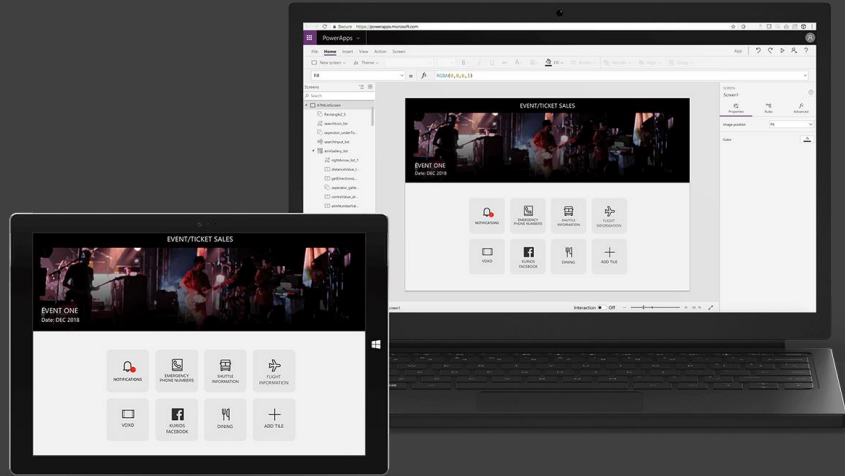# Microsoft Power Platform

Innovation for everyone.

Microsoft Power Apps modernize processes by removing the barriers that keep ideas from turning into apps. With Power Apps, everyone, no matter their skillset, can add business value by quickly and securely developing innovative apps to reduce inefficiencies and solve business challenges.

"With Power Apps and Dynamics 365, we're creating a singular, 360-degree customer view that enables us to tailor our services and make the travel experience as seamless and enjoyable as possible." -Lee Pope, CRM Technical Specialist, Virgin Atlantic

Microsoft Power Apps accelerate app development with pre-built templates and drag-and-drop simplicity that extend app capabilities without limits with customizable components when you need them.

Power Apps connect apps to your data with the click of a button so you're always ready to act on new insights, all without compromising your security, governance and compliance standards.

Benefits of Power Apps

Build apps without risk
- Clear the way for innovation by empowering first line workers and business users to develop apps that improve processes without compromising your security and compliance standards

60% of all occupations have at least 30% technically automatable activities.[1]

Simplify app development, without constraints
- Streamline app development for non-technical team members and seasoned developers alike with the out-of-the-box components you need and the limitless customization options you want

IT application development is gravitating towards **low-code** and **high-productivity** platforms to minimize cost and support rapidly changing business needs.

Deploy quickly, add value continuously
- Launch working apps in a fraction of the time with a platform designed for agile deployment, so you can deliver value fast and continuously evolve features to further benefit your business

80% of executives at Fortune 1000 and other industry-leading companies are concerned about **threats from more agile, data-first companies**.[2]

Integrate data with just a few clicks
- Create business apps that act on the data you collect and use every day—capture new data directly, integrate data from hundreds of sources with pre-built custom APIs, and act on insights with the click of a button.

Companies want to do more with data. **70%** of organizations believe their data is not used to its fullest extent.[3]

Infuse AI to add powerful in-app intelligence
- Automate manual processes with pre-built, AI-infused app components that allow users to leverage built-in intelligence and discover actional insights with a simple point-and-click.

50% of work activities globally have the potential to be automated using current technology.[4]

Accelerate your business growth with Power Platform
Visit the Power Platform website today to learn more

1. McKinsey 2. NewVantage Partners, *Big Data Executive Survey 2018*, 2018
IDC 3. Gartner, 2019 4. IDG – Big Data Survey 3. McKinsey