-bound needs

In many cases it's not possible to plan for a business need in advance, but timely delivery of a mobile app is still essential. For example, to deal with a disaster recovery scenario, an insurance firm might need a basic but tested application in a very short timeframe. The Accenture Mobile Apps Studios work closely with the client to take an app from idea to creative design to actual launch in a matter

of days. For example, Accenture worked with a Japanese regional bank to quickly create a prototype for its mobile banking solution. We also worked with a major security company to develop an application that went from idea to minimally viable product in just five days. With a US insurer, the same process took four days.

Feature enrichment

By applying ongoing analytics to app usage data and reacting or planning for business shifts, applications already in the marketplace can be enriched or upgraded rapidly. Urgent needs can arise based on feedback from the app's users. Or perhaps a company needs to differentiate from something the competition is doing. In either case, rapid response to upgrade an existing app is essential, and the Accenture Mobile Apps Studios are designed specifically to meet that business goal.

Comprehensive, end-to-end skills

The Mobile Apps Studios have the comprehensive skills needed to design, develop and roll out mobile apps on industry-leading platforms. The small studio teams include creative designers, architects and developers—everything a business needs to create a new application or update an old one.

Because of the range of skills and expertise, decisions such as what technology is best suited to the business need, which tools are to be used for testing, what OS is to be supported, etc. can be quickly nailed down. The approach of including all skills in one studio working as small teams also helps protect against the risks of siloes interfering with work during development: information being lost during transitions, errors creeping into designs, or designers creating concepts that in fact cannot be readily realized in practice.

Lean processes

Accenture Mobile Apps Studios are rapid, agile and nimble—light on process and documentation. Instead we leverage a variety of reusable components that Accenture has invested in over time, as well as frameworks and open source. The goal, of course, is a high-quality app that meets business objectives cost effectively with a fast turnaround.

Proximity to the client

A distinctive feature of Accenture Mobile Apps Studios is close proximity to clients. This local team approach enables more effective tracking and collaboration as well as faster turnarounds.

Thinking mobile first

Accenture Mobile Apps Studios help clients think "mobile first" when it comes to their applications. Too often IT departments work from an online perspective, then try to extend a portal solution into the mobile arena. This can be problematic in several ways. A solution designed in this way may not be scalable. The end user experience may also suffer, negatively affecting ultimate adoption and ongoing use of the app. At the Studio, apps are built and tested specifically for the intended device.

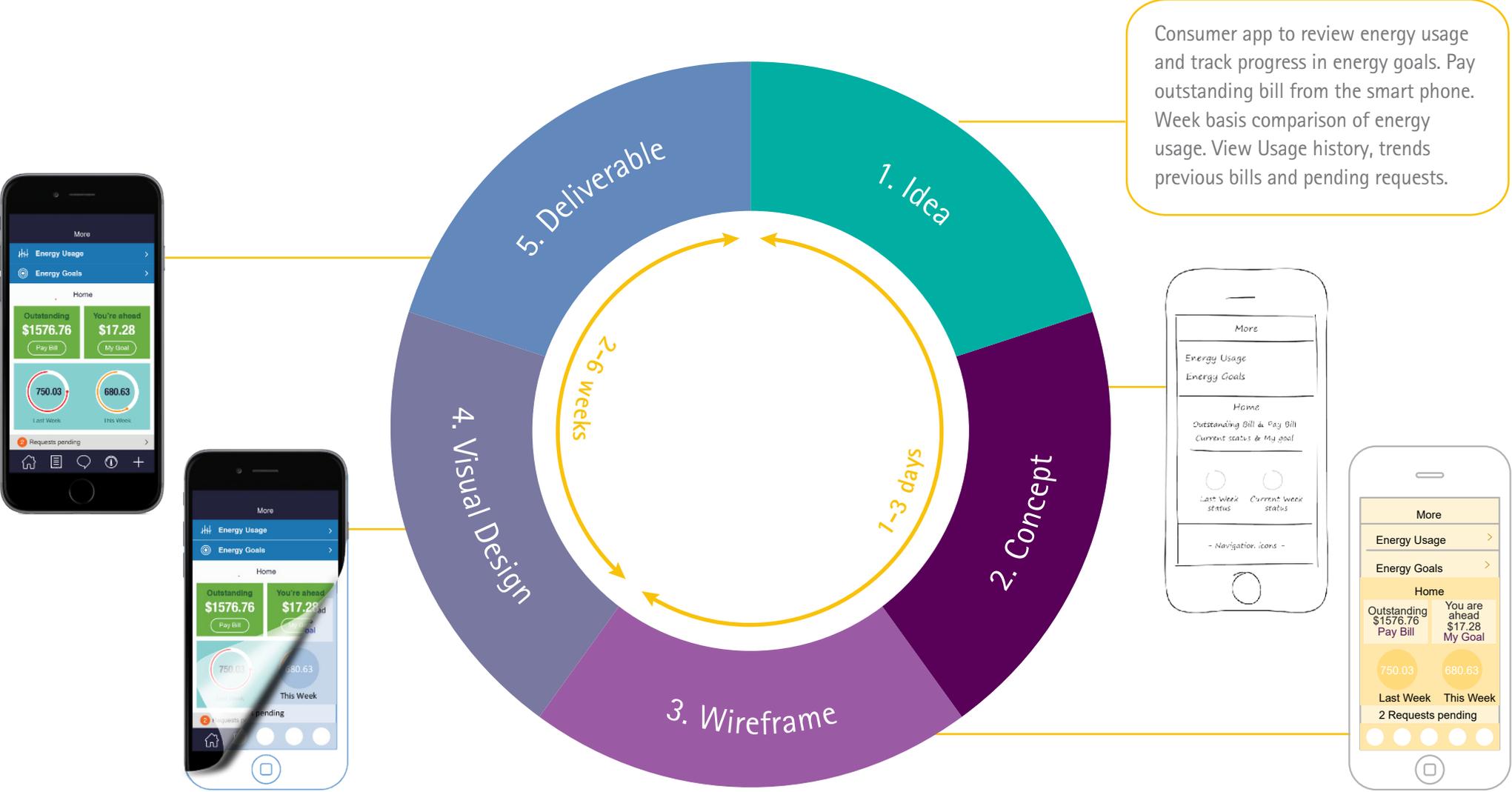
Work with Accenture: From Rapid prototyping to Scaled Delivery

Even if your business requirements are in an early or fluid state, the agile capabilities, approaches and reusable assets of the Accenture Mobile Apps Studios can help you quickly evaluate your best path forward.

Then, when the prototype has been built and requirements of the app are more clearly understood, the application can be seamlessly handed off to a large-scale, industrialized delivery team in an Accenture mobile app factory, ready for full development and global distribution.



Rapid Development



About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 375,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

Accenture Digital

Accenture Digital, comprised of [Accenture Analytics](#), [Accenture Interactive](#) and [Accenture Mobility](#), offers a comprehensive portfolio of business and technology services across digital marketing, mobility and analytics. From developing digital strategies to implementing digital technologies and running digital processes on their behalf, Accenture Digital helps clients leverage connected and mobile devices; extract insights from data using analytics; and enrich end-customer experiences and interactions, delivering tangible results from the virtual world and driving growth. Learn more about Accenture Digital at www.accenture.com/digital.

For more information

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