

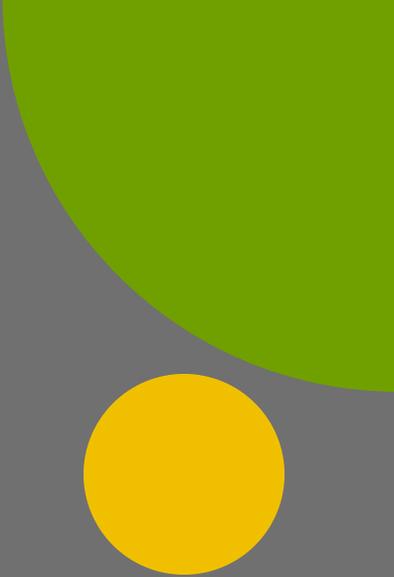


# 5 Reasons to Buy App Features

Why tech leaders should build the innovation and buy the commodities

 Onymos

# Let's look at 5 reasons why



01 Speed

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02 Innovation

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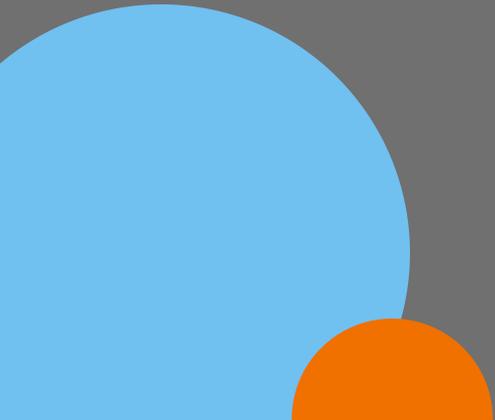
03 Development

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04 Security

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05 Revenue



# Introduction

App dev is inefficient. At the core of any app, there's a foundation of essential features – login, chat, push notifications, and more. Today, most enterprises ask their software developers to create and recreate these same essential features, over and over. In other markets and industries, creators can 'buy the basics and get on with the innovation.'

Now, Features-as-a-Service is revolutionizing how – and how fast – software developers at companies like Albertsons, CVS, and Walmart are building their apps.



# Speed

When app creators can get essential features for their app off-the-shelf, development begins with the foundation already in place — so they can move fast from day one. It's already common for software developers to get UI components from libraries like Material, Tailwind, and the Ionic Framework.

Off-the-shelf features are *functional* components, drop-in solutions fully integrated with third-party cloud services like Azure Form Recognizer, Google Sign-In, and Stripe. Onymos Features don't "support" these integrations, they include them.

**Without Onymos, software developers who want to build a login feature that includes Google Sign-In have to:**



Generate a Google Cloud project



Capture and store user data



Integrate their app with the Google API



Monitor the Google API for updates and deprecations and perform regular maintenance



Implement offline mode and refresh tokens

And most modern, user-facing login features incorporate more than one provider for federated authentication. Your software developers must repeat these same steps for each authentication provider.

**There's an easier and faster way.**

Buying an off-the-shelf login feature like Onymos Access is a complete, full-stack ecosystem for authentication built by experts in app development. When enterprises buy an off-the-shelf login feature like Onymos Access they get a complete full-stack ecosystem for authentication built by experts in app development.



**'Albertsons app got to app store in 4 weeks, prod in 6'**

Onymos has over 20 features to enable rapid app prototyping and development.

# Innovation



In a joint report by Stripe and Harris Poll, they found that software developers spent 42% of their time on app maintenance. That's around 17 hours a week.

Faced with numbers like these, the tight deadlines, the cloud services integrations, the developer shortages, it's no wonder most companies don't think they have the resources to be what BCG calls "committed innovators."

**Features-as-a-Service is an innovation system for these companies.**

“ We began working with Onymos to leverage its innovative Features-as-a-Service platform. It allowed our internal engineering team to accelerate our development and focus on engineering the business features, rather than reinventing the wheel and building all the basic feature requirements for our app. For instance, we were able to add a restaurant menu selection feature ahead of schedule because of all the time saved using Onymos Chat. ”

**Manish Rathi**

CEO of JoyRun (acquired by Walmart)

Enterprises no longer worry about racking, networking, and scaling servers. When they use Onymos Features, enterprises no longer have to worry about mobile OS updates, new devices and enhancements, and building and maintaining core functionalities. Onymos Features are full-stack solutions with everything they need to work out of the box in any app.

## Build Your Apps Faster

All of this means enterprises can use their most valuable developer resources (the developers themselves) to focus on building the real innovations and business value that separates them from their competitors.

When our customers use Onymos Features, we've seen them build their apps faster and build them bigger.

# Development

There's a software developer shortage. Today there are around "40 million technical jobs"\* going unfulfilled. Part of the reason why is simple — there are not enough skilled software developers to fill them all.

At Onymos, we think your most valuable software development resource is your software developers themselves. When you get essential features for your app off-the-shelf, you can do more with the skilled software developers you have now. You enable them to focus on building your app's unique business value and differentiation. That isn't just important to you, it's important to them.



A 2021 survey of more than 2,000 software developers found that more 70% of them cited "new challenges and continuous learning as their biggest career motivator."

Using Onymos Features ensures you are always maximizing the value of your team. With Onymos, they'll never be commodity developers.

**85.2** million  
by 2030

The US Labor Department estimates that the global shortage of software engineers may reach

# Security

Software is constantly changing. Legacy code, stale code, and technical debt are not only slowing your team's velocity down —it's making your customers vulnerable.

In June of 2021, Meta identified embedded browsers for Facebook Login on mobile apps as insufficiently secure and abruptly announced its deprecation\* by the beginning of August. Software developers pushed back — insecure or not, that simply wasn't enough to implement the new way for users to login with Facebook. Meta relented and extended the deadline.

All of that translates to millions of hours of duplicated software development effort to implement new, secure login.



And that's just Facebook Login. How many third-party services does your latest app leverage? How much time is your team spending to build your product... and how much time are they spending to implement, upgrade, or secure someone else's?

Onymos Features are enterprise-grade, built with the code quality and security you'd expect from a team with decades of experience across companies like Oracle, Intuit, and Synopsys. They're HIPPA compliant and trusted by companies like Albertsons to secure sensitive personally identifiable information (PII) — because our architecture is serverless.

“ Partnering with Onymos allowed us to easily extend our reach to developers who are less familiar with building native mobile apps, but are well versed in standards-based web technologies. By working with Onymos to integrate Digi.me's capabilities and providing developers with a flexible and easy to use platform, we've been able to make available more privacy-preserving apps for individuals to choose from. [...] Onymos is an amazing platform and a great choice for developers and companies wanting to create apps to get the most out of personal data without sacrificing privacy or security. ”

Tarik Kurspahic  
CTO of Digi.me

*\*<https://developers.facebook.com/blog/post/2021/06/28/deprecating-support-fb-login-authentication-android-embedded-browsers/>*

# Revenue

The relationship between speed, innovation, and revenue is well understood. For two decades the Boston Consulting Group (BCG)\* has been producing an annual survey of tech leaders on innovation in the industry. In one of these surveys, they identified that companies “built for speed often realize first-mover advantages; they are able to react more quickly to competitors’ moves or market shifts with their own product innovation,” and that “overly long development times were the most-cited obstacle to generating returns on innovation and product development.”

But why are development times so long in the first place? In a report by the technology services company Rimini Street they found that



77% of global tech leaders surveyed recognized the biggest obstacle to innovation as “basic maintenance and support activities.”\*\*

## The “Service” in Features-as-a-Service includes

All the maintenance and support for those features, but it goes even further than that. Every Onyos Features is regularly updated to leverage the latest relevant technology, like Apple’s newest system-on-a-chip or FIDO passkeys.

\*<https://www.bcg.com/>

\*\* <https://www.riministreet.com/resources/ebook/the-state-of-it-innovation-priorities-and-challenges/>

# Build Apps Faster

Contact us today for a free trial of our app  
code at [devteam@onymos.com](mailto:devteam@onymos.com)

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