

Staying Relevant and in the Game

Part Five – Create Applications to Differentiate





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As we look to create new applications, we must be sure to include critical components that will differentiate our products from the competition. Our products must be secure, scalable, and provide clear and detailed insights into the data. They need to be manageable so that the average end-user will be able to utilize the application without the enterprise incurring high support costs.

As an industry leader there are key factors that our applications need to process. They need to be able to capture information in real-time, create visual dashboards, gather data from multiple sources and find issues before they become costly risks. Early detection allows companies to mitigate issues and make informed decisions on a proactive rather than reactive basis.

Technological advances in the industry include Artificial Intelligence (AI) and Machine Learning (ML) is a subset of AI. Applications that utilize ML-only will be identified as niche applications compared to those that strive to be industry leaders with the ability to execute the vision of an enterprise.

Today only 10-15% of analysts use the full potential of their systems. By 2022 that usage will increase to 40%. Our goal is to create products that has 100% usage today. Why buy it; pay for it; for only 10%-15% usage? That is not a good deal. Contact us at “contact@linknxtgen.com”. Ask for Charles Davis.

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