Low-Code
Perspectives

Experts take on digital transformation and low-code

INDUSTRY // EXPERTS //

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INTRODUCTION

Digital transformation strategy is key to unlocking business value and delivering outcomes faster. It creates new possibilities for organizations with innovative products and services, better operating models, and innovative business channels. And with all of these needed at speed, low-code is increasingly taking a front row seat in technology strategy meetings. The fundamental value of a low-code development platform is that it brings IT and business together, enabling more rapid, collaborative development and change implementation.

Recently, we asked some of the world's leading technology thinkers, innovators, and leaders for their take on the role of low-code in digital transformation—and we got some very interesting responses, which we've curated for you!

Food for thought

To help organizations better understand the current state of low-code and its role in digital transformation, we asked our industry experts on how various organizations in today's market conditions are facing the digital transformation pressures, where exactly they are on that journey, and the role of low-code.

Our experts shared insights on

- The role of low-code application platforms in digital transformation

- How low-code generates the most value for organizations

- Key strategies for driving digital transformation

- Flexibility to meet customer needs

LOW-CODE ANALYSTS

Holger Mueller

VP and Principal Analyst, Constellation Research

Enterprises are facing the era of business-best-practice uncertainty, where infinite compute resources from the cloud give new options for digital transformation and disruption. The problem is that there are not enough developers to build all the automation that's needed for enterprise acceleration. Low-code puts the business users in the driver seat—allowing them to own their automation destiny, build the capabilities they need, and know best how they need them delivered. As such, low-code is an existential capability for enterprises that need to look for this in their enterprise application platforms (EAP).

Mark Smith

CEO and Chief Research Officer, Ventana Research

Organizations require simplification in the ability to assemble and deploy applications, and the use of low-code platforms designed for business are essential to the successful use of technology. Zoho's low-code application development platform helps organizations adapt to the pressing need for web and mobile requirements, and is a necessity for those looking to be responsible and resilient in their business.

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Charles Araujo

Principal Analyst, Intellyx

Digital transformation is really about just one thing: the customer. How will organizations transform themselves, leveraging modern technologies, to reimagine the customer experience and deliver those experiences that delight their customers and differentiate them in the marketplace? Delivering those experiences, however, almost always also involves reimagining and automating vast swaths of the underlying operational models and processes. Traditional approaches to automation and application development just cannot keep up with that kind of demand, which is why low-code development platforms play such a critical role in this process. These new classes of tools, such as Zoho's Creator platform, allow organizations to put parts of the development lifecycle into the hands of those who are closest to the customer, the business process, or both. As such, they will be central to revolutionizing how enterprises approach automation and will provide a distinct competitive advantage to those who realize this fact first.

Jason Bloomberg

President, Intellyx

As today's enterprises undergo digital transformation, they become software-driven organizations. Thus, having software developers on staff who can hand code software threatens to become an increasingly strategic necessity. Hand-coding, however, is too slow, expensive, and dependent on scarce software development expertise to keep up with the dynamic requirements of digitally transforming companies. By adopting low-code across their organizations, enterprises can avoid these limitations, improving the odds of success of their digital transformation initiatives while responding more quickly to changes in the business environment.
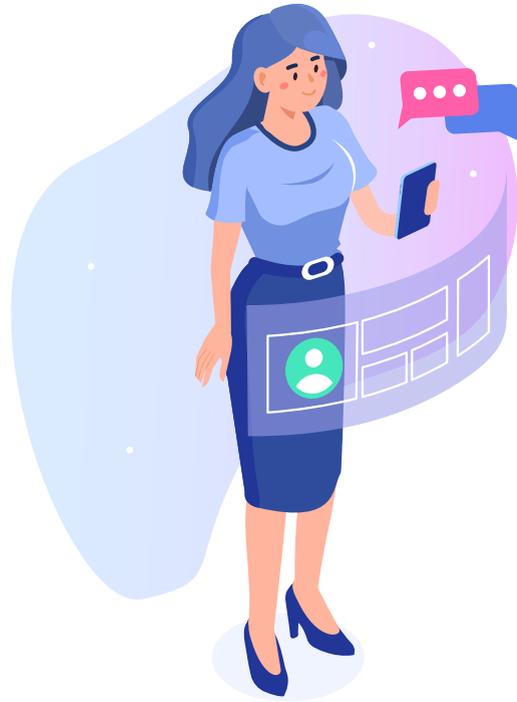
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Issac Gould

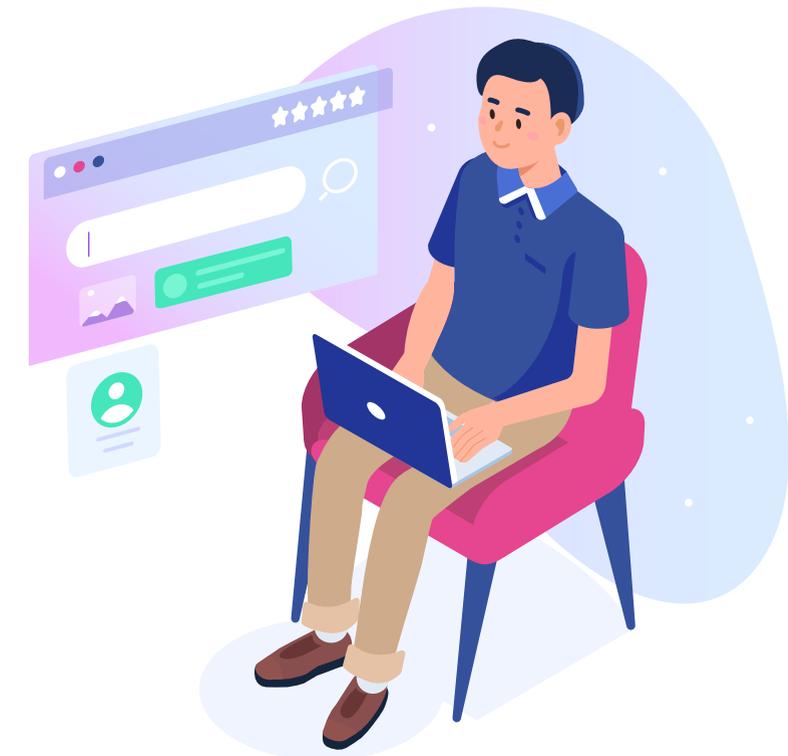## Research Analyst, Nucleus Research

Low-code application development platforms accelerate an organization's digital transformation by reducing the TCO of technology and fast-tracking the dev/ops cycle. Customers leverage Zoho Creator to address a wide range of pain points and use cases, allowing organizations to digitize numerous business processes while avoiding the high implementation and subscription costs of third-party solutions. With Creator's easy-to-use tools enabling citizen developers to reduce the friction between Operations and IT, business users and professional developers can collaborate to design, develop, and deploy applications rapidly.

Low-code application development platforms also provide organizations with an edge in today's changing market conditions. Since organizations can leverage Creator to build bespoke applications, often at a fraction of the time that it takes to select and implement a third-party solution, they're equipped with the agility and technology to capitalize on opportunities faster than competitors. Creator can deploy applications in a cloud environment, and when coupled with its no-code configuration capabilities, administrators can apply fixes and changes quickly, without needing to wait on a ticketing system, reducing potential downtime.

CUSTOMERS

Laila Kakar

Lead Data Scientist, MTN

Building low-code applications in a composable framework maximizes the speed and efficiency of your development. The complexity of development, installation, and integration has been a barrier or cause of delay for most digital solutions over the years. But low-code plug-and-play solutions accelerate digital transformation, by offering maximum flexibility and delivering value at greater speed. Using low-code solutions will give organizations an edge and opportunity to be more agile. Especially in times like these, it's important to accelerate digital solutions and stay agile. As an organization, you want to adapt quickly and efficiently to the needs of your end users—and low code gives you this capability, as tweaking an existing solutions to the current situation is done in no time.

Jackson Ong

Manager of ICT, Kumon Asia Pacific

Low-code platforms makes internal development and prototyping quick and accessible. For a large organization, low-code platforms can work in a supporting role allowing non-critical digitization that requires customization to be done by someone with internal knowledge. Organizations with a low-code strategy have had an advantage over others, in these changing market conditions. The speed to create and the budget to do it is also much lower compared to conventional development.

For a smaller organization, a low-code platform can complete the whole work process, and all it takes is a single citizen developer to work on it.

Gaurav Kakkar

System Process Manager, Emirates Logistics

Digital transformation has always been motivated by easy-to-use technologies, and low-code application development has been an ice breaker when we talk about ease of use and development. These technologies ensure that people with minimum coding knowledge can engage and develop complex products. We at Emirates Logistics India have done exactly that—developing a complex operational module using Zoho Creator. Low-code platforms like Zoho Creator allow cost effective, fast turnaround product development.

In the current market conditions, where expenses for organizations are very high, it make sense to shift to these low-code technology platforms. There are many advantages, like in-house development with minimum technical staff, lower development costs, and quick modifications. But it's the biggest one, which I feel is the short development span, that has allowed us to quickly develop multiple products. The shortest development span of one of our product was just hours, which helped in digitizing the entire process of a department. That's the beauty of low-code application development platforms.

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Santiago Medina

CTO, New Coast Trading

I believe low-code creates a level playing field for non-tech companies to become more tech oriented and more able to develop tech initiatives to improve operations, customer service, finances, and more in a relatively quick manner, without having to break the bank. By using low-code, you're able to test out new ideas or hypotheses, and the feedback loop is fast. If you get something wrong, the cost of opportunity is lower, since development costs and time are significantly lower. Being a service company, I believe this deeply. Time is without a doubt our most precious resource—in fact, it's non-renewable. By having low-code, and thus, faster development, you have the advantage of allocating your teams' time on activities that deliver more value to the company.

Jerry Rapp

CIO, Town Pump

I think any organization will have a variety of processes and data that does not fit well within an off-the-shelf application. Combine these opportunities with the ease of the low-code platform, and it's a great match. Organizations that can continually improve will have an advantage. Low-code applications can enable many process improvements, and also give the organization the ability to more effectively manage data that does not fit well within their existing applications.

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About us

Zoho Creator is a pioneer in the low-code space and for the past 15 years, has been supporting organizations across the globe to build custom solutions and simplify application development.

With Creator, you can automate almost any task, bring all your work under one roof, and ensure that everything is streamlined unlocking increased productivity and efficiency within your organization. Equipped with features like an easy drag-and-drop builder, AI-based predictive analytics, and hundreds of prebuilt integrations, we empower users to build and deploy custom applications 10x faster than conventional methods. For companies that prioritize digital transformation and expect returns on investment, Zoho Creator can aid in their digital journey.

ZOHO Creator

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www.zoho.com/creator

We'd love to talk! Reach out to us:
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