

# 4 reasons small businesses should innovate with Power Apps



**Power Apps** simplifies the process of building custom applications to solve business challenges. It's an easy, fast, and cost-efficient way to turn your bright ideas into brilliant apps.

## Here are 4 reasons **Power Apps** could be right for you:



### 1. Use existing talent

You have talented people on your staff—empower them to do more! All your employees can become citizen developers and problem solvers. Eliminate the IT skills gap so your team can build apps with minimal training.

#### Here's how



Learn the intuitive drag-and-drop visual building approach



Rely on the managed, pre-built platform with built-in integration



Empower existing IT teams to build more solutions, faster with no limits



Leverage free online resources to keep the learning barrier and cost of training low



### 2. Save money

Off-the-shelf software is expensive and often has more functionality than you need. Build custom apps the cost-effective way—saving money in development, creation, and future maintenance.

#### Here's how



Empower productivity with streamlined and automated processes



Save over time with a fully managed data platform that requires less maintenance over time



Leverage existing investments by integrating with Dynamics 365, Office 365, Azure, and other solutions



### 3. Accelerate development

Creating custom apps can take months or even years. But when your business is growing, you need to be agile. Instead, build an app in hours. Catch up on your backlog or prevent it in the first place with accelerated app development.

#### Here's how



Simplify the process with low-code tools to easily build a prototype, test, learn, and expand



Leverage intuitive point-and-click design, and choose from a large selection of templates or start from a blank canvas



Launch apps fast, add value continuously, and make improvements as needed



### 4. Scale

As your business grows, your apps need to grow with you. It's also vital that you keep up with security and compliance requirements. Scale while also staying on top of management.

#### Here's how



Develop at scale without sacrificing quality, security, or control—no matter how many apps you are building



Leverage enterprise-grade administrative and governance features with one centralized view of all apps



Save time with a fully managed data platform to scale faster and minimize future maintenance