



**NUCLEUS**  
RESEARCH

# THE NO-CODE TECH STACK WITH CREATIO

ANALYST

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## THE BOTTOM LINE

Nucleus interviewed multiple Creatio customers who selected the no-code platform over multiple competitors for varying use cases. Nucleus found Creatio reduced IT complexity, improved productivity, and delivered data consolidation and enhanced visibility for all customers. Specific cited benefits include a 20 percent productivity improvement on automated CRM processes and the deployment of 50 new features per month. Creatio's no-code platform, offering CRM, LCAP, and marketing automation functionality, is positioned for increased adoption due to its dual strengths: empowering citizen developers and offering a wide range of functionality. By consolidating the technology stack, Creatio brings an expedited implementation and reduces costs making it a competitive choice against vendors requiring extensive resources, particularly in times of economic uncertainty.

## OVERVIEW

Nucleus has recognized that low-code and no-code technology trends have been rising in prominence due to their ability to democratize software development, empowering citizen developers without formal programming backgrounds to build applications and automate processes that traditionally required expensive and hard-to-fill technical IT staff. The primary transformative aspect of this shift lies in its capacity to drive agility within organizations. By enabling the development of apps that automate business processes or generate additional revenue, it allows businesses to respond more swiftly to changing needs. This reduces the time and cost of development, fostering innovation directly at the point of the business problem. A secondary benefit of this shift is the potential reduction of the IT backlog. While it's true that IT will always be involved in any LCAP project, and sometimes this means additional work, it often results in cost savings by eliminating the need for third-party apps. Moreover, it frees up IT resources for more complex tasks, allowing them to focus on strategic objectives rather than being tied down by a never-ending stream of requests. No-code technologies are enabling businesses to do more with less, breaking down the technical barriers to innovation, and thus driving digital transformation at a faster pace.

**Improve CRM process  
productivity by 20%  
with Creatio**

## CREATIO

The Creatio platform offers both Customer Relationship Management (CRM) and Low-Code Application Platform (LCAP) capabilities, designed to cater to a range of business needs. Its CRM functionality equips sales, marketing, operational, and service teams with advanced automation tools, all hosted on a single cloud-based platform. These tools, alongside the platform's lead management capabilities, enable organizations to prioritize and qualify leads effectively, utilize insights into customer journeys, and deliver personalized experiences to enhance customer loyalty. Simultaneously, Creatio's LCAP, Studio Creatio, delivers low-code automation and application development tools to bridge technology stack gaps through citizen development.

Organizations can tailor both the CRM and LCAP solutions with native no-code design features. The platform supports both desktop and mobile devices. Creatio's business process management capabilities, including process monitoring, performance analytics, no/low code process design and execution, dynamic case management for unstructured

processes, and a process library, further enhance operational efficiency and streamline workflows.

Creatio also provides industry-specific solutions for sectors including financial services, the public sector, telecommunications, professional services, media and advertising, manufacturing and distribution, transportation and logistics, pharma, and retail.

## KEY BENEFITS

Through end-user conversations, Nucleus found that Creatio delivered tangible benefits including reduced IT complexity, improved productivity, and data consolidation and enhanced organizational visibility.

- **Reduced IT Complexity.** Creatio combines different functionalities under one vendor, including LCAP, marketing automation, and CRM. This reduces reliance on IT resources, leading to cost savings and reduced connector upkeep. For one firm, Creatio provided seamless integration of CRM and marketing automation, enabling the firm to streamline its operations under one roof.
- **Improved Productivity.** Efficient automation of processes leads to increased productivity as it reduces manual work and accelerates workflows. When automations can be constructed by business users rather than IT professionals, this increase is accelerated. One Creatio customer cited a 20 percent productivity improvement on automated processes. Another organization was enabled to deploy over 50 new features monthly with Creatio.
- **Data Consolidation and Enhanced Visibility.** Platforms capable of aggregating and analyzing data provide valuable insights that can inform strategic decisions. One organization was able to leverage Creatio to aggregate and mine data effectively, supporting more accurate decision-making and strategic planning. Another organization saw increased visibility through unifying sales, marketing, and website data. This coherence reduced errors and optimized performance by providing a clear, comprehensive view of operations.

## CUSTOMER EXPERIENCES

Nucleus interviewed multiple Creatio customers to investigate the value delivered by the platform.

## AMERICAN PRIVATE EQUITY FIRM

This firm, based in the USA, manages over 1.5 billion in assets with a team of 60 employees. They transitioned from HubSpot to Creatio, seeking a solution that could combine CRM and marketing automation functionality under one roof. Considering the complex data and sales cycles of the financial services sector, sales lifecycle analysis tracking across platforms was crucial. They evaluated several vendors including Salesforce, Oracle, and Microsoft. However, Creatio was chosen over the other platforms due to its ability to provide seamless integration of CRM and marketing automation solutions. It also offered a low-code platform that allowed them to customize and automate their sales processes, which was not as readily available or user-friendly in the other solutions they considered. The adoption resulted in increased visibility, reducing errors and improving coherence in their messaging by integrating sales, marketing, and website data processes. The low-code process automation in CRM provided by Creatio boosted sales users' productivity on automated processes by an estimated 20 percent.

## ASIAN GOVERNMENT CONTRACTOR

This organization is a government contractor responsible for the planning, development, and maintenance of intercity infrastructure in an Asian country. They had complex issues related to electricity and realized the need for digitization. They considered several Business Process Management (BPM) solutions including Pegasystems, Salesforce, Microsoft, and Oracle, but ultimately chose Creatio due to its no-code approach and intuitive interface. In a span of four weeks, the system was deployed in compliance with government regulations. This compliance eliminated the need for emergency measures or external consultants, reducing costs. The complexity of adhering to government regulations in this context underscores the significance of this achievement. The objectives included creating digital coordination across companies and standardizing government coordination on a unified platform. Since adopting Creatio, the organization has benefited from the ability to aggregate data, initiate data mining, and deploy over 50 new features each month. As they move forward, they plan to enhance business intelligence, strengthen localities, implement revision control, digital signatures, and integrate with government websites.

**Reduce costs by consolidating tools under one vendor**

## LOOKING AHEAD

Creatio's platform capitalizes upon two trends that offer confidence in the platform's improved adoption moving forward. This first is the no-code capabilities that Nucleus has recognized as a key value proposition for organizations seeking leaner operations with improved employee productivity. When seeking to gain resilience against economic shocks, empowering citizen developers enables organizations to do more with less. Another emerging trend centers on the platform approach of solutions like Creatio. With its breadth of functionality, Creatio covers a multitude of business processes under its roof. This approach enables organizations to consolidate their technology stack, thereby reducing IT complexity and associated costs. Such horizontal functionality across various business processes is increasingly valued in the current market landscape as organizations seek to operate leaner. Nucleus has previously established that covering multiple business needs under a single vendor leads to higher ROIs from their technology investments. These ROIs are realized through faster time-to-value through expedited implementations as well as reduced costs associated with IT staff for building and maintaining connectors as well as disparate standalone subscription costs. These two points of value demonstrated by Creatio leads Nucleus to be confident in future adoption against point solution vendors and more established vendors requiring costlier technical staff and resources for effective configuration, particularly as economic uncertainty persists.