Embracing low-code development

Build faster...together.

Introduction

Outpace the market and the competition

To outpace both the market and the competition, speed and agility are key. But as the need to digitize, automate processes, and develop applications increases, countless enterprise IT leaders face growing challenges to meet demand.
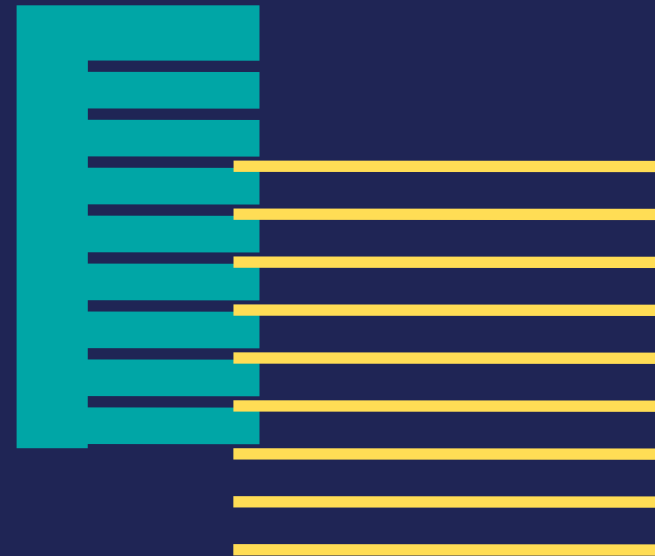
Do they...

Wait and add automation and development requests to the bottom of already massive IT backlog?

OR

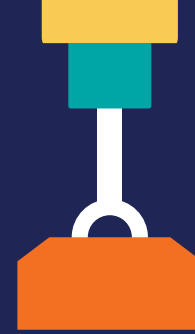**Explore a unique solution** by partnering with business units to solve these challenges?

Waiting isn't a viable option, but without the appropriate tools and governance, Shadow IT and security risks may bubble up. Fortunately, there is a solution: low-code application development platforms.

Did you know?

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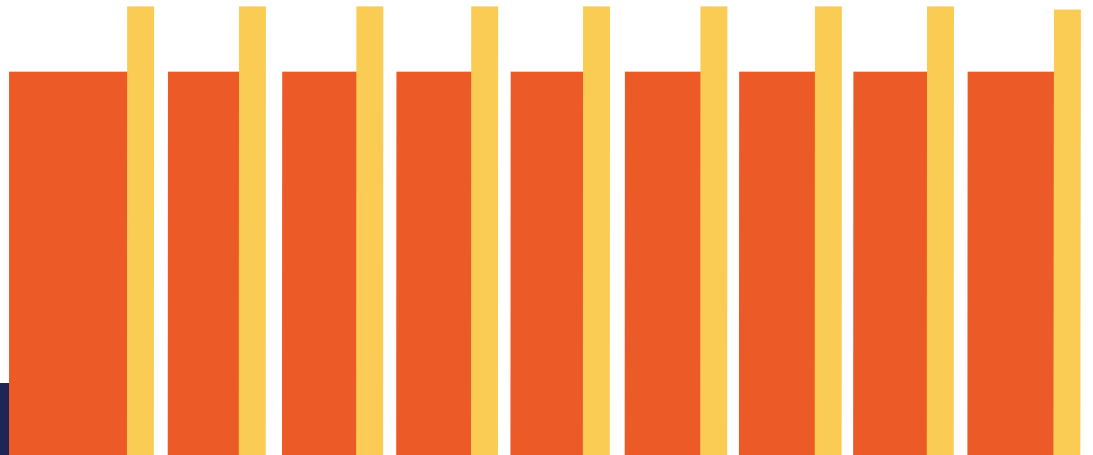
The lowdown on low code

You may have heard about "low code," a term that permeates enterprise conversations. But what does it actually mean?

Forrester defines low code as "products and/or cloud services for application development that employ visual, declarative techniques instead of programming."[i] And Gartner characterizes it as platforms that provide "rapid application development (RAD) features for development, deployment and execution – in the cloud."

In essence, these tools make application development simple. With drag-and-drop functionality, intuitive process flow capabilities, and visual guidance, anyone, regardless of technical ability, can build applications. This empowers a lot of people beyond the walls of IT to take ownership, streamline common development tasks, increase productivity, and ultimately, free up development resources.

Given the benefits, it's clear why a growing number of organizations are adopting these tools. In fact, low-code development has become so ubiquitous, **Frost & Sullivan** found that 81% of respondents in a recent study already use a visual or low-code approach. **Gartner** also predicts that "by 2023, the number of active citizen developers at large enterprises will be at least four times the number of professional developers."[ii]

Low-code development platforms can help enterprises outmaneuver the competition with the agility to rapidly change how they serve customers in their preferred channels - whether it's mobile apps or self-service portals. In turn, they empower their employees with the right tools to do their jobs more efficiently and effectively. It's a win for everyone.

Unite | Evolve | Excel

With low-code platforms, both IT and business leads can outpace traditional development schedules to achieve outcomes more rapidly:
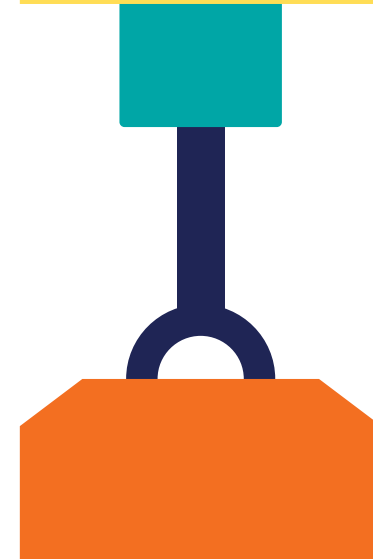
Innovate continuously

Develop applications faster with an Agile methodology that emphasizes short, frequent releases. Eliminate organizational and IT silos so users can keep up with rapidly changing market conditions and build at the speed of business.
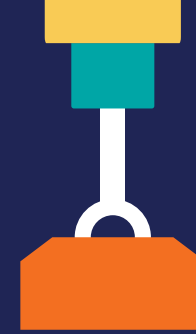
Scale Consistently

Scale efficiently, iteratively, and seamlessly across web, mobile, email, and chat applications. Allow users to move between cloud platforms or a hybrid cloud.

Build collaboratively

Capture business stakeholder feedback and requirements directly inside the app. Automatically translate into Agile Artifacts in your preferred project management tool.

Accelerate responsiveness

Vodafone UK is using low-code development to elevate their customer experience.

Jon Smith, Vodafone's UK Enterprise IT Senior Manager, and Ro Chopra, Automation and Data Domain Manager, described in their presentation at PegaWorld, how their existing code-heavy, IT-centric waterfall approach was not producing results quickly enough to adequately keep up with the pace of change for customer service inquiries for their home phone, broadband, and mobile consumers.

As Ro put it, "Our customers need to be connected, and when something goes wrong and they're not, we need to fix it as quickly as possible. Basically, the faster we fix our customers' problems, the happier our customers are."

To deliver new capabilities more quickly, and adapt to new technologies coming out three to four times per year, they envisioned a platform that would empower the business to "self-serve" and create solutions with minimal IT support. And, they looked for an Agile environment that allows business users to work together to rapidly build and deploy processes, offers, strategies, and treatments.

Leveraging Pega's platform, Vodafone UK's citizen developers created a guided quality assurance program for Casper, their broadband customer service group. The program provides Casper with a structured process to follow so they can focus on providing the best resolution for the customer.

"We wanted to put the power in the hands of our people," explains Jon. "It's the people in the businesses that make the difference and deliver the capabilities using all of the cool technology."

By bringing citizen developers into Scrum meetings, everyone was aligned and committed to one goal: developing the functionality end-users needed most. For a project that started from a simple idea, Vodafone UK was able to go-live with new requirements in as little as two weeks.

Within four weeks of rolling out the app, Vodafone UK reported a 10% reduction in average case handling times, a 5% drop in first-call resolution times, and an 18% increase in their NPS score.

With Pega's platform, Vodafone is now able to deliver outstanding customer service, while moving at the speed of business. That's not just future-proof. That's future-empowered.

Develop maker support, training, and enablement

It's Time to Adopt Low Code

With myriad opportunities to reduce costs, enhance day-to-day operations and transform the customer experience, you need a platform that will still work tomorrow. You need low-code development that can scale and grow with your digital transformation: always fresh, easy to change, and primed to deploy.

Dig Deeper into the Power of Low Code

In IT? Explore the low code factory

Business user? Achieve low code success

i The Forrester Wave™: Low-Code Development Platforms For AD&D Pros, Q4 2017

ii Gartner, The Future of Apps Must Include Citizen Development, 4 October 2019, Jason Wong, Mark Driver, Saikat Ray

About Pegasystems

We are Pegasystems, the leader in software for customer engagement and operational excellence. Our adaptive, cloud-architected software – built on the unified Pega Platform™ – empowers people to rapidly deploy and easily change applications to meet strategic business needs. Over our 35-year history, we've delivered award-winning capabilities in CRM and digital process automation (DPA), powered by advanced artificial intelligence and robotic automation, to help the world's leading brands achieve breakthrough business results.

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