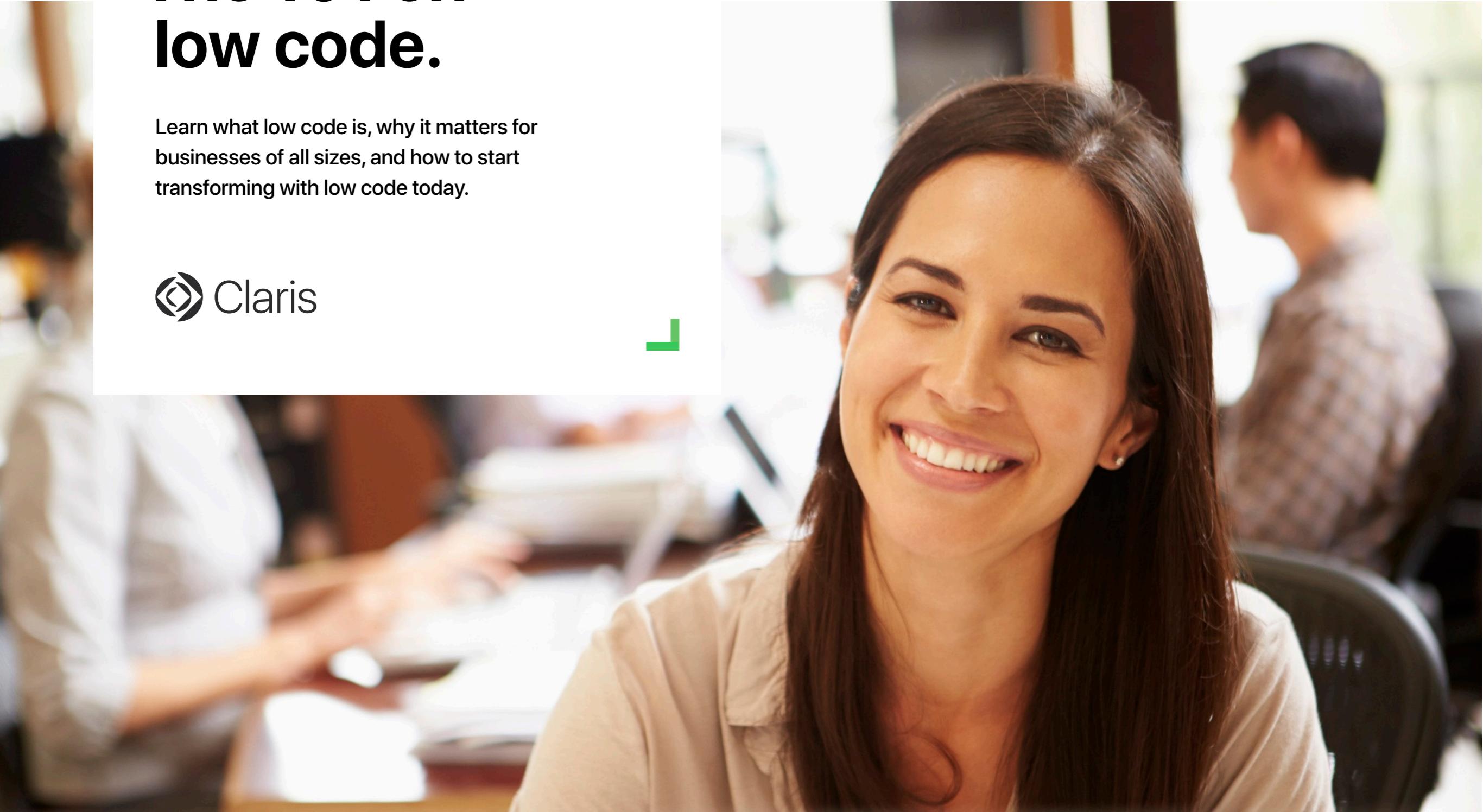


The 101 on low code.

Learn what low code is, why it matters for businesses of all sizes, and how to start transforming with low code today.





What's inside.



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Resolve business problems with low code.

Are inefficient paper processes and countless manual spreadsheets slowing down your business?

Feeling the pressure to work harder with fewer resources?

Looking for ways to empower your employees so they work more effectively?



Discover how custom apps created with low code can quickly fix day-to-day inefficiencies and digitally transform your workplace.



What is low code?

Around the world, businesses like yours are constantly looking for ways to leverage technology to gain a competitive edge. One way to gain an advantage is a custom application through low-code app development — an easy way to build custom apps by using a collection of visual development tools like drag-and-drop instead of traditional hand-coded computer programming.

Custom apps built with low code not only help businesses solve critical problems, such as tracking inventory, managing sales leads, and facilitating orders, but also help improve productivity and benefit the bottom line.

However, building custom apps often proves both costly and time-consuming – particularly for small and medium businesses (SMBs). Thankfully, low code provides an affordable and speedy way to develop transformative software!

**Focus on innovation
and easily build
productive solutions for
the manual processes
your employees deal with
each day.**

How businesses use custom apps:



Obtaining sales leads.



Communicating commissions.



Developing reports with real-time data.



Tracking inventory.



Fulfilling orders.



Communicating with off-site staff.



Booking appointments.



Gathering medical information from patients.



Collecting payments and financial donations.



Organizing team members.



Answering customer questions.

No pro coding experience required.

Low-code platforms offer intuitive tools that empower users to build robust custom apps. There's no formal computer science degree or formal coding knowledge required! With low code, your employees can generate websites, build databases, automate workflows, and more.

Low-code platforms will be responsible for more than 65% of application development by 2024.*

The ease and accessibility of low code are important at a time when global demand for developer talent outpaces supply by a staggering margin. And, as this [recent article in the Wall Street Journal notes](#), a third of tech jobs go unfilled after 5 months, costing companies millions in lost productivity each year.

Scarcity of talent will soon force many businesses to look beyond traditional developers and tools for customized tech solutions.

*<https://www.gartner.com/en/documents/3956079/magic-quadrant-for-enterprise-low-code-application-platf>





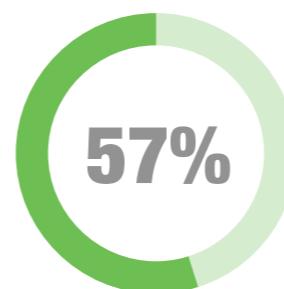
Using in-house talent.

Fortunately, low code offers a range of enticing opportunities for any business, but especially for SMBs. For example, your company can simultaneously fill developer gaps with in-house talent who can quickly create an app using a simple drag-and-drop user interface (UI) and other visual tools. The result of the new app can help solve frustrating organizational problems, while you earn a higher return on investment (ROI) and enhance your employees' career growth.

Growing in-house information technology (IT) talent can be surprisingly simple and cost-effective.

Although most low-code platforms require at least a little technical know-how, many tech-inclined employees (also known as citizen developers) can intuitively begin solving your business problems by building custom apps with existing templates or drag-and-drop components.

In a recent [State of the Custom App Report](#):



57% built and deployed their first custom app in just 3 months.



73% built and deployed their first custom app within 6 months.

Even novice developers can create impressive app functionality in a snap using pre-built add-ons like calendars, kanban boards, charts, and more. If your employees get stuck, they can turn to online communities for mentoring and guidance, then get back on track with their app creation. Many low-code platforms provide formal training and certification programs, too.

Why low code is best for SMBs.

Businesses like yours typically find the return for **low-code training and tools** is worth the investment.



90% of businesses that built custom apps with low-code tools report an increase in productivity.



Almost half that invested in low-code development say they've seen an ROI of up to 60%.

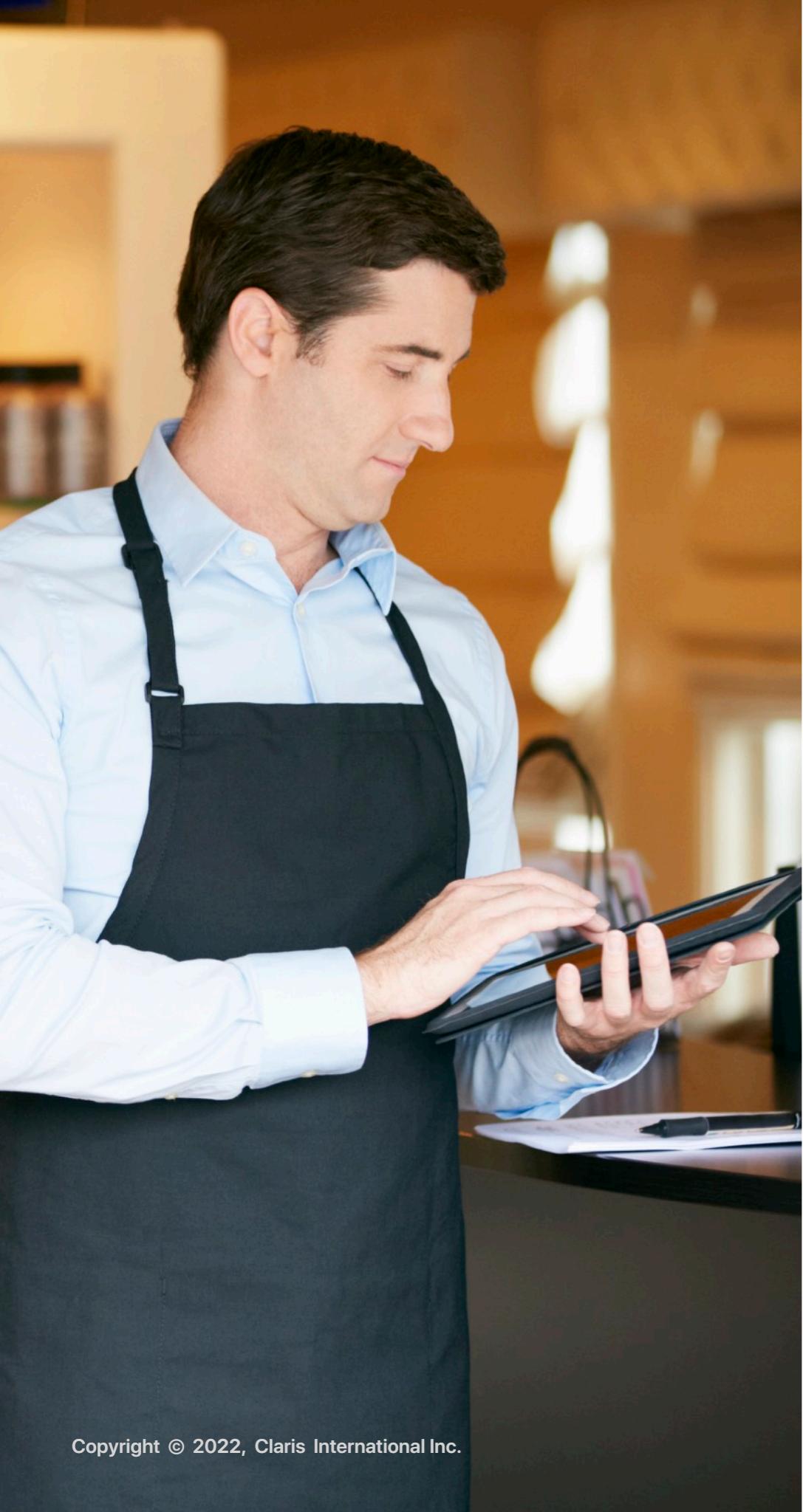
In addition, investing in low-code platforms allows a wide range of people to contribute to app development, which drives employee productivity and enhances career growth.

Expect productivity to increase across the board, whether it's from your team members who build custom apps to boost career growth or from others who prefer to simply contribute from the sidelines and encourage quick adoption of your new apps.

A low-code platform provides digital transformation that eliminates time-consuming paper processes and other inefficiencies within your company – improvement takes place quite rapidly. With low code, business ideas spring to life in minutes rather than days.

Enthusied employees can easily create process improvements with low-code tools, which frees up your IT team to focus on larger, complex projects. Greater efficiency, improved processes, less development time, and ultimately, a return on your software investment – some of the many benefits low code offers.





How low code can benefit any industry.



MANUFACTURING



HEALTHCARE



RETAIL

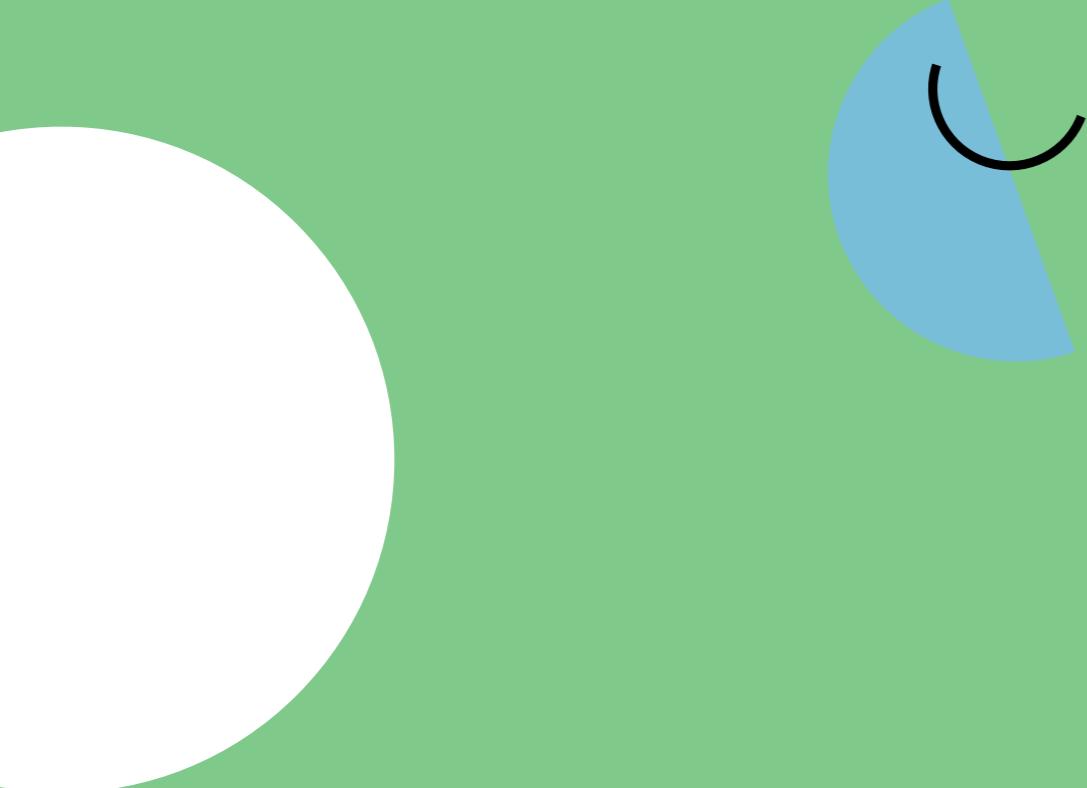


PROFESSIONAL SERVICES



MANUFACTURING

Harvey Water Softeners streamline factory production and customer support.



HARVEY Water Softeners

■ PROBLEM:

Harvey Water Softeners, a manufacturing company based in the United Kingdom (UK), uncovered £1 million in annual losses due to inefficiencies across production lines and administration. The company's 300 employees were using a mix of spreadsheets, paper-based forms, and free apps to track inventory and production, intake new leads, gather work orders and installation details, and more. This process proved both time-consuming and error-prone.

■ SOLUTION:

The company's in-house developer used Claris FileMaker to build a custom app to manage factory production and streamline customer support operations.

■ BENEFITS:

By adopting a single custom app to unite data and streamline operations, the company estimates it saves £1 million annually.

■ READ THE FULL STORY:

<https://www.claris.com/customers/stories/harvey-water-softeners>



HEALTHCARE

Alabama Eye Bank
manages round-the-clock
healthcare operations.



■ PROBLEM:

The Alabama Eye Bank (AEB) needed an efficient way to manage round-the-clock healthcare operations and time-sensitive surgeries. A desktop app couldn't provide the real-time insights needed by some of the team's remote workers.

■ SOLUTION:

An in-house developer used Claris FileMaker to build a mobile app that integrates directly with all of AEB's systems. Today, the company's 55 in-house and remote staff use the app — available on any device — to screen donors, schedule procedures, track tissue donations, and more.

■ BENEFITS:

Eye bank administrators estimate they save tens of thousands of dollars annually in administrative and app development costs. Employees praise the app's ease of use and the ability to access real-time data that's critical for time-sensitive tissue harvests and transplants.

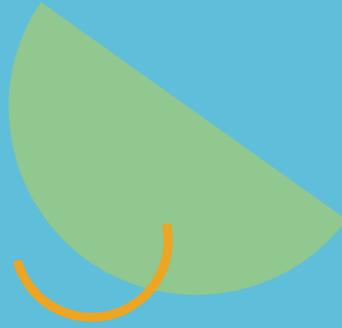
■ READ THE FULL STORY:

<https://www.claris.com/customers/stories/alabama-eye-bank>



RETAIL

Ruggs Benedict rapidly grows the business and improves the bottom line.



RUGGS BENEDICT
CARPET ONE FLOOR & HOME®

■ PROBLEM:

Ruggs Benedict, a Denver-based flooring company, relied on spreadsheets to manage business operations. Not only cumbersome, but the spreadsheets didn't provide the real-time insights the company needed to effectively manage sales, projects, and installations.

■ SOLUTION:

The company's CEO used Claris FileMaker to build a custom app that manages every aspect of the customer lifecycle — from intake to installation as well as customer care to billing.

■ BENEFITS:

The custom app helped the company scale and maintain profitability. Ruggs Benedict grew from a garage-based business to become the largest flooring store in the region. The app provides a major benefit to control pricing. In many businesses, salespeople quote low prices because they want to close the deal – and get the commission. With Ruggs Benedict's custom app, the company created push-button pricing. Now the Sales staff can select a product and the app automatically fills in the appropriate price. While salespeople can offer some discounts, the app displays their commission shrinking on the screen. This makes Sales less willing to slash product prices, improving the bottom line.

■ READ THE FULL STORY:

<https://www.claris.com/customers/stories/ruggs-benedict>



PROFESSIONAL SERVICES

Wings Unlimited seamlessly manages large-scale event production and improves customer satisfaction.



■ PROBLEM:

Wings Unlimited, an event planning company, relied on a time-consuming, error-prone combination of paper documents and spreadsheets to manage their event production.

■ SOLUTION:

A custom app, built using Claris FileMaker, enabled the team seamlessly to produce thousands of large-scale events.

■ BENEFITS:

The new app helps the company track contracts, budgets, locations, attendees, and more. Real-time insights into constantly-shifting variables — like travel plans, session capacity, and weather — mean the team can respond quickly to questions, ensuring satisfied customers and repeat business.

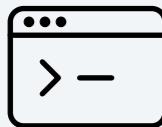
■ READ THE FULL STORY:

<https://www.claris.com/customers/stories/wings-unlimited>

Which low-code platform is right for you?

Today, businesses can select from dozens of low-code development platforms. So which platform should you choose? At the surface level, many low-code offerings look similar. But push deeper, and you'll quickly discover that not all platforms are created equal.

When investigating a low-code platform, here's what you should look for:



Low code without limits.

Your platform should keep pace with the ways in which your business — and the marketplace — will grow. Often times a business stumbles upon a solution that seems like it will immediately fix a problem. However, once you invest some time and get into the development, you'll find frustrating limitations that send you back to the drawing board. To save the cost and headache of migrating your custom app and related data to a new platform, choose an extensible platform early on.

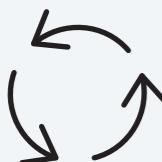
Look for a robust low-code offering like Claris FileMaker, which is powerful enough to scale with you. Businesses of all sizes — from SMBs to household names like GAP, Volvo, Clorox, PG&E, and more — trust Claris to quickly drive the digital transformation that leads to improved productivity and ROI.



Cloud-smart technology.

Most low-code platforms are exclusively cloud-based and face limitations like app downtime when internet connectivity isn't available. By comparison, the Claris platform offers hosting in the cloud or on premise (on prem).

Regardless of which option users select, on prem or cloud hosting — our platform offers agility, speed, sharing, rapid deployment, scalability and streamlining as well as connectivity — without compromising on performance or losing connection to the real world of devices, sensors, and even offline apps.



A global ecosystem.

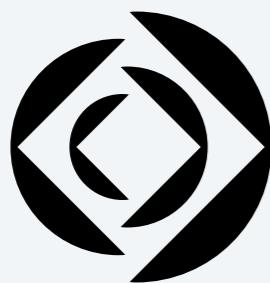
The right low-code platform will offer a global community of developers along with robust training and certification offerings. Look for a thriving online developer community, free training tools to help grow your in-house talent, and a network of certified developers and partners to take your custom app further if your in-house developers reach their limits.

Thanks to its 30-year history, Claris' ecosystem is global and thriving. You can find more than 50,000+ Claris developers around the world, and a host of free, personalized training tools at the [Claris Academy](#).



Ready to get started?

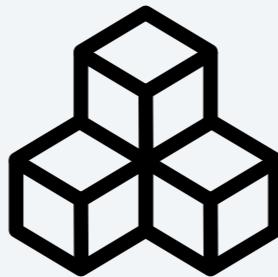
Claris, a low-code pioneer, offers the ideal path for any business, especially SMBs, to develop modern, custom apps. **For more than 30 years, businesses of all sizes have relied on Claris for improved productivity and fueled growth.**



The Claris platform.

Create and supercharge custom apps using [Claris FileMaker](#) and [Claris Connect](#).

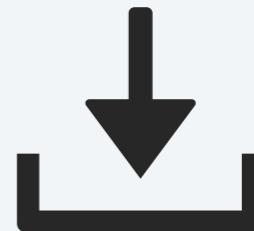
Rapidly build apps with Claris FileMaker, then use Claris Connect to make your apps work better together.



Claris resources.

Explore a wide range of products and add-ons on the [Claris Marketplace](#). These products are created by the industry's most supportive community.

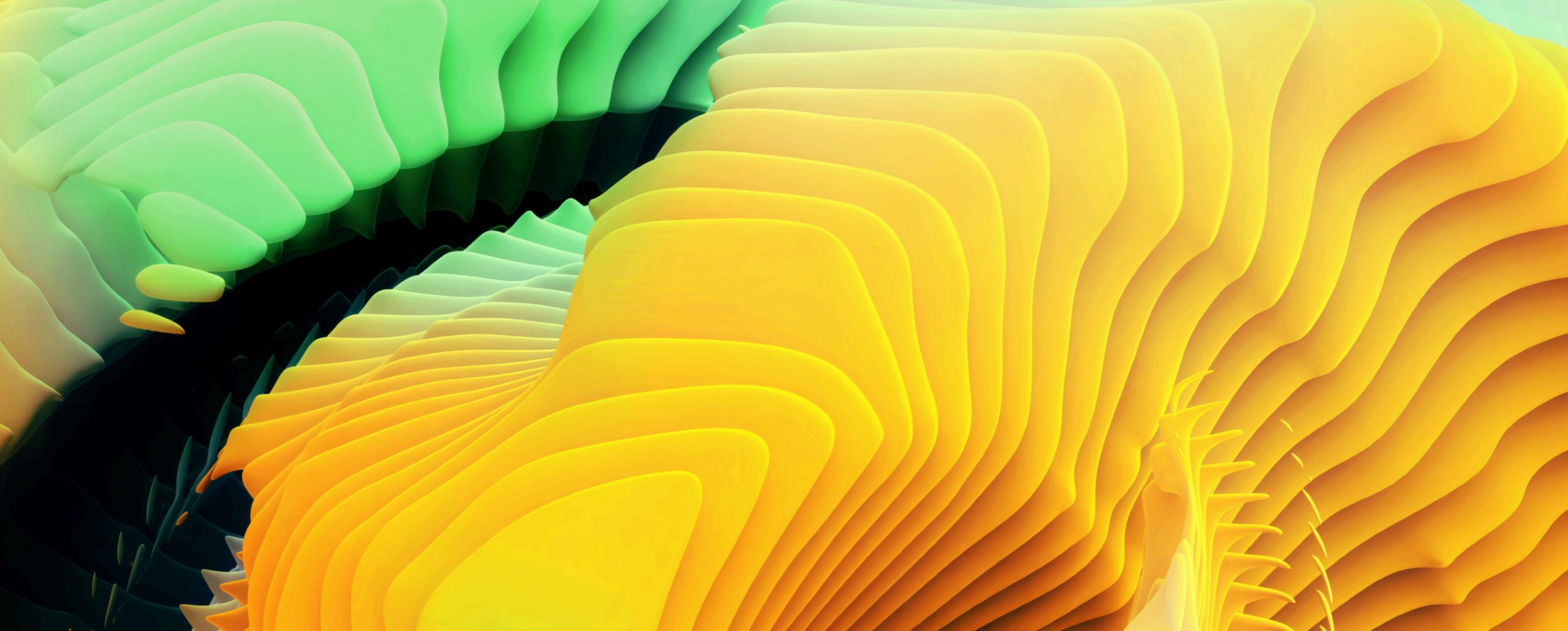
Or if you prefer, there are more than [1,400 Claris Partners](#) around the globe who would love to build apps for you or modernize those you may already have.



Trial opportunity.

[Download a free FileMaker 45-day trial today.](#)

Or contact us at **800-725-2747** to speak to a specialist in the US, or **+1 408-727-8227** to speak to a specialist outside of North America.



About Claris International Inc.

Claris International Inc. is the creator of the world's leading rapid, low-code development platform, offering a suite of services that drive digital transformation in companies from every business sector. Best known for its FileMaker app development solution, the company has more than 1 million active users globally across SMBs and the Fortune 500. Claris is an Apple subsidiary with an unmatched record of business success for more than 20 profitable years. Claris is headquartered in California with operations worldwide, including London, Tokyo, Beijing, and Sydney.