

A scenic landscape featuring a calm lake in the foreground, reflecting the sky and the surrounding environment. In the middle ground, a small village with a few buildings is nestled at the foot of a steep, forested mountain. The mountains are covered in dense trees, some of which show autumnal colors. The sky is a mix of soft pinks, oranges, and blues, suggesting a sunrise or sunset. The overall atmosphere is peaceful and serene.

No-Code Days Keynote:

The Future of Business and Automation



Employee
empowerment
and freedom

Green economy and
focus on sustainability

Greater
resilience and
efficiency

Balance between
social and
economic goals

Connected workforce -
work from anywhere &
with anyone

The talent
challenge and
non-traditional
hiring

New
geopolitical and
international
flows

Value-driven
leadership

SIGNS OF A NEW ERA

Expansion of
no-code and AI



Investments in digital continue
to grow despite the recession

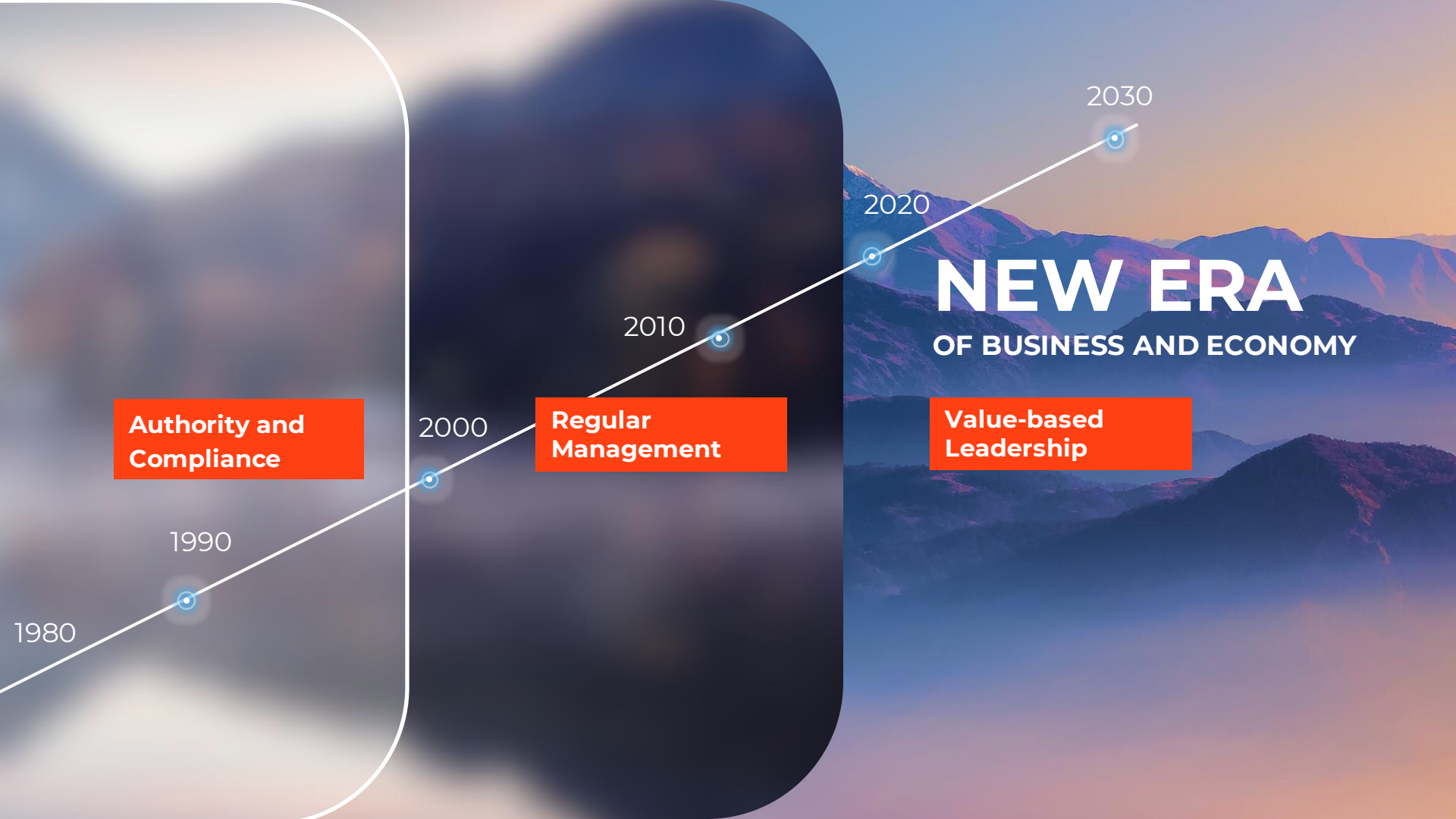


Continuous
progress of digital
transformation



Obsession with
customer experience







How big is an impact of a
direct manager on the
employee's engagement
score?

70%

* according to Gallup

On average, out of 10 people, how many individuals have a natural talent to lead and manage?

1

Gallup

Leadership and Management



	90s	2000s	2020s
<i>Key power</i>	Authority	Management	Leadership
<i>Delegation</i>	Compliance	Performance	Potential
<i>Role of values</i>	Declaration	Guidance	Core of business
<i>Driver of results</i>	Policy	Productivity	Purpose
<i>Key stakeholders</i>	Investors and leadership team	Leadership team, investors, key employees	Entire ecosystem (inc. partners, customers, etc.)



**Was Peter Drucker right:
does culture eat strategy
for breakfast?**

91%

of managers in the U.S. say a
candidate's alignment with the
company's culture is equal to or more
important than skills and experience.

People and Culture

	90s	2000s	2020s
<i>Motivation</i>	Financial	Self-realization	Mission
<i>Retention</i>	Promotion	Progression	Adaptability
<i>Workplace</i>	Static – in office	Semi-flexible	Work from anywhere
<i>Feedback</i>	Annual	Multiple cycles	Non-stop and data-driven
<i>Skill advancement</i>	Correction	Development	Autonomous self-directed learning

Leading a nationwide
team of 2,000
salespeople
through strong culture
and an “always win”
approach

Jim Slomka
CRO
BSN Sports





Strategy and Decision Making



	90s	2000s	2020s
<i>Goal</i>	Bigger market share and profitability	Customer loyalty and growth	Long-term sustainability and eternity
<i>Basis</i>	Experience	Data	Social responsibility
<i>Intent</i>	Product differentiation	Unique value	Vision and innovation
<i>Competitive advantage</i>	Operational cost	Talent	Resilience

Modern strategies that work in the modern world

Roger Hurwitz
Managing Partner
Volition Capital





- Out of 100 cases of your interaction with any organization, how many times do you wish its processes and operations have been improved?

95

Processes and Systems

	90s	2000s	2020s
<i>Organizational structure</i>	Rigid and hierarchical	Function-based and flexible	Flat with shared ownership
<i>Process improvement</i>	Based on errors and suggestions	Innovation-driven	Fully digital and AI-assisted
<i>Change management</i>	Planned and project-based	Formalized discipline	Holistic, fluid and immediate
<i>Focus of software</i>	Data access	Process automation	Digital differentiation
<i>Role of IT</i>	Limited and special function	Partnership with business	Technology democratization and governance

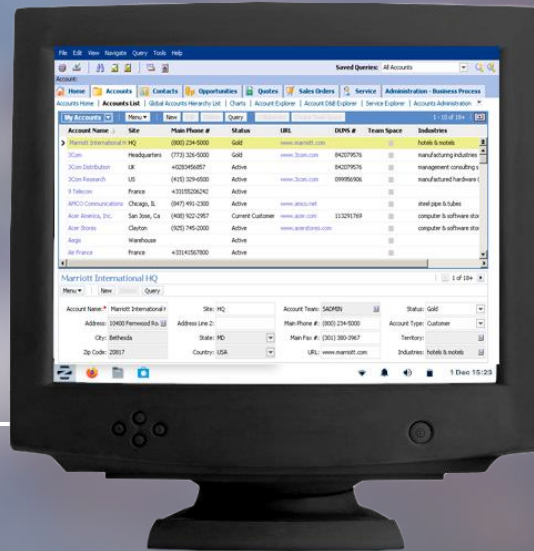
Solving country-wide problems with technology, data, and an agile approach

Nir Ron
Innovation Manager
Netevei Israel



Monolithic architecture

1990



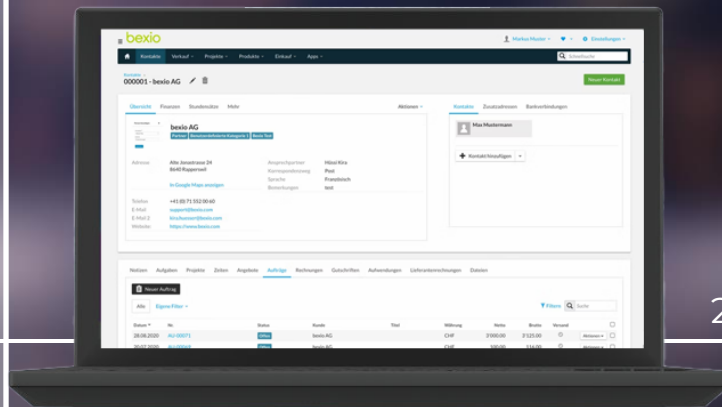
2000

2020

Cloud architecture

1990

2000

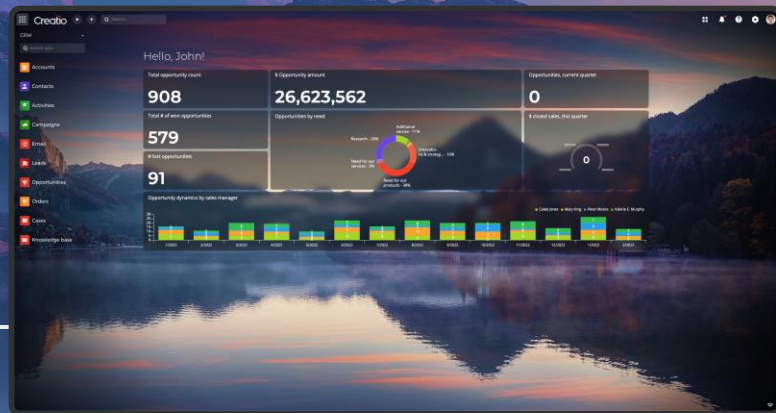


2010

2020

Composable no-code architecture

2020



2030

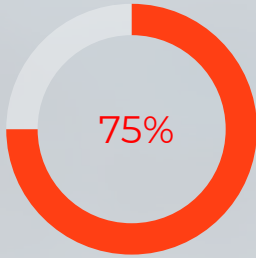


Comparison of Eras

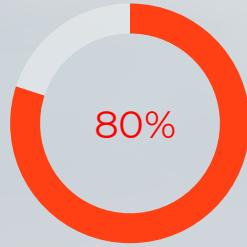


	90s	2000s	2020s
<i>Change agent</i>	Software developer	Administrator	No-code creator
<i>Deployment timeframe</i>	Years	Months	Weeks/days
<i>Deployment methodology</i>	PMBOK/ PRINCE2	Agile SCRUM	No-Code Playbooks
<i>Involvement of business function</i>	Approve the documentation	Collaborate on requirements and accept the system	Design, configuration and ongoing change
<i>R&D focus</i>	Features	Capabilities, integrations and extensibility	Components and visual no-code tools

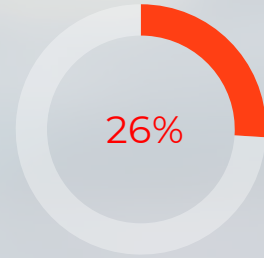
No-Code is Taking Markets by Storm



70% of large organizations
will use no-code
development by 2025



80% of software developers
agree that the no-code
approach helps to increase
efficiency of resources



26% of senior executives
labeled no-code as the most
important digital
transformation investment
this year



Welcome to the Next Era of Automation