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Super Apps & Agility

Digital blurred industry lines to create new customer experiences and revenue streams. Now companies born in the AI age will radically redefine this. Super App businesses are perfectly positioned to leverage this and step into the new age of agility.

Why are Super App businesses more agile than the rest?

- Agility is the ability to follow and build services for customers without industry boundaries
- It therefore needs capabilities that are dissimilar or unnatural to their industry, all disruptive companies build these to win
- They use design as a key principle, design centric companies create 3x more value
- Super App business reimagine work to serve their customers differently
- And their flywheels cuts across verticals and silos to create boundryless micro-services

If you are 'At The Speed Of The Customer', then most likely you are able to build value without industry or domain boundaries. Super Apps do this very well.



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