

# FORMAT14CRM

No-code/Low-code whitepaper series in collaboration with:

Creatio



**Low-Code/No-Code**

**... a new Paradigm for IT departments?**

**Format14CRM Whitepaper**

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Benjamin Franklin once said, “in this world nothing can be said to be certain, except death and taxes”<sup>1</sup>.

Now climate change (and society’s response to it) is threatening more of both, perhaps it’s time to think...

# Does No-Code present a new Paradigm for IT Departments?

The COVID19 pandemic is likely to be just one of many crises from nature as the effects of climate change become more pronounced.

Now that we know the shock and disruption that ensues - and who is turned to for business continuity, the need for a tool set and approach to service technology demands, that peak when crisis strikes, is clear.

We should also remember the ‘other side’ of crises, and that organisations can become more resilient by *overcoming adversity* in the external environment. Increased local entrepreneurship is often associated

with crisis-affected business environments<sup>2</sup>. Responses to COVID19 have involved the development of secondary markets being served by apps like *Sunday* that have provided critical payment to restaurants and alleviated pressures from staffing shortages<sup>3</sup>.

Other crises have led to business models like *OLIO*, which have achieved eye-watering investment rounds with a proposal to address the sustainability issues of food waste<sup>4</sup>. On the front line, organisations are using Low-Code/No-Code technology to adapt processes so they can respond to and work around the

pandemic. The old adage 'necessity is the mother of invention' rings true - as John F. Kennedy pointed out about the mandarin language, the word "crisis" uses symbols that can mean "danger" (危) and "opportunity" (机). Preparations made for uncertainty

should therefore not be limited to continuing business critical processes.

Continuity should encompass all faculties of business including the ability to facilitate innovations - the argument is that, in the 21st century, the spheres of innovation and "business as usual" are entwined.

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## "structuring work processes..."

...open, precise, and **regular communication**,

...anticipatory, goal-oriented & **fast problem solving**

... were described as particularly effective behaviours in Crisis Management Teams."<sup>5</sup>

- Applied Psychology, Special Issue on  
Coronavirus.

## Enter: Low-Code/No-Code

A way that organisations can create the elasticity they need to respond to crises is through Low-Code and No-Code Development. While the principle of collaborative process building is nothing new, platforms that involve the usage of visual tools to develop and deliver applications, are a relatively recent trend that is growing exponentially.

Forecasts by Gartner suggest that a whopping 65% of all app development will be undertaken in Low-Code by 2024.

This means that instead of using traditional coding languages like JavaScript, applications will be created using drag-and-drop features and pre-configured elements that allow users to create a business process like creating a marketing email template. This means that business

users, rather than working through a discovery, design, development, testing and deployment with the IT department or third-party consultant, they get to assemble application processes with building blocks. The end result is that application

development is easier and more accessible to non-professional developers, but it also makes the process much faster by enhancing the specialisms involved in realising an innovation.

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“We saw one customer use

**low-code to develop a vaccination application ... in 10 days**

**- and then vaccinate over 10,000 healthcare employees.”<sup>6</sup>**

Unlike characterisation of IT strategy as anything from a “Game of Thrones” - where fiefdoms of on-premise vie with third-party clouds for power, or paranoias around digital disruption or the need for digital transformation<sup>7</sup>, with low-coed/no-code, internal IT can play a radical proactive role. In providing the flexibility for businesses to adapt, IT departments can support quicker problem solving by making citizen development know-how and low code tools available while focussing on technological complexity like integration<sup>8</sup>. With most organizations being forced to rapidly rethink their tech strategies, maintaining productivity will drive a need that requires rapid responses so

organisations can facilitate new ways of working for internal and external customers in times of crisis.

## **The expanded remit of IT**

Problem solving in IT isn't just about technology, it's also about people, processes and profit. Where COVID19 has underlined the importance of maintaining connections in society for all three, the digital apparatus and the likely increased frequency of disruptive events means that IT needs first

responders as well as specialists to perform complex operations.

Thriving commercially might need an expansion of IT to each business unit, enhancing its specialisation, and embracing Citizen Developers. These

professionals, with one foot in IT and the other in Logistics, Marketing, Sales or Service, can alleviate the strain of servicing internal customers and facilitate collaboration around the support of business objectives.

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“Everyone in the company - will do everything possible so that each of our customers can ***create and change the functionality of Creatio in a matter of days, hours, or even minutes.***”<sup>9</sup>

## Tools for Proactivity & Productivity

Democratising IT tools enables solutions problem solving at source, and by actors involved with issues, narrowing the time it takes to take actions, and removing opportunity costs. This means a reduced time in getting from idea to app, better problem solving at the point of issue, and substantially lower costs to IT time and available resource. But avoiding opportunity cost isn't just an application:

“With a No-Code approach, you need to expect a higher level of engagement from all stakeholders so you're able to think and act quicker... part of this was rethinking the cooperation between IT and other areas of the business.” - Katherine Kostereva, CEO, Creatio.<sup>10</sup>

## Concluding remarks

Becoming a business that innovates with technology, rather than one that uses innovative technologies (which is not a subtle difference) is not a pioneering move, it's a catch-up move

if anything. It's catching up with, and getting on top of, the long to-do list, it's catching up to the competitors that are already doing it, and it's catching up to the crises that demand it.

It is the certainty of more crisis moments arising in the near future that suggests demand for digital interactions increases, and that business will need to react to changing behaviours is an expectation of all stakeholders that might require an adaptive commercial model to satisfy.

**“Information technology and business are becoming inextricably interwoven.**

**I don't think anybody can talk meaningfully about one without talking about the other.”**

**- Bill Gates<sup>11</sup>**

Although crises like COVID19 will enable traditional debates to continue, the need for strategies that aim to prepare for problems that IT can uniquely solve grows more urgent. Low-Code and No-Code applications like Creatio provide tools and means to deliver fully integrated business applications that can support the evolution of the ways businesses grow with IT.



Format14CRM works with organisations to identify their Low-code and No-code opportunities and enable you to understand how your business can benefit from leading solutions like Creatio.

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