



Embracing low-code development

Build faster – together.



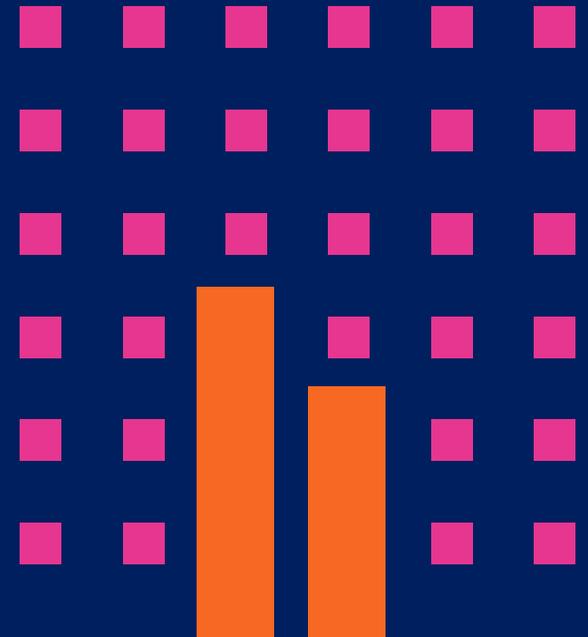
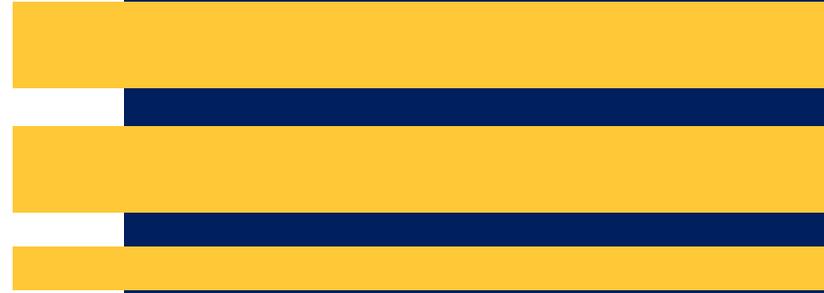
Introduction

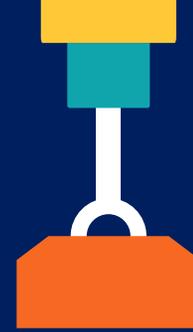
Accelerate change and transform at market speed

Markets are changing fast. To compete, organizations need to constantly innovate.

The result: IT departments are struggling to keep up with demand at a time when developer resources worldwide are scarce.

But forward-thinking organizations recognize that digital business needs are accelerating – and waiting isn't a viable option. They are taking action, empowering business users to build and automate new solutions through a collaborative, easy-to-use, low-code application development platform.





Did you know?

3 months

That's how quickly businesses are seeing payback on their low-code platform investments.¹

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.”² 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 accessible to business users and non-programmers. Anyone, regardless of technical ability, can build applications to automate workflows – with drag-and-drop functionality, intuitive process flow capabilities, and visual guidance. 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, Gartner predicts that “by 2023, the number of active citizen developers at large enterprises will be at least four times the number of professional developers.”³

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.



Collaborate | Innovate | Accelerate

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

Build apps faster

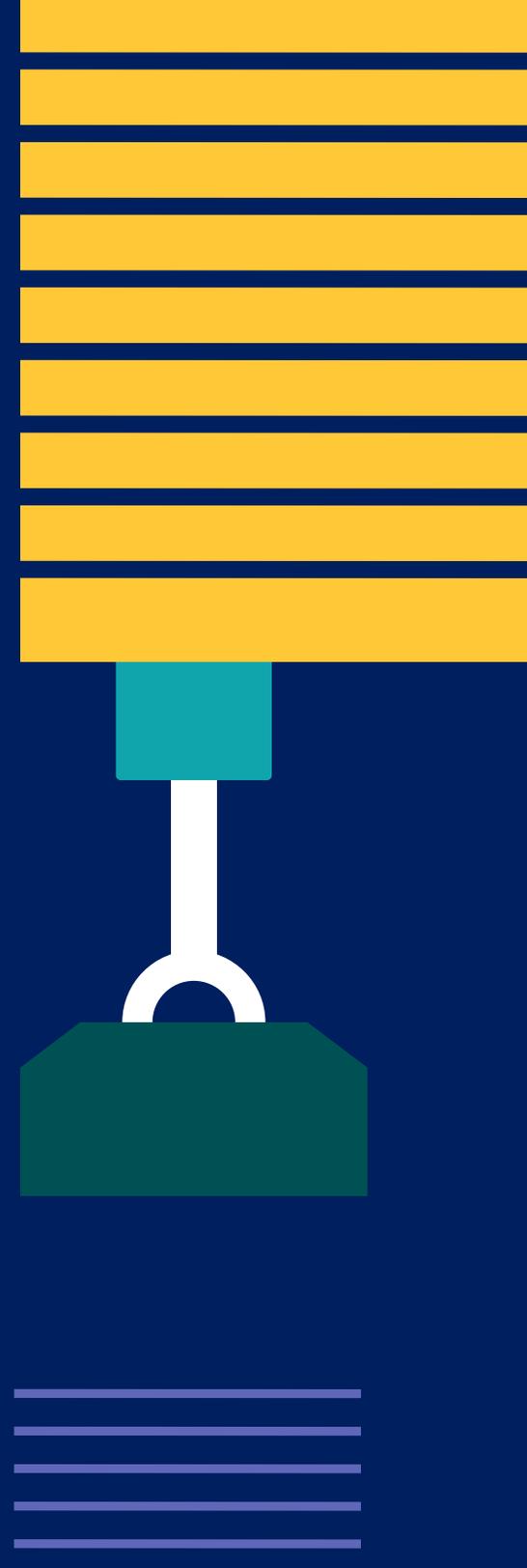
Streamline your application development process with an Agile methodology that emphasizes short, frequent releases. Using visual design components and pre-built/prescribed templates, business users and citizen developers can respond quickly to new market challenges.

Work smarter, together

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

Scale with confidence

Open APIs allow you to integrate with other technologies. Centralized, role-based authoring tools let IT leaders establish guardrails and manage work. And built-in DevOps tools give you the power to continuously integrate and deliver at any scale.



Future-proof your innovation cycle

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. A low-code application development platform that can scale and grow with your digital transformation will help you innovate for today – and tomorrow.

Dig deeper into the power of low code

- Check out Pega's [weekly webinar series](#) to see demos of low code in action.
- Read how low-code development is helping businesses [reduce costs and boost agility](#).
- Learn about Pega's approach to implementing [low-code application development](#) at enterprise scale.

¹ Forrester, The Total Economic Impact™ Of Pega Platform For Low Code, March 2020.

² The Forrester Wave™: Low-Code Development Platforms For AD&D Pros, Q4 2017.

³ Gartner, The Future of Apps Must Include Citizen Development, October 4, 2019, Jason Wong, Mark Driver, Saikat Ray.

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Pega delivers innovative software that crushes business complexity. From maximizing customer lifetime value to streamlining service to boosting efficiency, we help the world's leading brands solve problems fast and transform for tomorrow. Pega clients make better decisions and get work done with real-time AI and intelligent automation. And, since 1983, we've built our scalable architecture and low-code platform to stay ahead of rapid change. Our solutions save people time, so our clients' employees and customers can get back to what matters most.

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