# Applicable crowned most innovative business at The David Awards 2024



Mid-market software development agency, Applicable, has made significant strides in New Zealand’s technology sector with its innovative approach, recently earning the title of Most Innovative Business at The David Awards 2024. This accolade reflects the company’s impactful contributions to the local business landscape, particularly through its cutting-edge low-code platform called Hypercode.

Founded by John Halvorsen-Jones, who possesses over 30 years of experience in technology, Applicable has carved a niche in the development of web-based and mobile applications. The agency’s work is centred on enhancing customer experiences and internal efficiencies while also creating Software as a Service (SaaS) products aimed at start-ups. Halvorsen-Jones elaborates on the firm’s pioneering methods, stating, “We accelerate innovation through low-code and AI driven software development, producing custom web, mobile and AI applications.”

A key element of Applicable’s recognition was attributed to its revolutionary low-code system, Hypercode. This code generator has transformed the agency's software development processes by drastically reducing costs and avoiding licensing fees that typically encumber other platforms. “Our code generator combines the best of traditional code generation techniques and AI to 10X development,” Halvorsen-Jones remarked, highlighting the platform's ability to provide clients with complete ownership and deployment flexibility without the constraints commonly found in similar technologies.

Applicable fosters a culture of innovation that empowers every member of its small team of eight to contribute ideas, regardless of their experience level. Halvorsen-Jones notes, “The culture that fuels innovation within Applicable is that every developer has a voice. We’re always open as a team to new ways of doing things.” This inclusive environment cultivates a propensity for experimentation with new tools and concepts, positioning the agency at the forefront of a rapidly changing tech landscape.

In addition, the application of artificial intelligence within their operations has proven vital. The team has incorporated AI in various stages of code generation, employing tools like GitHub Copilot for predictive coding and integrating off-the-shelf AI solutions into custom software. Reflecting on their ongoing commitment to this field, Halvorsen-Jones commented, “Last year, we probably spent about 20 percent of all team time trialling AI solutions. We continue to try out new tools as we hear of them.”

A central tenet of Applicable's strategy is its unwavering focus on creating exceptional user experiences, encapsulated in their guiding principle of “elegant simplicity.” Halvorsen-Jones draws inspiration from industry leaders like Steve Jobs, who famously remarked that simplicity can often be more challenging than complexity but is ultimately rewarding. This philosophy ensures that the applications developed by Applicable are not only functional but also intuitive and user-friendly.

Despite operating with a small team, Applicable has successfully managed to handle high-profile projects, securing several seven-figure contracts with prominent clients, including Wendy’s, LJ Hooker, Sport New Zealand, and the University of Otago. This impressive portfolio underscores the agency’s capacity to deliver outstanding results within a highly competitive market.

Looking forward, Halvorsen-Jones is eager to continue driving innovation and addressing industry challenges through the use of advanced technology. His vision is to enhance the capabilities of mid-market companies in New Zealand and beyond, stating, “My desire to help people go further, rather than just being focused on tech for tech’s sake, has ended up baked into the highly client-centric approach I take to everything.”

Applicable’s success at The David Awards serves as a testament to its unique offerings and commitment to quality, with judges highlighting that “the unique code-generating technology is a game-changer designed for the wider software development community.” As New Zealand's tech landscape evolves, Applicable remains poised to lead with innovative solutions that cater to diverse client needs.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://nzbusiness.co.nz/the-david-awards/punching-above-its-weight> - Corroborates Applicable's title of Most Innovative Business at The David Awards 2024 and details about Hypercode and the company's innovative approach.
* <https://nzbusiness.co.nz/the-david-awards/punching-above-its-weight> - Provides information on John Halvorsen-Jones' background and Applicable's focus on web-based and mobile applications, as well as SaaS products.
* <https://nzbusiness.co.nz/the-david-awards/punching-above-its-weight> - Explains the benefits and unique features of Hypercode, including cost reduction and avoidance of licensing fees.
* <https://nzbusiness.co.nz/the-david-awards/punching-above-its-weight> - Describes Applicable's culture of innovation and the empowerment of its team members to contribute ideas.
* <https://applicable.co.nz> - Details Applicable's services, including custom web, mobile, and AI applications, and their use of AI in software development.
* <https://nzbusiness.co.nz/the-david-awards/punching-above-its-weight> - Highlights Applicable's commitment to creating exceptional user experiences and the principle of 'elegant simplicity'.
* <https://applicable.co.nz> - Lists some of Applicable's clients and projects, indicating their capacity to handle high-profile contracts.
* <https://nzbusiness.co.nz/the-david-awards/punching-above-its-weight> - Outlines John Halvorsen-Jones' vision for continuing innovation and addressing industry challenges through advanced technology.
* <https://nzbusiness.co.nz/the-david-awards/punching-above-its-weight> - Quotes judges' comments on Applicable's unique code-generating technology and its impact on the software development community.