



2021 WHITE PAPER

Disrupting The App Development Industry Through SaaS

Empire Code Launchpad

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To cater to the needs of the next generations, many businesses are faced with the challenge of delivering their products & services through modernized approaches. Else, they risk their capacity to be sustainable in the long run.

While business owners may feel like they are alone in this, with the tech revolution being a paramount historical shift, the truth is, they are not. From the invention of the printing press in 1450, the telephone in 1876, the radio in 1895, to the television in 1926, businesses over the centuries have had to keep up with innovation to remain sustainable. In our era, the biggest innovation has been the invention of the smartphone by IBM in 1992: the Simon Personal Communicator.

We have witnessed the evolvement of the smartphone since 1992, and the key thing to note is this: that as of 2021, millennials aged 18 to 34 use mobile applications more than any other age group per day. If a business does not rely on these millennials as consumers now, they would have to eventually. To keep up with the communication habits and preferences of our next generation, mobile apps present a natural, and important modernisation method.

The Challenge

While we have ascertained that the use of mobile apps is one way to modernize the way businesses communicate with consumers, there are several challenges. First, many apps act as marketplaces: software developers have seen the success stories of global marketplaces such as Amazon.com and wish to follow suit. However, marketplaces are not ideal for many businesses; for despite its access to a broad range of customers, there is a price to pay for visibility of consumers to many competitors, resulting in an inevitable price war amongst businesses.

Second, drag-and-drop mobile phone application builders, though readily available, have not been able to replicate the development capabilities of website frameworks. Many of them still require the build of a website, which gets fed as pages in an app. This results in poor user experience, which can deter users from fully utilising the app, or worse still, from wanting to use it again.

Third, while building a customised app for a business would seem like an ideal solution, this option is becoming more costly by the day. With large tech firms and financial institutions offering mouth-watering salaries for software developers, basic customisable apps built by software development companies can easily cost thousands of dollars upfront. This excludes yearly technical support and maintenance expenses, let alone app enhancements. Aside to this, it affects the cashflow management of the business.

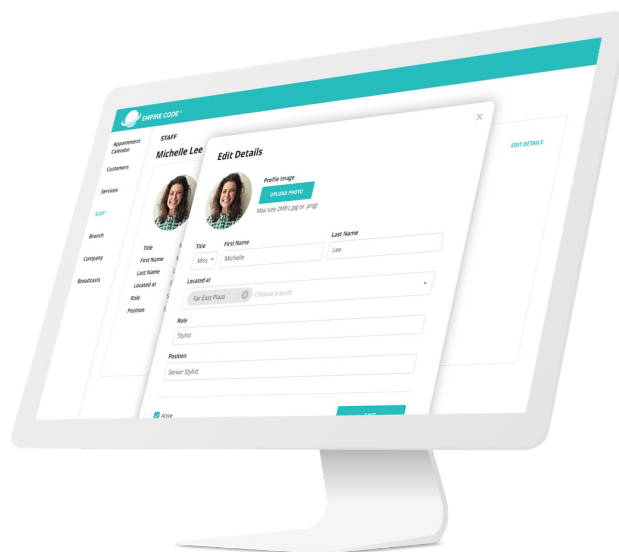
Yet, it is estimated that there are approximately 213 million small medium enterprises (SMEs) worldwide in 2020. How are most SMEs to modernize without an affordable solution?

The SaaS Solution

Using Amazon Web Services, Empire Code Launchpad created a solution where businesses can proudly own a mobile app, available for download on both the Apple app and Google Play stores with their very own visual identity, from logos and imagery, to colours and fonts. This enables businesses to differentiate themselves from their competitors, as the customised branding solution means that their customers will always be reminded of them.



To facilitate the management of the app content, a web-based content management dashboard system was created for business owners to add, edit and delete their app content anytime of the day, with immediate data updates from dashboard to app with just a simple click on the Save button. With the app content in the control of business owners, it means that our Software as a Service solution could be made extremely affordable.



With a ready solution, Empire Code Launchpad's mobile app SaaS was launched in early 2021, with an affordable subscription fee at \$150 per month, in-line with other SaaS solutions that businesses subscribe to, for cost familiarity. To build client trust, fees are kept transparent, with no hidden expenses, and to complete the package, we decided to have the technical support and maintenance expenses borne fully by us, to simplify the decision-making process on subscribing to this solution.

To further enable client satisfaction, enabling a quick turnaround time for every initial app customisation is essential. Our proprietary replication strategy enables us to provide clients with a completion time of two weeks from the moment brand identity content approvals are received, to the day app store distribution approvals are sought.

The Power Of AWS

In deploying the AWS infrastructure for our SaaS solution, Empire Code Launchpad relied on Amazon Elastic Computer Cloud (Amazon EC2) server instances, to ensure the content availability and scalability of the app and dashboard. The Amazon Simple Storage Service (Amazon S3) buckets were set up to host content, with Amazon CloudFront for content distribution.

To add, Amazon's Elastic Load Balancing enables us to achieve greater levels of fault tolerance in our SaaS, seamlessly providing the required amount of load balancing capacity needed to distribute application traffic.

For security provision, the AWS Certificate Manager for SSL certificates, and Secrets Manager for the management of application credentials and secrets are used.

The Empire Code Launchpad SaaS would not have been possible without Amazon Web Services. Without its capabilities and pricing structure, we in turn would not have been able to provide our clients with an affordable SaaS solution.



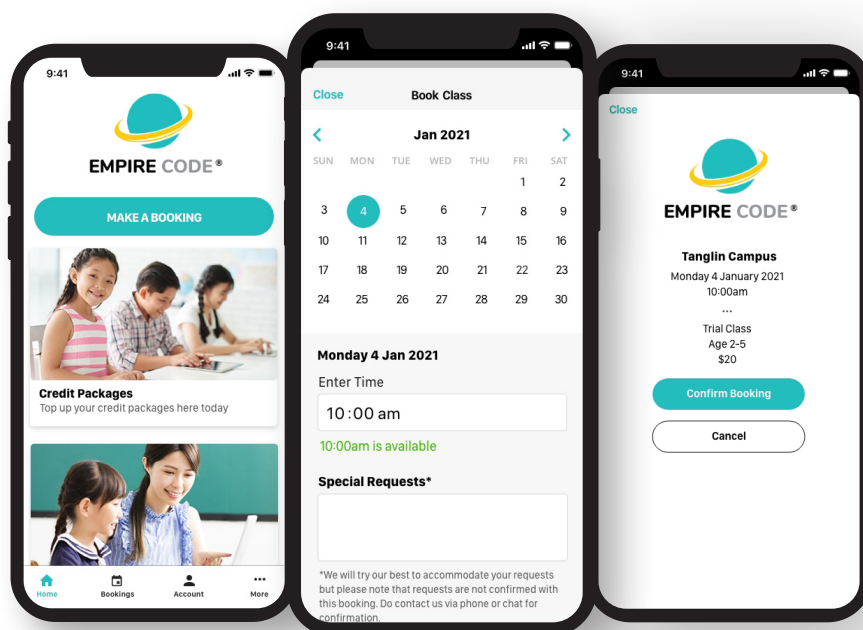
Existing Customers Are Our Best Customers

While gaining new clients is key to every business, we can get so caught up in the process of converting new customers, that we forget our best customers are right in front of us. With the knowledge that keeping customers loyal comes with a wealth of benefits, such as having a higher probability on spending more, and referrals & reviews that they can provide, the Empire Code Launchpad SaaS solution primarily focuses on existing customers. Our solution enables businesses to keep existing customers satisfied through our small subscription fee, while focusing on new business.

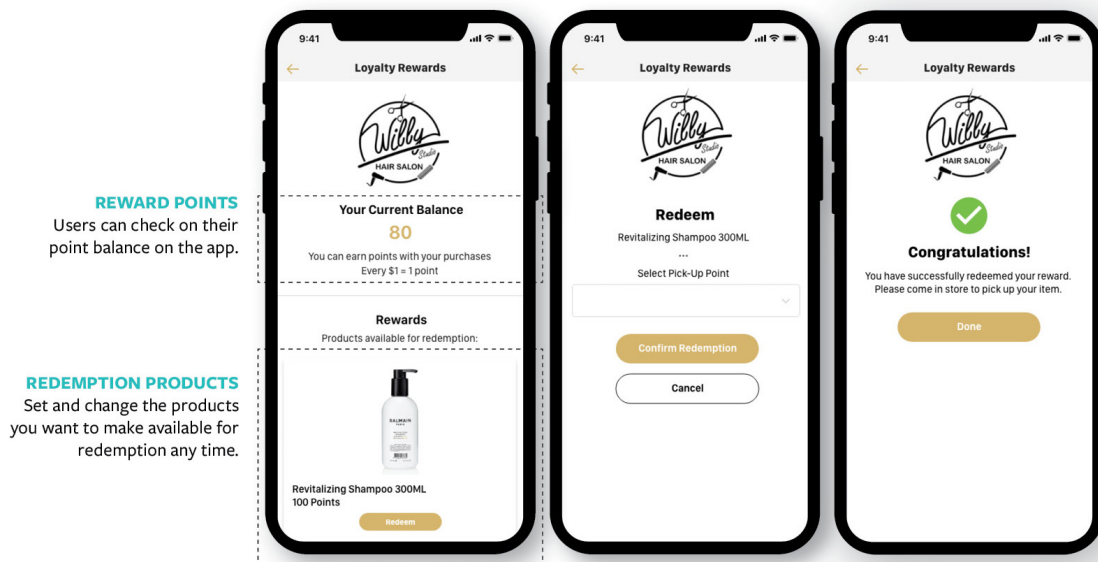
App Functions And Benefits

The main functions of the app include the provision of bookings, loyalty rewards and marketing solutions. Despite our focus sectors at present in education and personal care services, the industry provision for this SaaS is limitless, from medical and legal practices to fitness centres and co-working spaces.

The bookings application provides a streamlined solution for customers to book the services they require instantly. It means that bookings can be made at anytime of the day, or night without the need for a messenger chat service or phone call. Through process automation, customers receive immediate confirmations via the app and over e-mail, along with in-app reminder notifications and cancellation options. Not only are operational expenses on managing bookings reduced, businesses will never lose a booking again.

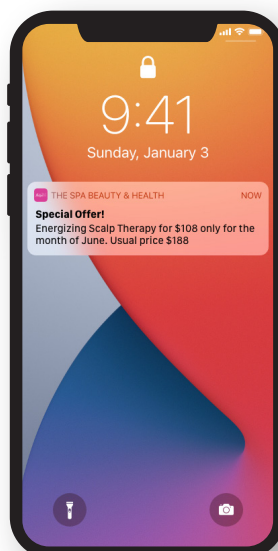


As a marketing strategy, the in-app loyalty rewards program was designed with a twofold purpose: to encourage customers to continue to purchase products or use the services of businesses, and to also enable a seamless redemption of rewards. Customers can browse through available rewards and redeem their loyalty points at their convenience, enabling them to feel valued while enjoying the hassle-free experience.



Marketing solutions within the app include in-app content to promote existing products and services, a marketing broadcast feature for limited offers, new product or service launches, and a one-click initiation to WhatsApp or Telegram for urgent enquiries.

In summary, the functions enable businesses to increase customer satisfaction, and in return, ensure higher customer retention rates. With time reduced on managing operations required for existing customers, business owners can now allocate resources in acquiring new customers to further increase their industry market share and revenue.



Only The Beginning

The functions available on the Empire Code Launchpad SaaS are only the beginning, with ongoing research and development work to include additional features kept a priority. Early subscribers will benefit from this process, as client feedback is valued.

If you are running a business, either as a business owner or manager, start enjoying the benefits of your very own mobile app through us. With our seamless onboarding process, user training content and free provision of customised marketing materials, you will be glad you took this innovative leap forward.

Contact us today at **launchpad@empirecode.co**



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