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Yvette Yanne
General Manager, APAC
Appnovation

Driving Digital Transformation Success

Canadian digital consultancy sets to expand in Hong Kong with high demand for tech transformation across all industries.

Since 2007, digital consultancy firm Appnovation has helped hundreds of businesses advance and keep up the pace in the rapidly changing digital landscape. Housing a team of experts from a diverse background including digital agencies, consulting and IT, and experiences ranging from in-house development, experience design, delivering management to change management and technology consulting, the company's strength lies in its unique insights in solving clients' business problems and objectives with immersive user experience, powered by the right technology solutions.

The Vancouver-based company set up its regional headquarters in Hong Kong in 2015 to leverage on the city as the financial and business hub of Asia. "Hong Kong is an obvious choice for our APAC headquarters. It offers us opportunities to grow our business and develop long-term relationships with a variety of clients, including MNCs, regional conglomerates and local companies," said Yvette Yanne, General Manager, APAC.

"With the city's and the region's embrace in digital technologies and experiences, whether this is eCommerce, Internet of Things (IoT), wearables, mobile apps, omnichannel, mobile payment, AI or smart

home devices, the city offers tremendous opportunities for us to help businesses enable their digital strategies and initiatives," she added, "this demand is driving our continuous growth and expansion."

Ample tech talent supply

Yanne also saw the market demand for full service digital consultancies, such as Appnovation, who has a local team on the ground to meet client's unique requirements in a nimble way. In Hong Kong, the company has already worked with a number of clients on various projects, including website development, digital strategy, user experience research, Agile enablement and change management.

According to Yanne, the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) development has attracted a lot of interest from the tech industry as well as talents. "We see plenty of overseas companies coming into the GBA, selecting Hong Kong as a base and looking to partner with companies that already have local presence and market knowledge," she said.

She added that Hong Kong has a diverse talent pool with a mix of local and overseas professionals. While the city has always attracted overseas talent thanks to its

position as Asia's business hub, the local talent pool has also become stronger in the past few years.

Appnovation's next step is to expand its Hong Kong office in order to strengthen the value they offer. "We are already very strong with delivery and technology solutions. We are now adding more expertise in strategy and experience design, while continue to grow our technology teams, as well as client service and business development teams," Yanne concluded.

Appnovation

- Offers six service areas including digital strategy, experience design, development & engineering, data & analytics, corporate agility & readiness and managed services & support
- With worldwide offices in 15 locations in the US, Europe and APAC

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