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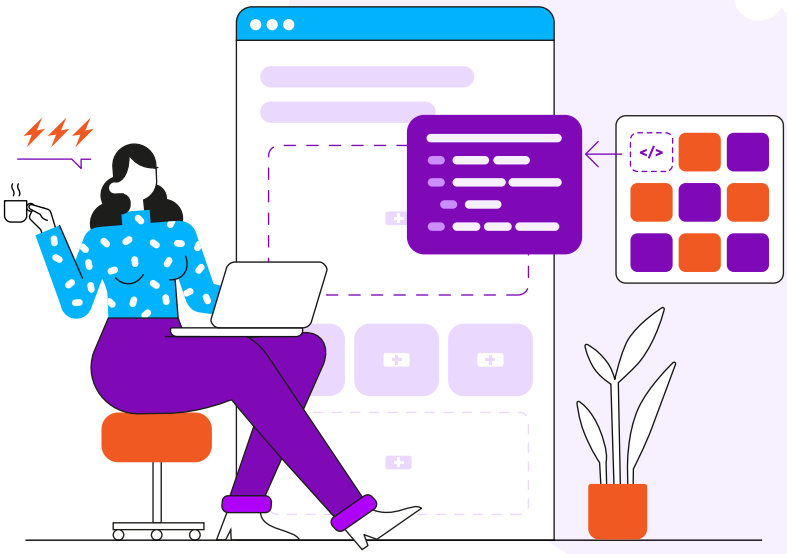

Ebook

How to create digital experiences without developers.

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To remain competitive in a digitally aggressive world, many companies are undergoing exhaustive digital transformations; turning themselves inside out to be able to meet sky-high customer expectations.

Traditionally, companies would turn to (or hire) professional developers to build digital experiences, from full-blown websites and apps to simple landing pages. That is because developers are fluent in programming languages, development environments, deployment methods and testing protocols—all the skills required to write code that builds functionality.

The problem is, not only are good developers hard to come by, but they do not come cheaply, and those already working for you may have a backlog so long you could be waiting months to even get started. By the time you do, you may have missed your moment to be competitively reactive to the market.

In this ebook, you will learn:

- What low-code/no-code platforms are
- Why they are critical to businesses today
- The top 9 benefits of the low-code/no-code approach

Benefits of low-code development

1. Ease of use for non-technical users
2. Autonomy for marketers
3. Saves on developer resources
4. Greater productivity and efficiency
5. Faster time to market
6. Better agility and market reaction time
7. Scalable, extensible, and future-proof
8. Built-in security and compliance
9. Lower TCO, Better ROI

What are low-code and no-code platforms?

Low-code/no-code platforms provide the ready-to-go building blocks needed to build applications fast. They support development teams by enabling them to build out projects quickly, reducing development time by up to 90%. Plus, they empower non-technical users to build their own projects, further reducing demand on the development team.

No-code platforms offer a drag-and-drop visual interface that allows users to create basic yet functional apps and websites without any coding. Low-code platforms provide a visual interface for easy use by non-technical users, while also allowing manual coding for advanced requirements. This versatility supports a broader range of use cases compared to strict no-code platforms.

Both approaches enable business users like marketers to build their desired functionalities, within their desired look, on their desired channel, all by themselves, **without the need to write code**. You can simply select and slot components into a computerized workflow. The solution turns this workflow into a functioning application that you can then adjust, prototype, test, and deploy.

Did you know?

- 84% of companies have turned to low-code/no-code platforms for their ability to lessen strain on IT resources and increase speed-to-market.
- 82% of companies say that “citizen developers” will become more important over the next two years.
- 60% of all custom company apps are being built outside the IT department, with 30% of those being built by employees with limited or no technical development skills.

Why the rise in low-code/ no-code now?

In this digital-first world, we must be ready to quickly deliver applications and content to customers in response to market changes, trends, or legislation.

However, not only do a whopping 82% of organizations find they can't attract or retain the quality and quantity of software engineers they need to keep up, but it is predicted that the demand for app development services will grow at least five times faster than the IT capacity to deliver them.

With IT departments drowning in requests for more custom software and struggling with tighter budgets, fewer developers, and changing customer habits, companies are forced to send their non-technical teams to solve technical problems. By removing barriers to entry and bridging the technology gap, low-code or no-code platforms democratize development and accelerate speed to market.

So, it is no wonder that so many companies are turning to low-code and no-code platforms that enable business users to develop solutions on their own.

Key benefits of low-code/ no-code solutions.

The advantages to using low- and no-code tools are numerous and are supercharging marketing, especially development teams, at companies of all sizes:

1. Easier to use

Low- and no-code platforms enable non-technical business users to leverage tools like drag and drop interfaces within WYSIWYG editors to rapidly develop, deploy, and manage software applications without the help of an IT professional.

Many platforms offer comprehensive libraries of sophisticated, reusable, and configurable components built by technology experts that marketers can leverage to up their game on the digital battlefield without having to invest heavily in traditional development processes.

2. Autonomous marketers

Marketers benefit hugely from the low-code approach. They know who the customers are, what they want, and their pain points,, so it makes perfect sense to let them build the customer experiences they work so hard to design.

By giving marketers full control of their own content and workflows, they can create, manage, and adjust their own web and mobile content. They can also create their own newsletters, email campaigns, landing pages, and contact forms, and have them up and running the same day.

This makes the communication so much more responsive to the market. WYSIWYG editors packed with drag-and-drop features empower marketers to build exactly the experience they know their audience craves. All without the help of developers!

3. Win-win for developers

With marketers leveraging the reusable pre-built components of low-code platforms themselves, developers are relieved of having to reinvent the wheel by writing the required code line by tedious line. They can spend more time developing custom functionality that provides differentiating value to the company.

Low-code solutions enable them to complete tasks two to three times faster than with traditional developer tools. According to G2, business units whose IT teams use low-code solutions are 21% happier with lead times than those whose teams are not.

4. Faster to market

The speed with which companies need to deliver new applications and experiences in line with customer expectations has never been faster than it is today. Those that cannot move quickly risk being disrupted by those who can.

By enabling non-technical teams to solve technical problems on their own and providing professional developers with the pre-built reusable building blocks they need to create applications faster, low- and now-code tools helps get projects to market faster than ever before.

Projects that once required months of development (followed by weeks of testing and deployment), can now be launched in a fraction of the time, with fully functional enterprise-grade apps being developed six to 20 times faster than with traditional development. 72% of low-code/no-code users develop apps in three months or less.

5. Greater productivity and efficiency

Low-code and no-code automation solutions enable easy integrations between your various business tools (CRM, websites, mobile site, payment gateway, analytics, etc.) to create a seamless flow of data so you can manage all your records and processes from one place.

Their intuitiveness and ease of use make it simple to rapidly build and automate robust workflows that keep everyone up to date and on the same page. Where processes can be automated, no-code features free teams from the chains of tedious manual work to spend their time on more value-driving activities.

By bringing all your data, people, and technology together, you have better governance of the process environment, which increases consistency and operational performance.

6. Better agility

Being able to adapt to changes quickly and proficiently is what keeps companies relevant and competitive. Driven by a need for greater efficiency and agility, the speed with which low-code applications can be built means that business users can quickly get their content to their customers and easily adapt it as requirements change.

Agility means constantly learning and updating your efforts, responding to changes in the market and in customer trends, and leveraging opportunities as they arise. This is one of the reasons even big companies with armies of in-house developers are jumping on the no-code express train; it is easy and fast to adapt.

The agility to innovate, create, learn, and improve is what gives companies power in the digital space. And putting technical problems into the hands of your more creative teams to solve is likely to yield some truly innovative results and help position your company as a leader in your space.

7. Scalable and futureproof

A huge benefit of low-code solutions is that they have scalability and extensibility built in.

Good low-code platforms provide APIs that are designed for you to retrieve and manage content for any application. This allows you to easily connect third-party tools so you can deliver even better experiences with AI, machine learning, blockchain, and voice and facial recognition capabilities. What is more, with API connectivity, you are set up and ready for integration with any new technology to hit the scene in the future.

Additionally, the data structure of low-code platforms can help you scale globally faster, by allowing for easier translations as well as adjustments to the application's flow to accommodate local regulatory differences.

8. Security and compliance

When pushing new digital experiences to the market, every organization must ensure what they launch is safe.

In a traditional development scenario, IT teams will spend a significant amount of time on data governance activities (security certifications, performance assessments, compliance checks, etc.). However, vulnerabilities (like cross-site scripting or SQL injection) commonly slip through the gaps.

A low-code development scenario helps minimize compliance drift by having protections already embedded in the underlying platform. This gives developers an effortless way of keeping personally identifiable information (PII) data secure across all applications. They simply flag a column as PII during configuration and the platform protects the data across all its records.

When new regulations come in, developers can simply update the platform layer, and all applications will follow, ensuring high-quality security protections across your low-code technology offering.

To ensure this level of security and compliance, you will need to choose a platform built with standard technology which offers the relevant overarching compliance requirements for your needs, such as GDPR, ISO, etc.

9. Lower TCO, better ROI

It is not going to come as a surprise that costs are dramatically reduced when you adopt a low-code/no-code approach. G2 found that the average company has avoided hiring two developers thanks to low-code tools, resulting in around $4.4 million in increased business value over three years.

If you choose a vendor that offers a SaaS subscription, then you are paying a very affordable monthly subscription rather than a massive upfront lump sum. You are always on the latest version, and they take care of all software maintenance, including upgrades, security, and performance.

100%
of companies

that have implemented a low-code development platform have received ROI from their adoption.

Low code: the fastest path to success.

Low-code platforms bring non-technical people the tools and frameworks to develop websites and applications that improve efficiency, productivity, agility, scalability, marketing autonomy, and customer experiences through easy-to-use drag-and-drop interfaces.

By keeping TCO low and time to market fast, low- and no-code technology ensures better ROI and more capacity for your teams across the organization to build even more great collaborative tools and memorable customer experiences.

By choosing a low-code SaaS digital experience platform (DXP) like Xperience by Kentico you have the best of both worlds; your teams can unleash their creativity and innovation, taking their own ideas to market in record time:

- **Fast content management capabilities** with all the features that allow you to deliver unforgettable content across a range of digital marketing channels.
- **Scalability and performance** to deliver high-performance websites built with standard technology that your team will be able to work with right off the bat.
- **Multi-layer security and data protection** to eliminate security threats and ensure you comply with regulations, such as GDPR, PII, or CCPA.
- **Roles and permissions** that ensure only the people who need to access certain data or areas of your application can do so.
- **Extensibility and customization** so you can add your own code and custom functionality to fit your specific needs.
- **Pre-packaged and simplified integrations** so you can access features via APIs and ensure the longevity of your platform.
- **Sophisticated marketing tools** to ensure you are delivering the kind of memorable experience your audience has come to expect.
- **Clear licensing and transparent pricing** so you always know what you are getting and how much it will cost.

A good low-code/no-code DXP can reduce headaches while significantly increasing your options and use cases. It can help protect you from security issues while opening you up to some amazing customer engagement capabilities. It is important to remember that your needs will change over time. So, setting yourself up with a configurable low-code platform will better prepare you for longevity.

Using a low-code platform allows developers to quickly create the essential structure of your application or website, incorporating necessary features, compliance, and uniformity in the backend. At the same time, it empowers marketers to independently utilize no-code elements such as pages, email campaigns, contact forms, and personalization. This combination is ideal for achieving success driven by agility and boosting return on investment (ROI).

It is no wonder low-code/no-code solutions are taking off.

Want to know more? Contact one of our experts today.

About Kentico.

Kentico is an award-winning digital experience platform provider that combines content management, digital marketing, and commerce. Available in the cloud and on-premises, Kentico offers easy-to-use solutions for modern websites that integrate seamlessly into any technology stack. Kentico empowers companies and brands to increase customer engagement, deliver personalized content to the right audience, and optimize performance to win more clients. Its advanced capabilities, short time to value, and ease of use are backed by market-leading support and a global network of implementation partners.

Kentico is a technology company headquartered in the Czech Republic with offices in the US, UK, Prague, Germany and Australia. Kentico has more than 1,000 digital solution partners and powers over 30,000 websites across 120 countries. Customers using Kentico include Allergan, Ingram Micro, Konica Minolta, Land O' Lakes, PPG, and Red Cross.

Eager to learn more?

Talk to our experts! Schedule a free live online 1-on-1 demo of Kentico and let one of our experts walk you through the features and capabilities that will help you create amazing digital experiences.

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