

The business value of low-code application development

Gain agility and operate at digital speed

As organizations continue their digital transformation, developers face a lot of pressure to do more, faster. The low-code application development platform from OpenText is the key ingredient to transforming this pressure into success.

Digital transformation is driving development teams to deliver more software faster. They must address a variety of initiatives to:

- Deliver new digital experiences to customers and internal business users, to create new revenue streams and protect existing ones
- Streamline processes to make it easier for customers to do business
- Improve operational efficiency with software that closes process gaps and supports knowledge workers
- Mitigate risk and manage compliance
- Extend the life of existing systems

If each set of initiatives became an individual custom development project, the queue would be endless. Developers and subject matter experts would spend valuable time trying to define changing requirements. And worse yet, few projects could be delivered before business needs change in response to new business conditions.

Accelerate time to value for digital business applications

Digital business automation applications have typically taken months to deploy, with developers responsible for translating business requirements into designs and building web and mobile user experiences, as well as backend integrations. By eliminating lengthy cycles of development and testing, low-code applications are generally up and running in a fraction of that time.

For example, a large company in the energy industry deployed 34 business automation applications in under a year. Each fully defined process, addressing a variety of incident management and service request functions, was completely built in less than two weeks.

BENEFITS

- **Save weeks to months of development time:** Low-code delivers much faster time to value than traditional development
- **Live-trial business ideas at low cost:** Quickly build prototypes or initial releases and adapt based on what you learn
- **Cut costs:** Eliminate the need to design, create, test, and maintain code. Save developer time for more complex development and integration tasks
- **Engage subject matter experts:** Business users can participate at all stages of development
- **Control IT risk:** Help IT protect infrastructure from applications or integrations that aren't designed to perform at scale

Previously, it took months for this organization to deploy similar applications. The team consisted of six people, only one of whom was a developer.

A consumer packaged goods company was able to build an external facing application that captures media and press access requests, processes the requests, and then provides access to brand assets—automating the complete process. This process would have previously been handled by email over weeks. This automated method provides greater tracking and visibility into the media requests. Overall, the new application saves internal team members up to one hour per media request.

Live-Trial your business ideas

Low-code development makes it possible to quickly release an initial version of your application, uncover the real value, and learn from your experiences. Business owners have a practical way to bring ideas to market that might otherwise lay dormant in an IT queue (or get picked up by a startup that disrupts the industry).

Cut code to cut costs

Every line of code introduces costs to design, create, test, and maintain. Therefore, reducing the amount of new code necessary to build an application has a huge impact on cost. Using a low-code approach means your developers can devote their talent and time to more challenging problems, such as integrating enterprise systems.

Using the OpenText low-code platform, a Canadian government agency quickly built a case management system to manage a variety of new IT submissions and change requests, achieving high business owner and stakeholder satisfaction. The time it took to complete development was significantly shorter than previous projects.

Engage subject matter experts

Subject matter experts don't have an easy job communicating the intricacies of their business processes to software developers. When requirements are misunderstood, we usually blame the developer for not listening. But in truth, it's just as common for the business owner to have struggled to properly explain every concept.



"By 2018, IDC expects enterprises to spend more on low-code platforms than they spend for traditional application platforms running developer-written custom code"

MAUREEN FLEMING, IDC

The OpenText low-code platform takes an information-centered approach to development that's much easier for business users to understand than traditional process flows. And when subject matter experts can engage directly in the development of the application, there's a lower likelihood of time and resource-wasting communications errors and course corrections.

Control IT risk

The OpenText low-code platform gives enterprise IT the control it needs over application deployment and integrations, so that new applications don't have a negative impact on infrastructure or on other users. When low-code applications are deployed without any IT oversight, enterprises risk unacceptable application performance and unexpected costs.

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