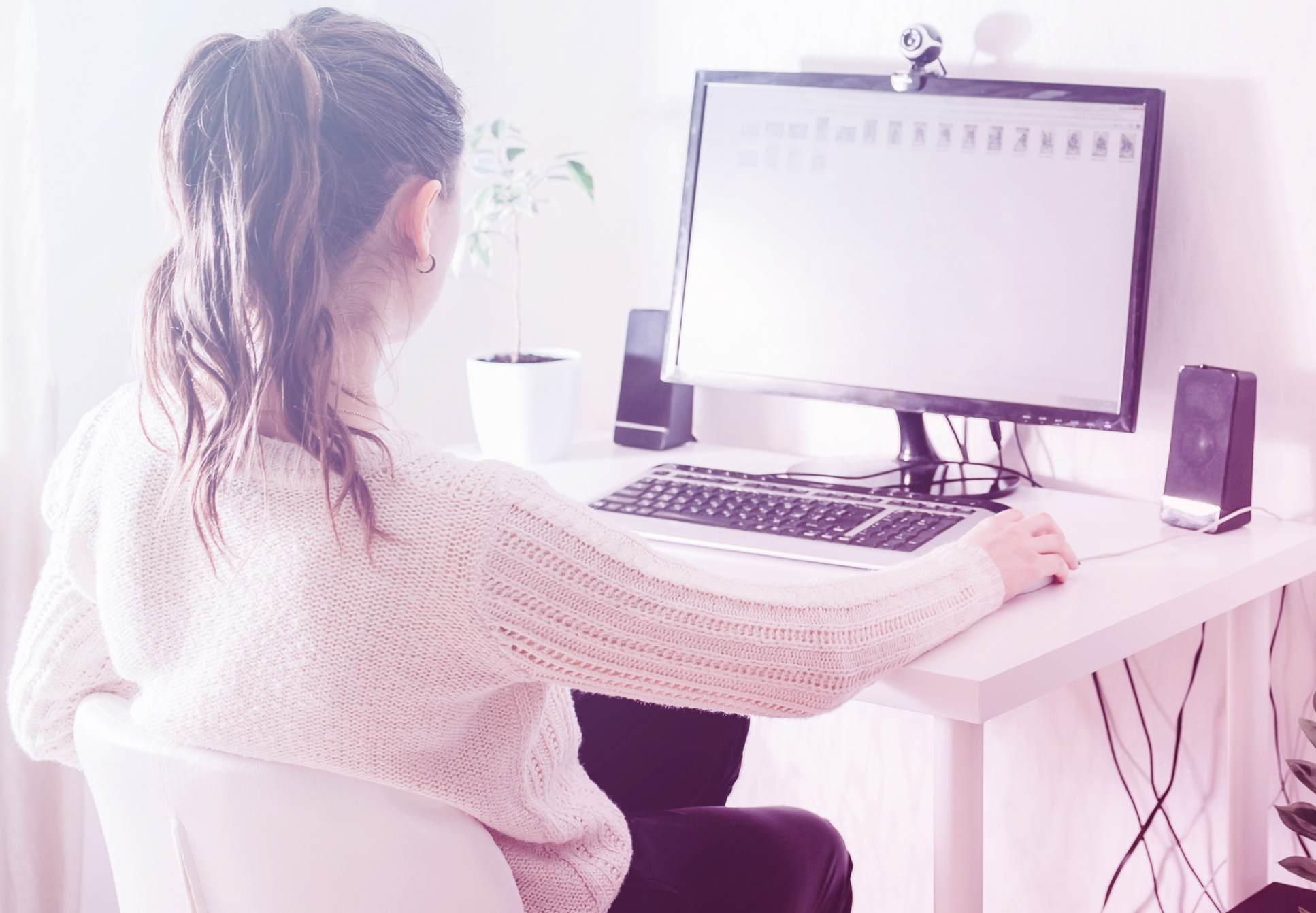


DIGITAL TRANSFORMATION | EBOOK

DIGITAL TRANSFORMATION FOR A POST-2020 WORLD

New insights on how user-empowering technology drives organizational success



Hyland®

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Introduction

Eager to put the stress tests of pandemic-times to rest?

We are too. And there's new data out that gives us a hint about how to get your next-normal strategy right — whether the implications of the pandemic are over or not.

The top strategic business priority in the post-pandemic environment will be digital transformation.ⁱ

WHAT DOES NEXT-NORMAL DIGITAL TRANSFORMATION LOOK LIKE?

For a post-2020 world, digital transformation necessitates a low-code approach.

Digital transformation has been thrown around as a concept for a long time. That doesn't mean it wasn't the right approach before. It just means it's more of a journey than a final destination.

A strategic shift to a low-code platform supports the next era of digital transformation, and it's literally changing the speed of business.

Read on to learn more about:

- Why a low-code platform is the optimal path forward for an unpredictable world
- What a low-code platform looks like
- Critical components of a high-powered, low-code platform
- Types of low-code platforms
- Why low-code and content services are the optimal team-up

Learn more about how a low-code platform's agility supports and strengthens modern business models.

[Hyland.com/lowcode](https://hyland.com/lowcode) »

Why low-code digital transformation, and why now is the time

APPLICATIONS ARE THE MOST EFFICIENT ENABLEMENT TOOL

Successful digital organizations are leaning into application-based software solutions at an astounding rate. Already, 54 percent of business applications are developed or customized in-house.ⁱ

That shows a hunger for DIY, customizable solutions — and a first step toward rapid application development (RAD).

And that's where low-code capabilities shine.

For every change in norm — for every hurdle to business as usual — a low-code platform offers a route forward with quick, configurable applications.

- 1. Low-code platforms offer quicker adaptation than previous generations of technology.**
Low-code users report app development time at half what non-low-code users reportⁱ
- 2. Apps developed on low-code platforms integrate smoothly with core business apps.**
Low-code users are 27 percent more likely to be satisfied with the degree of collaboration in their software processes than those not considering low-code.ⁱ
- 3. Low-code platforms drive effective apps.**
Eighty-six percent of low-code users say their applications are excellent or very good, versus just 48 percent of users not considering low-code.ⁱ



HOW DOES LOW-CODE IMPACT ORGANIZATIONS?

From a July 2020 Frost & Sullivan reportⁱ:

Excellent performance:

86%

of low-code users say their applications are excellent or very good

Better collaboration:

69%

of low-code users are satisfied with the degree of collaboration in their software processes

Optimized alignment:

71%

of low-code users are satisfied with their platform's alignment with user needs

Increased speed:

71 %

of low-code users are satisfied with the time it takes to develop and deploy apps

Higher revenue: Businesses that report being satisfied with their low-code solution report higher revenue growth than their counterparts

What a low-code platform looks like

WITH LOW-CODE PLATFORMS, BUSINESS UNIT PROFESSIONALS — NOT JUST IT — CAN CREATE APPLICATIONS WITHOUT WRITING CODE

The digitally transformative technology you need for an agile business model can't only be about connecting systems. We've reached a point in our technology evolution in which tech isn't enough.

Today's digital transformation has to include the infrastructure to empower people by tapping into the creativity and solution-driven personalities we depend on to keep business moving forward. And that means activating all team members to drive you forward with apt technology solutions — not just your go-to IT team.

Low-code platforms are the bridge between tech-based solutions and human innovation

Low-code tools empower users to create and adapt to business challenges and opportunities with user-friendly, visually optimized creation capabilities.

Platform-based design elements

Low-code platforms empower users through simple point-and-click elements like drop-down menus, check boxes and simple graphical interfaces, so they can easily adjust their processes as needed. By making this possible through minimal hand-coding, organizations leveraging low-code platforms can quickly and easily develop, change and deliver applications across the enterprise.

Code-free customized configurations

Strong out-of-the-box functionality means non-IT users can create solutions with rich capabilities without having a development background. This allows the people who personally experience challenges and identify opportunities on the business level to devise expertly tailored solutions for their organizations quickly and often without significant IT resources.

Pre-built building blocks

For users with elementary IT and coding skills, simple coding tasks can create sophisticated, functional applications in half the time as custom-coded applications.ⁱ Once created, these applications can be rapidly deployed across the platform, easily modified and expanded as needed.

KEY TREND

78%

of leaders say streamlining and modernizing software development is crucial or very important to future success.ⁱ

Critical components of a high-powered, low-code platform

“A LOW-CODE PLATFORM IS TABLE-STAKES FOR A DIGITAL ORGANIZATION”¹

Low-code isn't a rising star solely because it achieves application development goals. It's a rising star because the impact of those goals means organizations can better attain their business objectives.

Low-code platforms deliver, and here's how.

Integration-ready

Business leaders in the post lockdown world are resoundingly clear about the importance of their platform being able to integrate: 73 percent say the ability to integrate disparate systems, applications and content is critically important to digital businesses. Strong low-code platforms meet this demand, whether with line-of-business systems or foundational content services technology.

Collaborative

When every level of your team can come together despite departmental, technological or even locational obstacles, the entire organization benefits. The right low-code platform helps non-IT team members drive strategic processes through technology while giving IT better insight into the specific and unique market conditions as seen through business units.

Productive

Do low-code platforms get the job done? Seventy-one percent of low-code users are satisfied that they do,¹ noting their platform's alignment with user needs. However, just 45 percent of leaders who aren't even considering low-code are satisfied. Worthy low-code platforms give users the tools they need to create their own solutions rapidly, effectively and on a scalable platform.

Rapid deployment-optimized

The average time to develop and deliver an app is six to eight weeks for low-code users, but 12 to 16 weeks for those not considering low code.¹ The right low-code platform could literally cut deployment of a much-needed solution in half. This time-savings helps your team adapt, react, and better compete and serve with a high-quality, sophisticated solution.

KEY TREND

75%

of businesses intend to be using a low-code platform in the next two years (60 percent already use one).¹

TAKEAWAY:

Low-code isn't just going to be a competitive advantage, it's going to be the baseline.

Types of low-code platforms

ORGANIZATIONS BENEFIT THE MOST WHEN THEIR LOW-CODE CAPABILITIES ARE BUILT INTO A CONTENT SERVICES PLATFORM

Not all low-code platforms will take you where you want to be.

In fact, of the three common types, one stands out: Low-code content services platforms.

Used by 39 percent of low-code users, the content services-focused platforms out-perform both application-neutral platforms and specialized or workflow-specific platforms. And, of all low-code users, 53 percent say they would prefer a content services platform.ⁱ

But why?

Powerful integration

Content services platforms are an aggregator of data from across the enterprise. They exist to tear down obstacles to cohesion and to increase functionality across any business system or application. It makes sense that a low-code content services platform would best be able to leverage data for powerful, useful app-building.

Expansive content search capability

With a content services platform, data is easier to search, find and access because the entire solution is intended to bring the data together and to the surface. With a low-code app-building configuration approach embedded, the content services solution can easily and simply allow your team to reach into any corner, for any piece of data needed to build your next app.

Impressive total-cost-of-ownership (TCO)

With low-code capabilities built into your foundational content services platform, your processes and needs will be centralized and easier to analyze, develop and deploy. The synergy between both strategic solutions — low-code and content services — will reduce costs in resource allocation, decrease bottlenecks and long lead times, and drive down spending by eliminating the need for multiple vendor relationships.

CONTENT SERVICES 101

How: Delivered through a product suite or as separate applications, a content services platform leverages diverse content types to serve multiple constituencies and numerous use cases across an organization.

Why: Digitally mature enterprises shifted away from merely storing content; today, they require solutions that help them leverage their data in an active way to make better informed business decisions.

Learn more about how content services replaced ECM on the digital transformation landscape at [Hyland.com](https://www.hyland.com) »

In action: Low-code + content services

HOW LOW-CODE CONFIGURATIONS MET THE MOMENT AT THE ONSET OF THE PANDEMIC

The players:

- Hyland, a leading a content services and low-code configuration provider
- Hyland customers who had been hard-hit by the early pandemic shutdown precautions

The atmosphere:

Organizations, from manufacturers and distributors to healthcare and financial services, had their entire business processes thrown for a loop. In the scramble to get back on their feet — and look forward — they needed fast, quality applications.

The solution:

Within a few weeks of COVID-19-forced shutdowns, Hyland released six return-to-work readiness apps to help facilitate the safe return to work. Inspired by the voices of customers and built to be quickly and seamlessly deployed through their low-code platform, the return-to-work readiness apps took off.

Read the guide, [6 return-to-work apps to get an edge on the competition](#) to learn more about Hyland's return-to-work apps, which Hyland released to customers for free.



In April, our Concept Solutions team rolled out a crisis management app in less than 24 hours, and customers immediately put it into play, tracking and supporting affected individuals and managing supplies such as medical equipment and vehicles. The Hyland platform will allow you to deliver solutions into the hands of your users more rapidly than ever.”

Bill Priemer
CEO
Hyland

Summary

Business and IT decision-makers are united in pointing to low-code digital transformation as the path forward in a world that has proven unequivocally unpredictable.

No matter how gracefully your organization has managed the pandemic and all it has thrown at you, you’ve likely faced challenges. From employee well-being and morale to leadership and process continuity, 2020 provided a stark lesson on the necessity of resilience — and for having an adaptable plan in a changing environment.

So, how can you best position your technology for the new normal?

By modernizing the application development process with a low-code platform.

Learn more at [Hyland.com/LowCode](https://hyland.com/LowCode)

¹Frost & Sullivan, Your business shortcut to digital transformation: the right development platform makes a difference, 2020.

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For more information, visit **[Hyland.com/Lowcode](https://www.hyland.com/Lowcode)**