

Exploring the Insatiable Appetite For **Software** in **Capital Markets**

As part of our TechCity Connect series, we look at the demand for new apps and delivery in Capital Markets. Demand is off the charts, with firms racing to create a competitive advantage. But what's driving this demand? And how can firms accelerate their development and delivery processes?

How traditional IT became a barrier to progress

Innovation in systems and software has completely changed the way that Capital Markets operate. From accelerated processes to regulatory compliance, new software has given firms the ability to drive growth – whether operating more effectively on existing business or opening doors to new opportunities.

However, the challenge now is how to increase capacity. For every advance, there are plenty of projects left on the backburner because there simply aren't the resources to deliver them. What makes the situation more frustrating is that firms often already know the solutions they need in place to respond effectively to shifting business demands; they just can't implement these new platforms in a timeframe that keeps them ahead of the competition.

Unfortunately, the traditional IT process isn't quick enough to meet the growing demand for new apps. That's why everyone's trying to answer the same question: How do you speed up the development and delivery process to create the apps you need, when you need them?

Growing demands drive the desire for development

It's clear that firms are crying out for new software solutions. Disruption is a major factor, driving an increased need for speed to market and responsiveness. Even before the current situation, this was a huge challenge for businesses. Increased competition from Fintech firms, changes in consumer expectations, and regulatory changes are all creating the demand for new applications.



Adding to this is the need to drive down costs and manage margin pressure, which has led to a general digitisation of all businesses. Every firm in the world has effectively become a technology business, and they're adopting new ways of working to become more agile.

Another nuance is how skunk works and end-user computing (EUC) can emerge within a firm – a situation where projects take place under the radar, and often without the oversight of the IT department. This can add speed and capacity to an organisation's ability to deliver new software but can also create other issues – not least where apps fail to meet a firm's security requirements.

Another significant driver for firms is that they're trying to deliver more for less. There's a huge appetite for technology in business – and new ways of speeding up data processing to provide better analytics and give firms the edge. However, no firm has a limitless budget, and they have to make tough choices when it comes to prioritising the workload and resources allocated to IT departments.

How to change the maths and deliver more

Whether it's a need to become more competitive or comply with tighter regulations, Capital Markets firms have to deliver new solutions – and do it rapidly. This means completely changing their approach to application development. When traditional methods won't work, you have to change the maths of the situation.

How do you speed up the development and delivery process to create the apps you need when you need them?

One way to do this is provide IT departments with the building blocks they need to pull together software swiftly and effectively, along with platforms designed to make the delivery process as smooth as possible. As well as reducing the time it takes to get new apps to users, this approach can make user adoption simpler – cutting out the desire to run projects under the radar.

When they already have all the core components needed to build and deploy new software, IT teams can bring these elements together while focusing on the function of each solution. This gives them the ability to deliver applications in weeks rather than months, allowing them to take on (and complete) more projects.

Obviously, it's not just a case of implementing the technology and watching the solutions roll off the production line. But, if you don't have the capability and resources to meet demand for new apps, it's time to ask yourself: How do we change the maths? How do we increase our capacity to deliver new applications that meet our users' needs?

Discover more

Explore this topic further and discover the new tools accelerating building solutions in Capital Markets

Join us for Next Gen:
App Dev & Delivery

6th May at 13:00 – 13:45 BST



Stephen Murphy
CEO & Co-Founder



Alexandra Boyle
Director



Mike Wilson
CEO & Founder
(Moderator)

