Low-code

What's it all about?

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Low-Code platforms make software development 10 times faster than traditional methods. „

-Forrester.

Less code, more value

Low-code app development is a technique that combines the qualities of rapid app development and visual development to drastically scale down the time and labor required to develop and deploy software.

It's modeled on the principle of **abstraction**, where the complexity involved in app development is masked from the end user.

The natural evolution of technology

Traditional app development, although a very handy and integral technology for furthering digitization in organizations, has run its normal course. As was the case with coding languages of the past, like COBOL, FORTRAN and C, these too were bound to be replaced by faster and more efficient ways of development. Enter low-code, the businessman's app development tool.

> " The beauty of Zoho Creator was the presence of a desktop app and a mobile app from day one. With a single login, our team can update on the web portal through the laptops, or through the mobiles on Android and iOS. "
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> — **Karteek Narumanchi**
> Director, Blackbuck.

Business-centricity at its core

The business world is at a stage where the lack of a proper digital process support system for any business can quickly spell its doom. Businesses need to digitize their processes, both internal and external, rapidly and without spending a fortune on it.

Low-code platforms facilitate this with the help of drag-and-drop builders for UI and speech-like logic languages. This translates to less time and manpower to deliver and deploy business apps.

Moreover, since these are designed specifically for business users, they need a fraction of the expertise in software development.
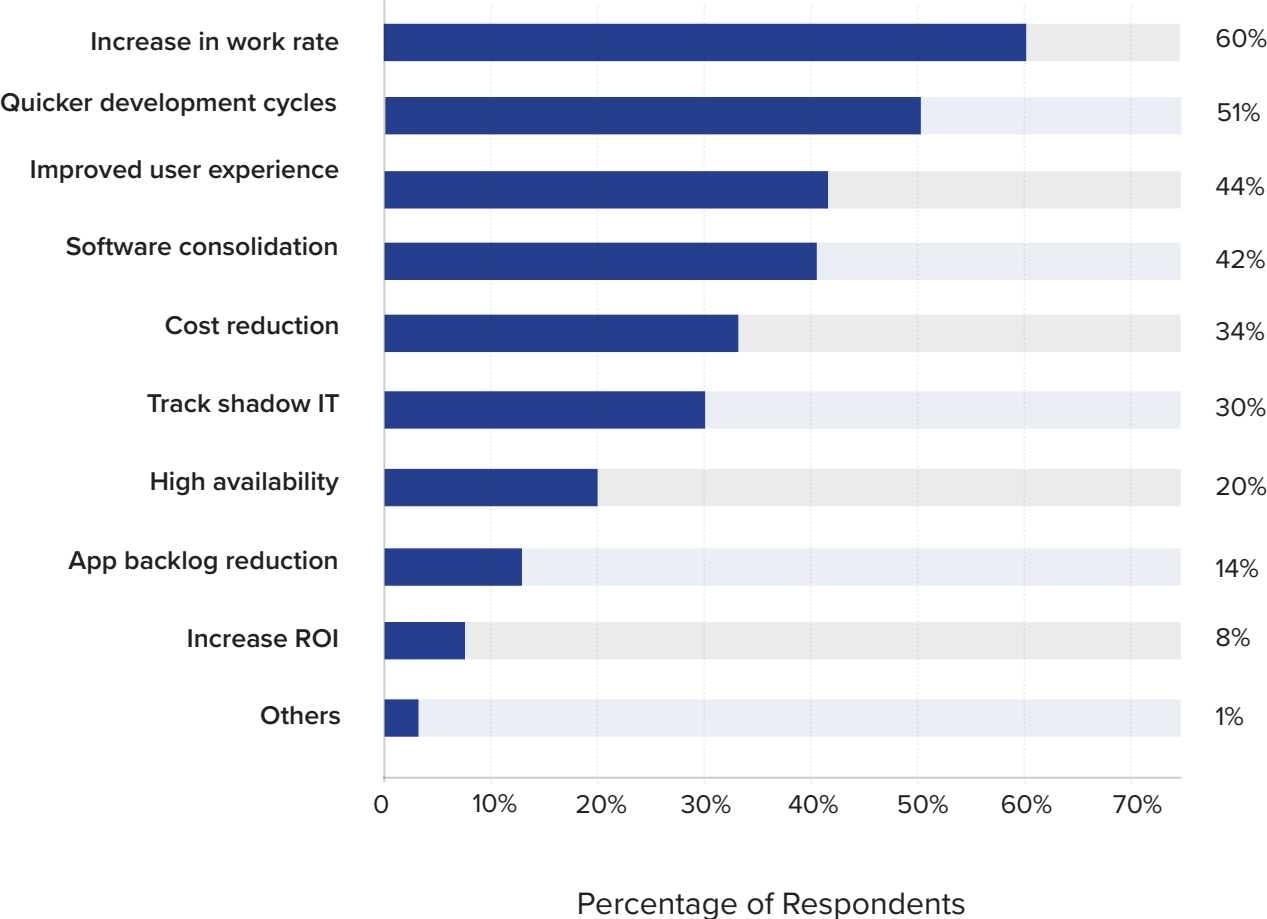
The apps built on these platforms are also easy to link with existing systems at the business, which means that there's no need to scrap all the digital investments made to date.

> " By implementing Zoho Creator, we were able to build our self-service model and digital culture in the organization. I was so delighted when I saw members from accounting, admin, and HR—who are nonprogrammers—develop web and mobile applications, with minimal help from the IT and digital team. "
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> — **Jojo Guingao**
> Chief Digital Officer, Aboitiz Equity Ventures Inc.

Why are companies adopting low-code technology?

Category	Percentage
Increase in work rate	60%
Quicker development cycles	51%
Improved user experience	44%
Software consolidation	42%
Cost reduction	34%
Track shadow IT	30%
High availability	20%
App backlog reduction	14%
Increase ROI	8%
Others	1%

Percentage of Respondents

What to look for in a low-code platform

Short deployment times:

The basic quality that low-code platforms have to have is a user-friendly building environment that eliminates multiple steps of app development for every user interaction. The most popular and efficient way is a drag-and-drop UI builder that eliminates the coding involved. This, along with a user-friendly language accelerates app development.

Development free of form factors:

Traditionally, any business process needs to have a desktop app first, and then a mobile app is built for it. Low-code platforms eliminate this effort duplication— once an app is built, it's readily available for desktop and as a native mobile app, regardless of the OS (Android or iOS).

Uncompromising security:

Low-code platforms have to have the best security framework built into them. Audit logs, access control measures, and automated threat assessments are mandatory requirements of any app building platform.

Scalability:

Low-code platforms need to be stable under different scaling loads, like organizational growth, processing load growth, software generation growth and functional growth of the application.

Limitless integrations:

Low-code is an inclusive disruption—you don't have to scrap old systems to take your digital transformation forward. An ideal low-code platform must have built-in integrations and REST APIs which help to extend existing system and data processes.

Zoho and Creator

Creator is Zoho's own low-code platform. It's been integral to thefast-paced digital growth needs of the company for the past decade. From the core process of data center management to noncritical processes, like visitor management, all of Zoho's custom app requirements are run on Zoho Creator. The fact that it has to cater to organization-wide requirements makes it the go-to product for customers ranging from a Philippines-based conglomerate to a leading electric car maker from California.

For it's breadth of customers, ease of deployment and strong partner network, Zoho Creator was featured in Gartner Magic Quadrant for Enterprise Low-Code Application Platforms 2019.

ZOHO Creator

zoho.com/creator/product-overview.html

We'd love to talk! Reach out to us:

hello@zohocreator.com