

WHY

**LOW**CODE  
& **NO**CODE

DEVELOPMENT IS A MUST FOR BUSINESS GROWTH

# TABLE OF CONTENTS

What is Low-Code/No-Code Development? .....	3
The Past, Present and Future of Low-Code/No-Code .....	5
Low-Code/No-Code in Business Development .....	7
Business Benefits .....	9
Low-Code/No-Code Development in Comparison to Traditional Methods .....	12
Is Your Business Ready For a Low-Code/No-Code Revolution? .....	13

# #1

## WHAT IS LOW-CODE/NO-CODE DEVELOPMENT?

**LOW-CODE AND NO-CODE DEVELOPMENT** is a relatively recent trend that involves the usage of visual tools to develop and deliver applications. This means that instead of using traditional coding languages like JavaScript, **low-code** and no-code platforms have drag-and-drop features and pre-configured elements. This allows users to assemble application processes much like how Legos allow people to assemble structures. Not only does this make application development easier and more accessible to non-professional developers, but it also makes the process much faster.

Another way to think about **low-code/no-code platforms** and their impact on the development process is to consider how the creation of the visual computer desktop changed how computers are used and who use them. Before the invention of the visual computer desktop, doing simple actions like retrieving a file from a computer required manual coded commands, in which even one minor error made the command unusable.

The visual computer desktop represents folders and files as visual elements that can be retrieved, moved, and changed using drag-and-drop features instead of coding. This allowed nearly anyone to learn how to use a computer easily, making computers go from a niche tech-professional tool to an everyday household item.

## #1

# WHAT IS LOW-CODE/NO-CODE DEVELOPMENT?

## Low-Code vs. No-Code

There are some key differences between **low-code** and no-code development that are indicated by their names. **Low-code** development includes the ability to do some coding for the sake of customization or complexity of applications, while no-code involves no coding whatsoever to ensure that they are as user-friendly as possible. Similarly, **low-code** platforms include the possibility of opening, viewing and changing the source code of hosted applications while **no-code** platforms do not.

However, in terms of **low-code vs. no-code** development, the differentiators are not as clear. Many **low-code** platforms include **no-code** tools and are perfectly suitable for **no-code** development despite being **low-code** platforms as a whole. In simpler terms, it is possible to create applications without writing a single line of code in many modern **low-code** platforms; they provide the ability to code, but it is not always necessary.

**LOW-CODE PLATFORMS** are typically marketed towards IT experts to help minimize their backlog of development tasks by both allowing citizen (non-professional) developers to create their own applications and allowing professionals to develop much faster. **NO-CODE PLATFORMS** are marketed purely towards citizen and business developers without any coding knowledge to create apps that are simpler and for front-end use.

# #2

## THE PAST, PRESENT AND FUTURE OF LOW- CODE/NO-CODE



Officially speaking, the term “**low-code**” was coined by Forrester in **2014** to describe platforms that focused on simplifying the use of development platforms. Soon after, no-code came about as developers and software vendors continued to simplify these platforms to the extent that no coding was involved in any aspect of development whatsoever.

**Low-code/no-code** within the world of development first originated in the **1980s-1990s**. Many solutions and platforms were presented to programmers as a method of simplifying the development process, most of which used the first rapid application development (RAD) tools and computer-assisted software engineering (CASE) tools.

However, none of them quite caught on in the same way they have recently due to one major hurdle they struggled to overcome: Though they simplified much of the development process and were the first to create a more user-friendly development environment, extensive coding was still needed to make applications, and simple updates required a lot of manual work.

## #2

# THE PAST, PRESENT AND FUTURE OF LOW- CODE/NO-CODE

By the 2010s, **low-code platforms** began to tackle this issue by changing the way in which they aimed to simplify development. Rather than trying to eliminate the user's exposure to code within application development, modern **low-code platforms** aim to be a self-contained environment with extensive drag-and-drop capabilities while the platform generates the necessary code automatically. They created a development environment in which professional developers could complete their development tasks much faster, and even non-professionals (otherwise known as citizen developers) could also create applications with little to no code. As **low-code platforms** continued to enhance their user-friendliness and code-free abilities, **no-code platforms** soon became a popular solution created exclusively for citizen development.

As time goes by, both **low-code and no-code platforms** are evolving in parallel. **Low-code platforms** are improving their usability for citizen development, making no-code development possible on **low-code platforms**. **No-code platforms** are extending the complexity of applications that can be created with no code. As a result, many industry experts predict that **low-code and no-code platforms** will merge into a single market, comprised of platforms that are fully capable of both **low-code and no-code** development and equally suitable for professional and citizen developers.

Year by year, **low-code/no-code platforms** are also increasing their app development capabilities in several ways. For example, many have extended their mobile application functionality and have created much larger libraries of preconfigured templates, plug-ins, and fully developed applications for quick implementation.

## #3

**LOW-CODE/  
NO-CODE IN  
BUSINESS  
DEVELOPMENT**

Though **low-code/no-code development** as a concept can be applied to practically anything from creating mobile games to website design, in the world of business, **low-code/no-code platforms** typically refer to BPM and CRM software or Rapid App Development (RAD) platforms.

Applications are an important part of automating business processes. Each small tool used in processes like document management or lead generation analytics is an app that is typically hosted on a platform such as BPM, ERP or CRM software.

When considering these platforms, every tool within them from document management tools to integrations with third-party software (e.g. Google Docs) are an application, with the platform containing a myriad of applications for business process management, customer relationship management, etc.

Most organizations inevitably need an application that is not built into these platforms that might be company or industry-specific, which traditionally would require traditional development. Because traditional development can be time-consuming, additional app requirements can create a lengthy IT backlog and prevent companies from receiving the new applications they need in a timely manner.

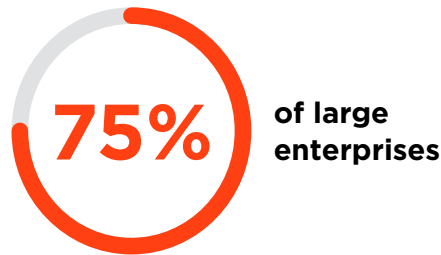
# #3

## LOW-CODE/ NO-CODE IN BUSINESS DEVELOPMENT

Many business software providers are incorporating low-code/no-code tools to make development platforms more customizable and to allow citizen developers to create apps without IT involvement. Anyone within a business from HR managers to sales reps can develop new applications themselves in a relatively short amount of time and without professional coding knowledge.

For the company, this allows for rapid app development and automation, which accelerates digital transformation and optimizes business processes to promote efficiency and growth. This ability is what has made low-code and no-code platforms so popular for business application development within the past few years.

Gartner estimates that **75%** of large enterprises will be using low-code for both professional and citizen development **by 2024**, and the low-code market grows by about **40%** each year.



**will be using low-code for both professional and citizen development by 2024**



# #4

## BUSINESS BENEFITS

Integrating **low-code/no-code** development into a business' strategy has several advantages. Some of the advantages are more obvious than others, but when **low-code/no-code** is utilized within a company's business strategies, they can expect the following:

- **Increased agility.** Fast development via visual interfaces provides businesses with the opportunity to adapt quickly to ever-changing markets and customer demands.
- **Faster transformation.** With low-code/no-code development, companies essentially become software companies thanks to how quickly they are automating processes with new technology. The plethora of new solutions developed within such a short timeframe promotes faster digital transformation.
- **Lower costs.** When citizen developers are equipped with the low-code/no-code tools they need to create useful applications themselves, there is less of a need to hire additional IT experts - something that is both costly and difficult to do.
- **Improved efficiency and productivity.** Low-code/no-code platforms promote efficiency and productivity throughout nearly every department. As more tasks become automated, employees can focus on more creative tasks with the assurance that routine obligations are being handled accurately. IT staff can enjoy a much shorter backlog of tasks as citizen developers help bridge the delivery gap so they can focus on more complex, large scale development projects in addition to the maintenance of the company's IT infrastructure.
- **Flexibility.** Demands from customers to competition can change in an instant. Low-code/no-code development not only allows companies to create apps faster, it also allows them to change existing apps much more easily. Immediate adjustments can be made according to a business' needs.
- **Better apps.** Both professional and citizen development via low-code/no-code results in a better success rate for apps created with a lessened likelihood of needing repeated alterations. IT experts can use low-code/no-code to create these apps much faster and receive instant feedback, taking advantage of automatic testing to further quicken the process. Citizen developers can create applications knowing full well what they need from it and how they want to use it.

# #4

## BUSINESS BENEFITS

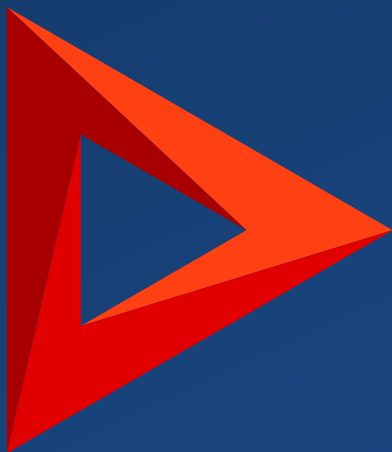
“

Enabling employees to be more technical with low-code/no code tools and solve specific problems pertaining directly to them will speed up processes. We want to motivate people to solve their own problems and IT just happens to be a big one. If we give them the right tools, it will not seem unobtainable as the scary thought of "application coding" probably has been in the past. I see this as a huge transformation for a lot of companies and one that will show positive results in years to come.”

**Brynn Tornabene, CEO**



## #5

**LOW-CODE/  
NO-CODE  
DEVELOPMENT  
IN COMPARISON  
TO TRADITIONAL  
METHODS**

Perhaps the easiest way to understand the benefits **low-code/no-code** development can give a company is to understand how it is applied in day-to-day processes.

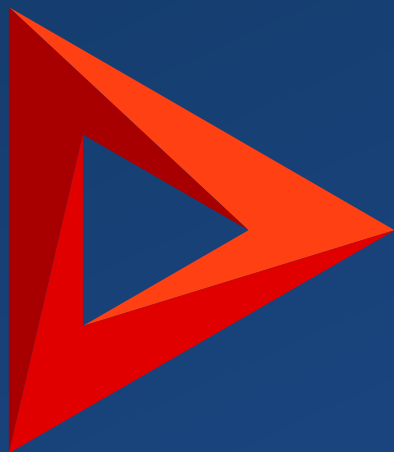
A BPM or CRM software without **low-code/no-code** capabilities hosts several applications and integrations with third party software with the goal of organizing and automating workflows. Automation can be achieved using simple business logic for processes like document management, which is useful for most industries. But what if you need an application to automate a process that goes beyond business logic? What if there's an application that isn't provided within the platform's marketplace or library, or you need to extend an existing application's functionality? In practice, it is highly unlikely that even the most advanced BPM or CRM platforms come with every single application or customization a specific company may need to automate processes.

Traditionally, creating new applications requires development that can only be handled by IT; anything that goes beyond simple business logic would require coding at some point. As the number of additional extensions or applications increases, so does the IT backlog. This results in a business waiting months for vital applications to automate their processes.

Even with a decent-sized IT department, an enterprise could expect a new application every month or two for their business processes.

# #5

## LOW-CODE/ NO-CODE DEVELOPMENT IN COMPARISON TO TRADITIONAL METHODS



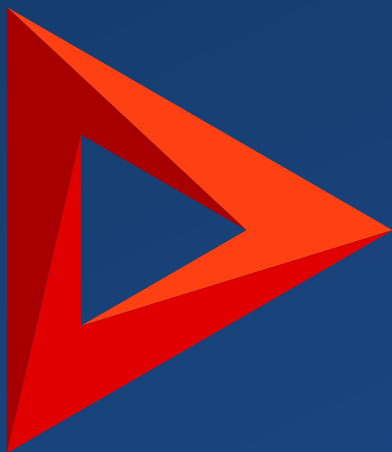
# LOWCODE NOCODE

**LOW-CODE/NO-CODE BPM OR CRM PLATFORMS** can fill this need with their easy-to-use functionality. In addition to running all of a standard BPM/CRM software's applications and engines, low-code/no-code BPM goes a step further by allowing citizen developers and professional developers to create full-fledged solutions including user interfaces, mobile functionality, portals, analytics, updates, and customizations for existing applications.

Instead of IT covering this all by themselves, citizen developers can assemble these apps for their own department's use within hours or days, not months. The scope of processes that can be automated within a short period of time is extended dramatically as the development process is democratized to include employees beyond the IT department.

# #6

## IS YOUR BUSINESS READY FOR A LOW- CODE/NO-CODE REVOLUTION?



**THE MODERN BUSINESS WORLD HAS SPOKEN:** Companies need to be more agile, flexible, and digital to compete and grow. They need to focus on app development for their day-to-day operations ranging from customer service and HR to finance and marketing.

Our tech-oriented environment does not give businesses the time to wait several months for one hand-made application; they need the technology that enables rapid application development spanning beyond busy IT departments.

**Low-code/no-code development platforms** can enhance the CRM, ERP, and BPM of companies from any industry by equipping them with the visual tools they need to assemble new apps and automate their ideas.

They promote digital transformation, enable citizen developers, and create an environment in which any department can create the solutions they need to optimize their work.

**Low-code/no-code platforms** can take anything from process design to development and make it faster, easier, and more accessible no matter what coding skills a user may have.

# ABOUT CREATIO

Creatio (formerly bpm'online) is a global company leading in the space of low-code, process automation and CRM. The company has been highly recognized as a market leader by key analysts. With its unique synergy of an intelligent low-code BPM platform and unified CRM, Creatio accelerates marketing, sales, service, and operations of companies and partners around the world. Creatio's mission is to help companies ACCELERATE!



## STUDIO **Creatio**

enterprise edition is an intelligent low-code and process management platform enabling businesses to provide non-IT employees with the ability to build apps and processes they need.

**TRY IT FREE**