



LOW-CODE/NO-CODE: SUPERCHARGE YOUR BUSINESS EXPERIENCES

Abstract

You may be working in the service or product industry, but your biggest asset? Your customer. You are looking for automation that can accelerate your company's digital transformation and improve your customer experience. Customers now expect high service reliability and consistent user experience across all their devices. The current customer hardly settles for the bare minimum. There is a tradeoff between schedule and cost. We are in a time zone where customers want to move faster time-to-market. Increasing flexibility and optimizing development are core demands of the customer. So nowadays, we are looking for a faster, reliable, cost-effective way to develop custom business solutions, a solution that is future-proof and secure.

Let me welcome you to the world of Low-Code/No-Code Development.

No-Code platform

As the name suggests, it is a platform where no coding is required, and you don't need coding experience to build your app. Primary goal of No-Code is to enhance ease of use for business users. Customization is possible for pre-build templates within No-Code. No-Code supplies limited capabilities to build simple apps where only 5% of the coding effort is required. The overall purpose of No-Code is to create a self-service application for business users.

Low-Code platform

Low-Code is a platform with very optimal coding compared to traditional development. Primary goal of Low-Code is to speed up your development. Low-Code provides total customization to align your need with 20% of the coding effort. This platform provides end-to-end development. You can use it to build complex apps. It is a visual way of developing Lego like construction with a drag-and-drop option. In summary, it is a next generation rapid development tool for professional developers.

Now the search is about looking for something different from the traditional way of development which can meet customer

expectations. Low-Code/No-Code can make transformation here, one of the most obvious benefits of Low-Code/No-Code is that it empowers organizations to build applications faster and more efficiently, a tangible advantage on the customer's side. There are numerous benefits of using a low-code platform that we will cover in this article with examples.

Development with Low-Code

There are 8 principles of Low-Code development. Low-Code offers a variety of capabilities with pre-defined components to simplify development.

- It provides model-driven development in a cloud way.
- Its community can help share knowledge.
- IT and businesses can collaborate more proficiently.
- It can provide agility to your work.
- Robust governance and control make Low-Code a secure, compliant, and more effective platform.
- Low-Code workspace synchronization makes it a multiuser development platform

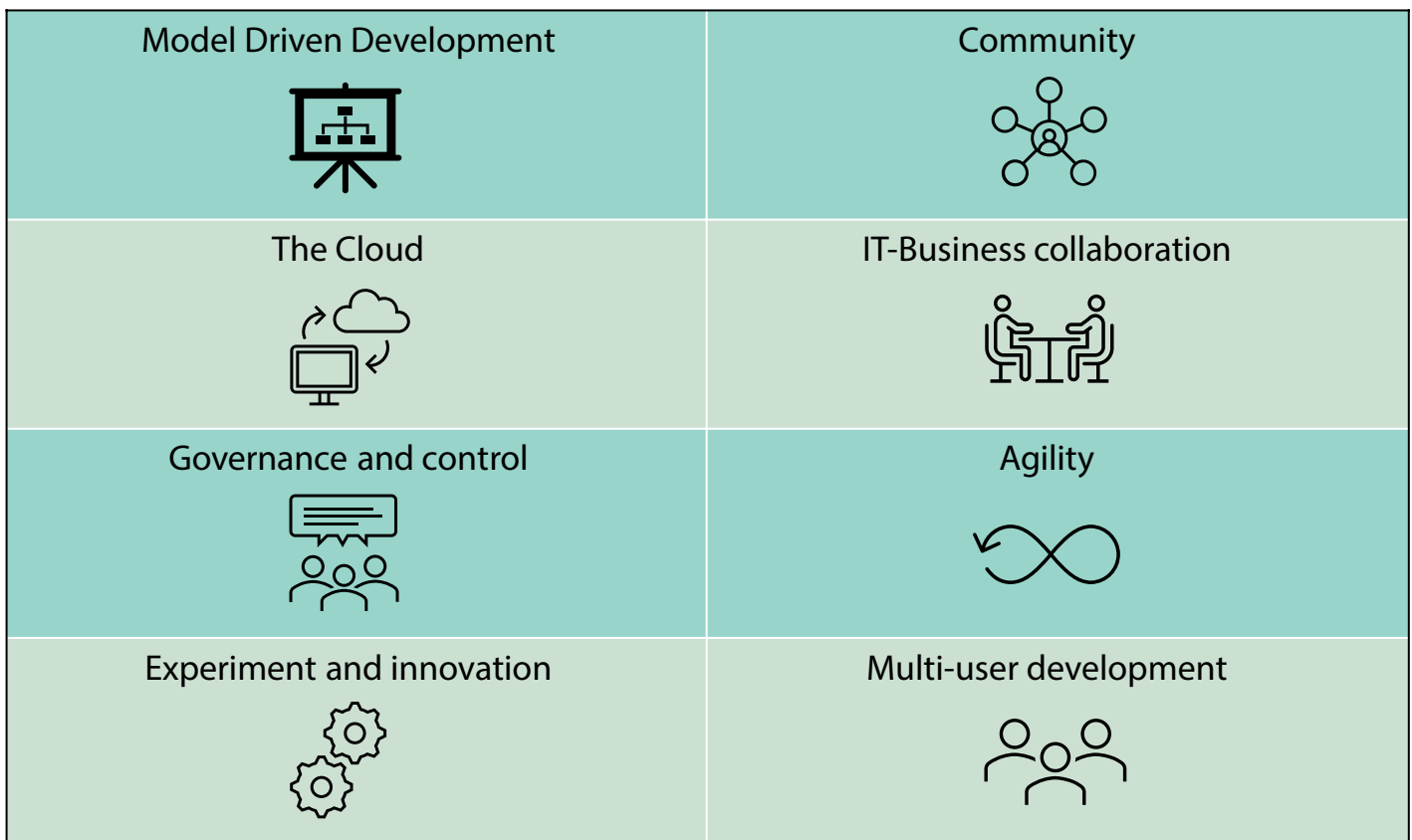


Figure 1: Principle of Low-Code Development

Low-Code development can bridge the tech divide, empowering professionals with little or no coding training to build the perfect apps in the shortest time possible without compromising on quality. One of the Low-Code platform overview is shown below – Overall Low-Code gets Performance, Security, Scalability, and flexible deployment complaint with a complete lifecycle.

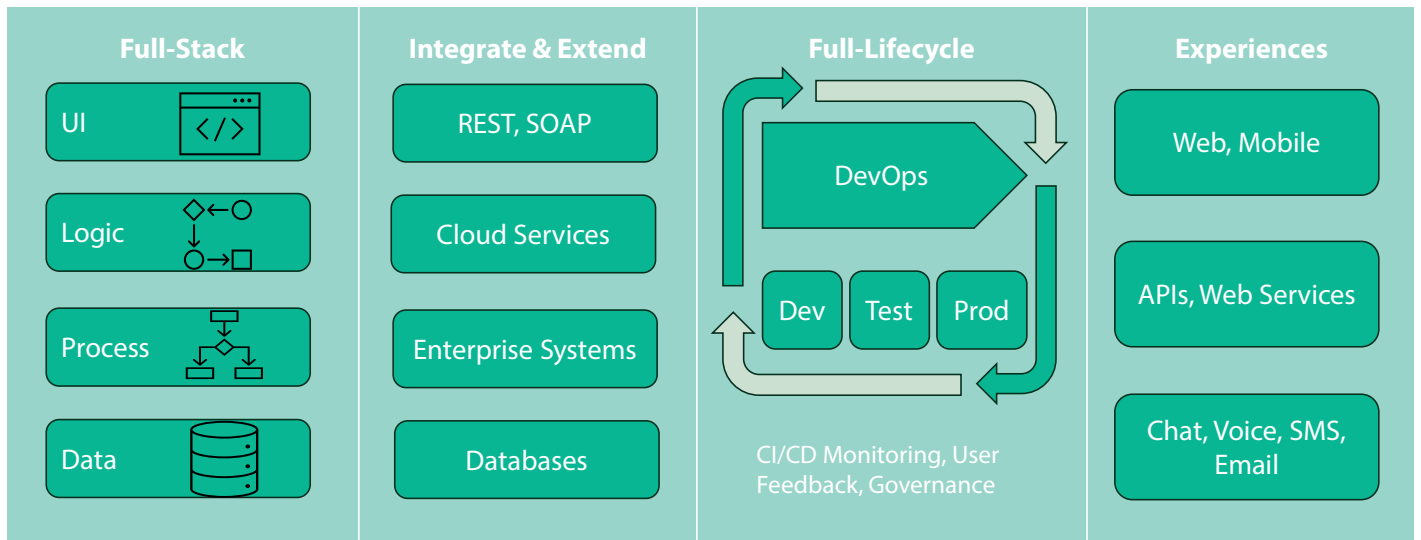
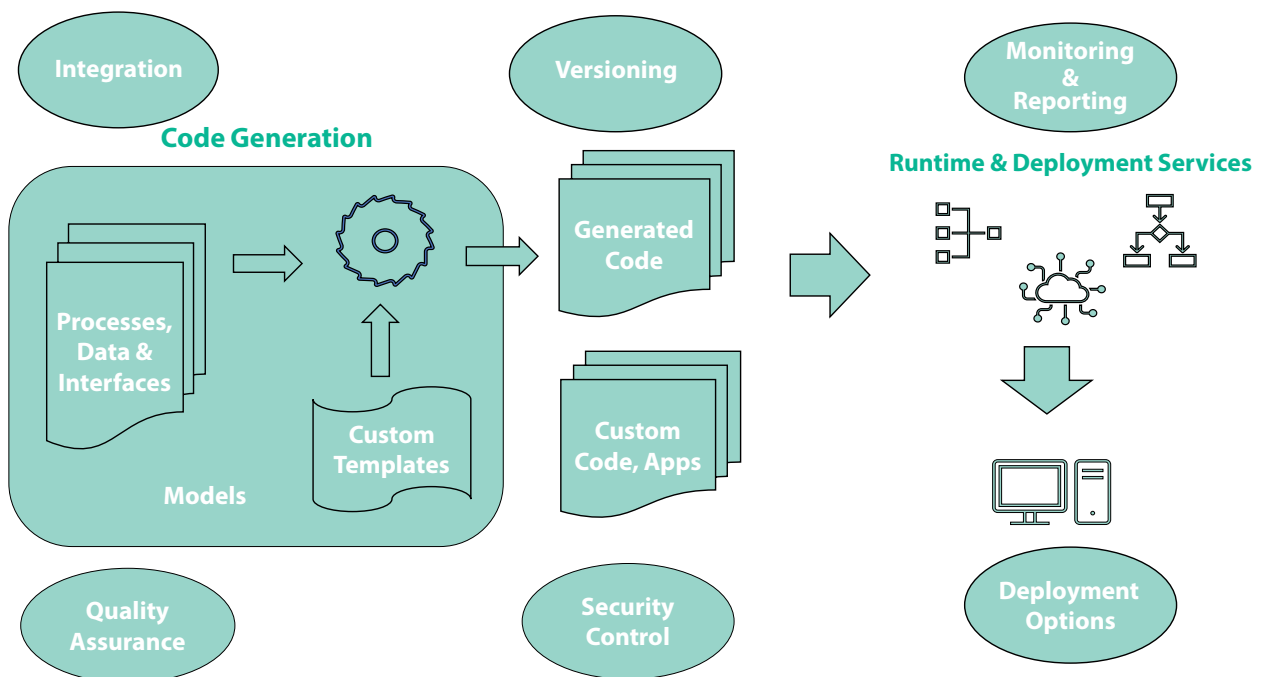


Figure 2: Low-Code Development stack

Low-Code platform overview

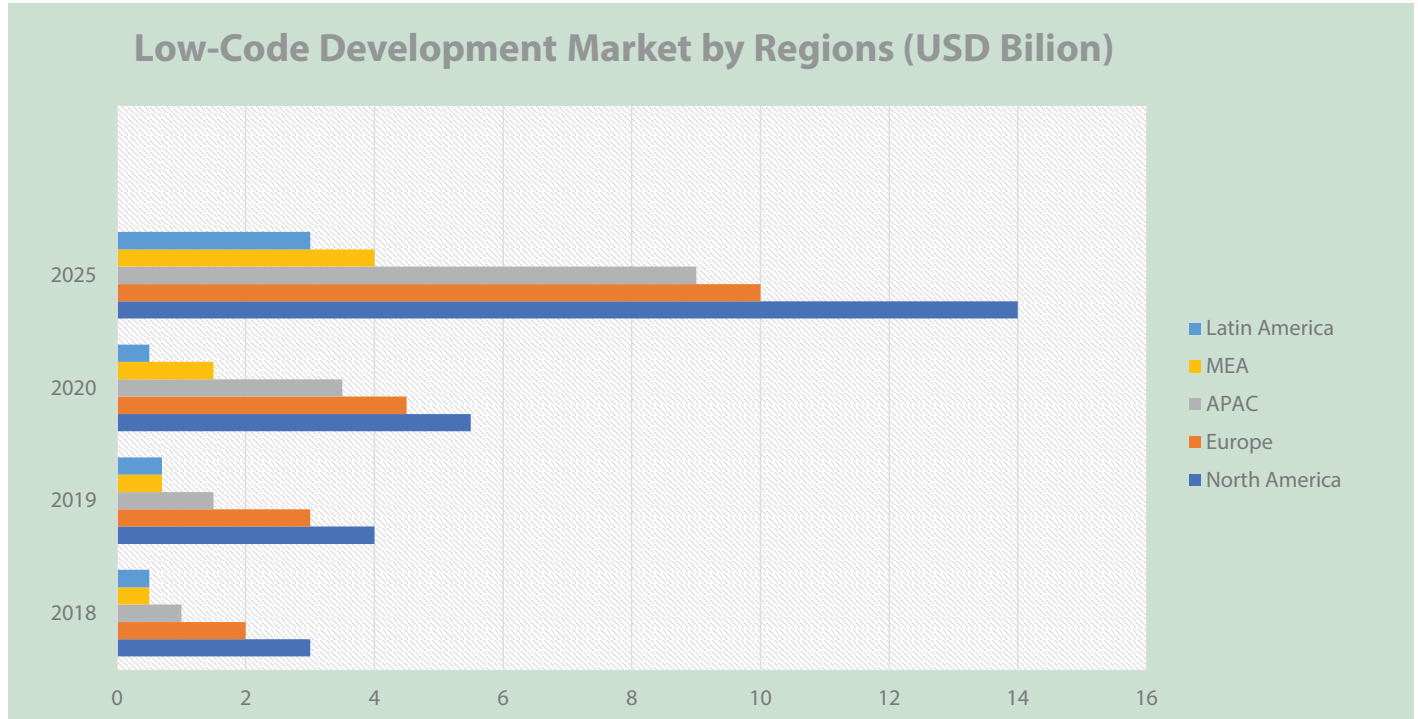
- Low-Code provides a single platform in which you can build the database, processes, logic, and user interface.
- Low-Code has a lot of integration options to connect with web services, external databases, cloud services and enterprise systems.
- The Low-Code has DevOps capabilities for lifecycle management. It has the possibility to integrate into external project management, CI/CD pipelines and testing.
- Single platforms empower multiple features to develop a nice user interface for mobile and web apps.



Industry Outlook and forecast about Low-Code future

There is tremendous growth in Low-Code development worldwide, Gartner forecasts growth for Low-code business in coming years. According to the Gartner forecast, 65% of apps developed by 2024 will be in Low-code platforms. Gartner research Magic Quadrant tool anticipates that over 50% of medium to large companies will adopt a low code application platform by 2023 ([Magic Quadrant Report](#)).

Here is the industry forecast about the Low-Code future-



Source: MarketandMarkets Analysis

Figure 4: Low-Code development market by regions

Let's see the reason why business is using a Low code platform.

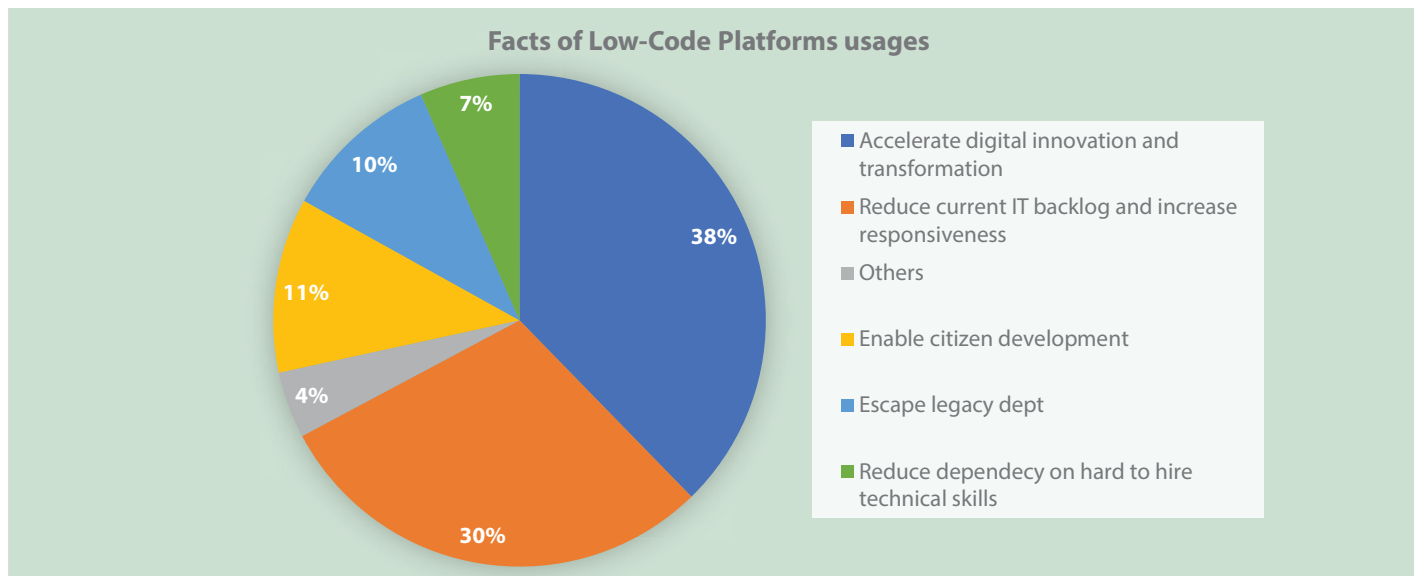


Figure 5: Low-Code platform usage

Let's take some industry examples, how the Low-Code platform helps to improve their customer experience. Low-Code has solutions for almost every business and all kinds of challenges in the market. Take and look at a few industry challenges and let's see how Low-Code can control your problem here.

Industry Challenges	How Low-Code Controlling it?
Artificial Intelligence	Integrating Low-Code into your business process will help you to solve complex problems. AI (Artificial Intelligence) and low code will provide precise ways to cater to existing technical and non-technical challenges. Salesforce rolled out Low-code with AI-powered features, and Low-Code is giving a lot of benefits to the healthcare industry. Dialog flow by Google is also another example of Low-Code to deliver customized chatbots.
Helps Business Professionals	The customer fronting industry has been hit drastically due to the pandemic and ever-changing socio-economic situations. This has created a backlog in customer-related work in many businesses. Low-Code can help here to automate your business processes to reduce manual work.
Reusable Codes	Low-Code provides predefined templates for many businesses use cases. With a minimal set of customizations, you can align with your business needs.
Business Intelligence	Collecting information from the customer like chatbots AI tools. This informative data, also known as business intelligence, lets the businesses analyze and provides insights into the customers' wants and needs. Low-Code products like Bit Core is a good example.

When to use Low-Code platform development

Let's understand how your business use case aligns with the capabilities of Low-Code platform development.

Process Automation with Low-Code

Everything and everyone in your organization needs to go digital. Automating business processes is a challenging task. There are endless tasks, approvals, submitters, reviews, escalations, and requests bundled into the workflow. This is one of the needs to streamline your business process and establish digital communication channel.

Low-Code Process Automation allows enterprises to develop powerful applications that deliver a modern customer experience and improved operational efficiency, structured workflow and collaboration, and bi-directional integration, and it's all done in weeks. GVB is a transport company within Europe, they used Low-Code to provide up-to-date information to passengers about faults and distribute information to many communications channels at the same time.

Legacy modernization with Low-Code

Legacy is one of the old and outdated applications, still necessary for your business operation. You are using it, but it is not built on the best tool in the job.

These are the following reasons why you should modernize your legacy application? Security, Cost, risk, functionality, compatibility, compliance, efficiency, legacy software supports out of warranty.

Traditionally, modernization has been a costly, complex, and risky process. As such, many organizations don't act.

Low-Code development is a particularly effective strategy for

encapsulation, rebuilding, or replacing legacy applications. Additionally, Low-Code tools can be used as an alternative strategy to rehosting, refactoring, rearchitecting, and re-platforming. ABN-AMRO is the leading bank in the North-Western Europe region, they have automated calculation of complex credit applications with Low-Code and have been using it for the last 20 years.

Why Upgrade Legacy Systems Using Low-Code?

Low-Code reusable Components & Data Models will help you to build fast, it will preserve the Functionality of Your Legacy Systems so that your core business is intact. It effortlessly Adapts to Niche Projects and Automates Workflow & Tasks easily.

Digital Transformation with Low-Code

The industry is looking for digital transformation to transform all new business needs. Digital transformation is to bring digital technology to every part of your business. It means your need for a faster, reliable development tool to accomplish this task.

There are a lot of different elements that go into making digital transformation a reality. The combination of Low-Code platforms, mobile, cloud and the willingness of employees to use these technologies to help themselves and the organization to provides significant scaling opportunities to businesses. Smart and rapid development is at the core of every organization.

By 2023, 90% of worldwide organizations will prioritize investments in **digital tools to augment physical spaces and assets with digital experiences.**

Customer Experience with Low-Code

The relationship between customer and business is especially important to get a good customer experience. There are many factors that evaluate customer experience like navigating your website, interaction with customer service, receiving product/service from you etc. A positive customer experience can boost your business drastically. You can improve your brand value with good and satisfactory customer experience.

Low-Code helps you build customizable, highly integrated, and modern front ends that can give customers a seamless experience. According to Forrester that 90% of IT (Information Technology) leaders have found that the flexible design of Low-Code platforms helps to significantly improve customer experience compared to traditional development platforms.

Getting started to use Low-Code for app development?

You should always think about where to begin with, to set up Low-Code for your organization. Look for a product that will align with your business goals. Do some brainstorming on business processes and think about how Low-Code platform development will line up with it. Many Low-Code vendors offer test instances to validate your need. Though these are test instances, you can at least get some early feedback for your use case.

Low-Code development challenges

Security is one of the most crucial factors for every organization. Within Low-Code, you don't have complete control over the code since it is managed by vendors. You might need a lot of customization in prebuilt templates as per your business need. Integration could be a challenging task since every tool comes with some limitations. Enabling your workforce for the platform, scheduling training, and onboarding them might be an expensive call. Sometimes it's not as easy as advertised by the platform.

Low-Code benefits

- Agility/Quick iteration
- Saving your cost and time
- Fast deployment and prototyping
- Faster customization
- Quick development and innovation
- Productivity gain

Instead of the above challenges, Low-Code has numerous benefits. Here are some leading Low-Code market vendors with parameters of market presence and performance-

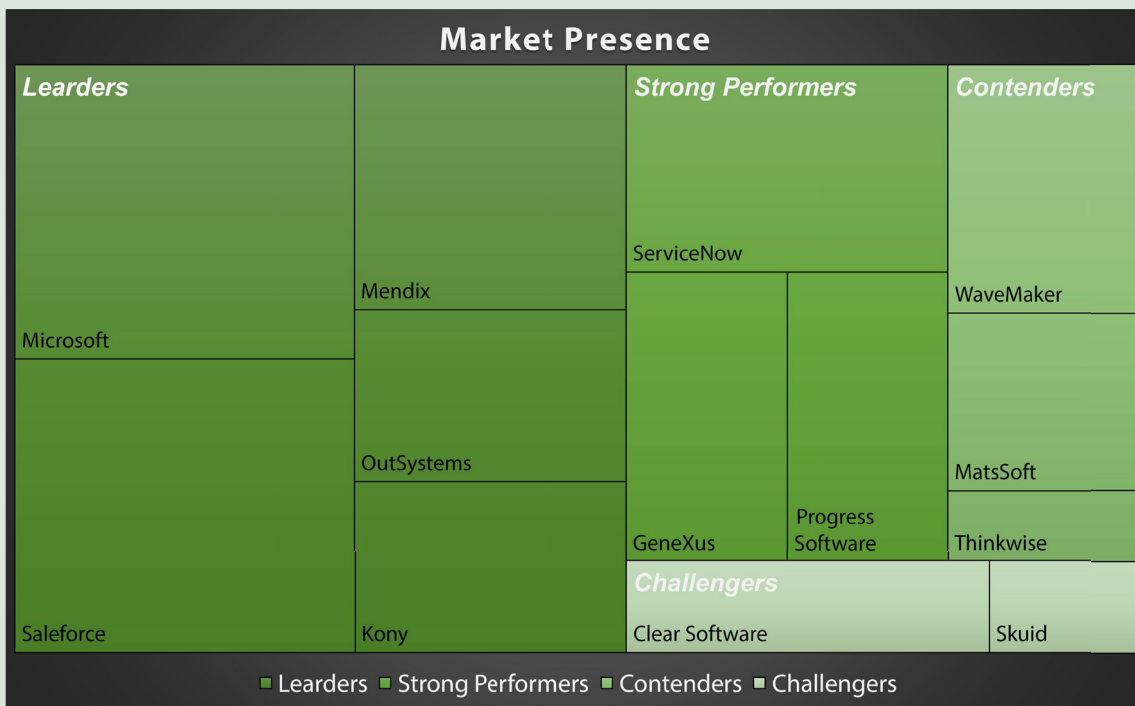


Figure 5: Low-Code market presence

Summary & Key Takeaways

Low-Code development platforms have gained momentum in recent years. Low-Code market growth showed tending business experience. It is helping already to solve digital challenges of the business. Many new vendors are releasing new Low-Code platforms, there are many research happening and those are all giving benefit to the business problem.

We have already discussed the pros and cons of the Low-Code methodology. We can understand that there are some limitations for Low-Code when it comes to complex development. It is not meant to replace traditional development. You can combine both traditional and Low-Code development to move faster into the market.

Since the market of Low-Code is incredibly challenging due to so many platforms and solutions present. Recommendations are to follow the prerequisite for selecting your desired platform and keeping roadblocks and challenges in mind.

We know that many people are curious about the use of low code and whether it will be the future of software development. Low Code has the potential to revolutionize the software development industry in the future. The low-code paradigm seems to be a terrific way to simplify the software development process and enable software developers to focus more on the user experience. My recommendation from this blog is to get ready for this new way of development and think about your business using Low-Code. We hope this blog post answers any questions you may have about low code and its future with software development.

In conclusion, while adopting cutting-edge enterprise tech solutions or becoming digital was optional a short while ago, it has become essential for every business in the post-pandemic era. Adopting minimal code development is the only approach for businesses to quicken their digital transformation and have access to unique technology solutions. Organizations should proactively lessen their reliance on conventional coding platforms and maximize the way that technology will support their business by employing a low-code-capable workforce.



About the Authors



Vikram Kesarwani
Technology Lead



About the Mentors



Jitendra Jain
Principal Technology Architect; CLOUD
PROFESSIONAL



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For more information, contact askus@infosys.com



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