

ARTICLE

5 WAYS LOW-CODE APPS CAN HELP YOU LEVEL UP

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The technology solutions you depend on are more powerful and complex than ever. But, like any good story, the next chapter of your digital transformation has a twist: Low-code technology.

Low-code, rapid application development (RAD) solutions are simplifying processes across industries from customer experiences to document tracking processes. Yet, configuring applications on a RAD platform remains a relatively untapped middle ground. According to Forrester¹, 88 percent of organizations are stuck in a buy-versus-build mentality — even though tools like RAD platforms, which offer a faster, easier alternative, have been around for years.

Rather than commit to the false dichotomy of purchasing multiple point solutions or building new ones from scratch — both expensive and time-consuming options — a modern content services strategy with low-code application configurability changes the game with agility and adaptability.

A low-code development platform allows you to configure business applications — including case management and process automation solutions — that fill the gaps between your line-of-business systems. By minimizing data silos and the need for costly custom coding, you can unlock productivity gains and improve user experience, empowering staff to respond to changing business needs in real-time.

Here are five ways the low-code revolution can help you level up:

- 1 Develop purpose-built applications without heavy IT involvement**
With low-code capabilities, your team quickly and simply puts solutions into production – without having to invest in or build new technology. You also gain flexibility that allows you to expand and change processes as needed, all while integrating new technologies and keeping up with the latest privacy and compliance regulations.
- 2 Minimize training and improve end-user satisfaction**
When low-code applications are a part of a larger content services strategy, users are connected to your core system, allowing employees to enjoy the same interfaces they rely on daily, with no training necessary. Without the need to constantly switch screens, they have real-time access to the information and content they need to provide the best service possible.

- 3 Adapt quicker to the needs of the business**
Customer experiences have been the defining focus of most industries in recent years, and organizations have made much progress thanks to smart technology. Utilizing low-code tools extends that strength by empowering your team to innovate custom solutions without having to start at the back of an overwhelmed IT request line.

- 4 Leverage non-IT specialists**
There is a new phrase in the tech world: Citizen developer. Citizen developers are tech-smart employees — sometimes found outside of the IT department and oftentimes frustrated with long IT queues — who assume responsibility for their own processes via low-code technology.

It is a concept that is catching on, as 71 percent of organizations see the concept of a citizen developer as important to their process improvement plans, according to AIIM². With low-code platforms, these valuable employees can get their hands on the technology they need to make an immediate impact.

- 5 Enable better end user and customer experiences**
By creating low-code solutions that eliminate manual task responsibilities, employees can shift their attention to higher-value, customer-focused tasks that support better service, retention and profitability. This ultimately provides organizations with a competitive edge that keeps them a step ahead in market.

TAKE IT TO THE NEXT LEVEL, QUICKLY

Low-code platforms offer a simplified business process that capitalizes on smart technology. Top benefits of RAD platforms include faster rollout, better content integration, increased productivity and enhanced user experience.

For overwhelmed IT teams, it is a way to fast-track development by leveraging the resources they have on hand. For bottom-line watchers, it is a prudent path for dependable, cost-effective solutions. And, for your customers, it is the future they expect today. Is your organization ready to level up?

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

1. Forrester Research. (Sept 2015). To be brilliant in the moment, think beyond buy versus build. Forrester.com
2. AIIM Research. (Jan. 2019). Integrating content services into low-code applications. AIIM.org