

# 6 Often Overlooked Advantages to RMAD

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Demand for mobile apps is insatiable right now, so organizations are under intense pressure to increase capacity to build them quickly.

Many companies are turning to no-code app development platforms like [AppSheet](#) because they make it easy to develop an app without a professional developer. [Rapid mobile app development \(RMAD\)](#) tools reduce demands on IT departments and enable line-of-business users to build their own apps, especially for highly targeted needs and workflows.

While speed is the most noticeable benefit of building apps this way, there are several other important (and not always obvious) advantages. In this piece, we will review six of the most important and often overlooked benefits to RMAD platforms.

## Enhanced security, easily

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RMAD platforms offer robust security with fewer headaches. Because the security is built into the architecture of the platform, you don't face the burden of [having to maintain security](#) for each app individually.

Apps built with platforms such as AppSheet store data in the cloud, and it does not persist on the provider's servers. Your app is also stored in the cloud, and communication among servers uses secure web protocols.

RMADs employ a closed security approach, meaning only data that is relevant to the app and the user's needs is accessible to the user. Metadata-driven architecture, which means that the app's basic functionalities such as forms and links are defined as metadata in a database rather than being coded in a programming languages, also enhances security.

## No new infrastructure needed

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With an RMAD platform and the cloud powering your app, your company will not need to add hardware or invest in more on-site infrastructure to run applications. Storage, databases, monitoring, content delivery and data warehousing can all be handled with this backend.

Your tools will make it easy to manage sign-ins, track usage, perform analytics and test your app without adding workload to your IT infrastructure.

This approach is easily scalable, and it cuts costs as well as time spent on procurement and setup.

## Hassle-free integrations

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Your RMAD platform should seamlessly and effortlessly integrate your application with other systems that your organization uses, saving you labor.

For example, AppSheet automatically integrates with tools such as Box, MySQL, Smartsheet, Google Drive and more and draws its data from your spreadsheets.

With integrations orchestrated by your RMAD platform on the backend, there is no work for you to get your applications talking to one another. Even legacy systems can be integrated.

## Simplified maintenance, updates

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The best RMAD platforms eliminate coding, and this relieves the maintenance burden.

Maintenance has been estimated to account for more than 90 percent of software's total cost and includes challenges, including fixing problems in complex systems that have evolved over time and those that lack up-to-date documentation. Squashing bugs, testing and eliminating dead code are other common maintenance tasks.

Similarly, the RMAD platform handles system updates, so that's another job you don't have to worry about.

## Better UI/UX

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A good user experience (UX) is critical to get users to embrace your app. But designing an intuitive and attractive user interface (UI) and ensuring that the overall UX is frictionless requires work. It can be especially hard to justify an investment in designer time and refinements to improve UX if the app is targeted to a small user base.

But RMAD platforms make good UX easy with choices for colors, themes and fonts.

In addition, you do not have to worry about building native apps for different operating systems or browsers to ensure your app looks great and performs well on all devices. There's no need to build native apps for iOS and Android because, again, the RMAD platform makes sure your app works and is mobile responsive on all phones and tablets.

## Easier deployments

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Without RMAD, building an app is complicated, and once your app goes live, you still face the challenge of deploying it to your users.

According to one study, app deployments fail as much as 30 percent of the time.

RMAD platforms vastly reduce deployment time. App implementation is usually quick, intuitive and easy. For example, AppSheet enables instant deployment. You distribute your app by sending users an install link by email.

This is much faster than models such as manual deployment, an organization app store, over-the-air distribution or remote installation.

AppSheet can help you quickly build, customize and deploy apps in a few simple steps. Learn more about how you can build your own app [here](#).