BUYER'S GUIDE:
ENABLE DIGITAL TRANSFORMATION WITH LOW-CODE TECHNOLOGY

5 steps to achieving your business objectives with low-code solutions + an action plan to get started

Hyland™

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Determined to thrive? Low-code accelerates your digital transformation

Digital transformation has been at the forefront of IT conversations for several years — and is widely recognized by organizational leaders as a necessary goal to stay competitive and fuel growth. Even for organizations that have already invested in high-performing solutions, progress must continue as technology and business objectives change and advance, because digital transformation isn't something that is simply invested in and accomplished. It requires an eyes-open approach to changing technology, as well as visionary leadership to act on the next differentiating opportunity.

In today's business landscape, that differentiator is the ability to build targeted business applications using low-code capabilities on a powerful content services platform.

Low-code is characterized chiefly by the ability for organizations to leverage intuitive tools - and at times even their existing software platform to create new applications that solve a business problem with minimal to zero coding, thereby expanding configuration capabilities even to those outside IT. This ability to rapidly deploy new business applications and to quickly adapt existing applications as required is widely recognized as a game-changing approach to digital business.

But why?

Because configurable, low-code enterprise platforms make both pivoting in the midst of rapid business changes and creating innovative solutions surprisingly simple, effective and transformational.

In this guide, we'll walk you through the steps you need to consider as you evaluate how low-code capabilities can help you achieve your business objectives:

- **Step 1:** Identify the right platform
- **Step 2:** Bring all your data together
- **Step 3:** Empower business unit experts to problem-solve at the app-level
- **Step 4:** Ease the strain on your IT department
- **Step 5:** Keep solutions agile and strong

"Organizations that are most satisfied with the effectiveness of their business applications have implemented a low-code development platform. Even more revealing, such organizations report higher revenue growth than their counterparts."[i]

Step One:

Identify the right platform

"Organizations see the greatest benefit when low-code development capabilities are built into a content-based platform."[i]

A content services platform is the optimal foundation to build on the power of rapid application development. This is because businesses rely on the content created by important line-of-business systems to drive operations and make well-informed decisions. Quality content services platforms understand the full content lifecycle and are able to bring multiple sources of data together so it can be effectively leveraged in low-code application-building.

As you look to add the revolutionary power of rapid application development to your business's toolkit, look for a content services platform that includes:

- Capture
- Case management
- Collaboration
- Content management
- Customer communications management
- Business process automation
- Reporting and analytics
- Search
- Retention and records management
- Cloud-native capabilities

When leveraging a low-code content services platform, these native capabilities extend to your application configuration strategy. This ensures that any business application you create provides your users with access to the right content, data and processes to fuel decisions, minimize information silos and complement the work being completed across the enterprise.

Content services platform:
An integrated platform that provides content-focused services, APIs, solutions and business processing tools that support digital business and transformation. When low-code capabilities are native, the platform is instrumental in enabling:

- Rapid application delivery with minimal custom coding or scripting
- Quick setup and fast deployment
- Increased collaboration and effectiveness of applications

Step Two:

Bring all your data together

Connecting data across your organization provides more value to your business and those you serve — faster — with secure, bidirectional integrated capabilities inherent in a content services platform.

As organizations embrace digital transformation and look for additional solutions, oftentimes their technology stacks grow out of check. IT sprawl and disparate or disconnected systems are among the first symptoms, which can be very costly and detrimental to business performance. When this happens, the power of your data is significantly compromised.

A platform that facilitates secure integration allows you to seamlessly bring in data from multiple sources and take action on that data. This is where the power of a low-code platform is revealed. Not only will users get a complete view of information in a centralized location, but they will be able to more efficiently take action on that information. Furthermore, manual processes can be replaced with automated workflows and users can interact with the system in a variety of ways including self-service online portals or from mobile devices.

THE LOW-CODE DIFFERENCE

A low-code solution needs to include integration accelerators, pre-designed building blocks and point-and-click configurable components that enable users to easily create powerful connections between otherwise disconnected systems. This type of advanced integration promotes collaboration, allows for rapid deployment of new applications and empowers business users with the information they need at the moment they need it.

73%

Business leaders who say the ability to integrate disparate systems, applications and content is a top priority[i]

BENEFITS

The value of integrating information across mission-critical, enterprise applications for a real-time, single source of truth is powerful, and:

- Ensures everyone at all stages of processes, workflows and approvals has secure access to the right information at the right time.
- Saves "swivel time" for staff who spend the majority of their work in one system but still rely on content residing in others
- Increases visibility and reporting for leadership
- Eases the pain of audits and compliance
- Accelerates ROI and improves the customer experience
- Reduces IT sprawl and eliminates disparate, disconnected systems

WHAT TO LOOK FOR IN YOUR SOLUTION

- Pre-built connectors that simplify the integration of data objects from multiple sources
- Integration servers that ensure reliable exchanges between your platform and all core systems and applications
- Web configurability that allows for seamless data access to and from your business applications
- Screen-level integration that allows for free-flowing data between platform content and applications
- API framework that empowers you to build your own integrations

Low-code success story:

Integrated admissions case management solution equips advisors to provide better service and maintain more relevant relationships with students

"Advisors now have one place to go for all student information," said Tracy Weber, manager of digital document management, University of Notre Dame. "While students are in the waiting room, advisors can pull up their electronic files, see their pictures and view details like FERPA status, academic schedules, grades and pending course drops. They also have access to all related documents — giving them a quick synopsis of each student."

With this complete view of each student, including real-time data pulled from the Banner by Ellucian student information system (SIS), the solution equips advisors to provide better service and maintain more relevant relationships with students.

- Improves advising and student service with a complete view
- Increases visibility, saves time and minimizes the paper trail
- Accelerates return-on-investment (ROI)

Step Three:

Empower business users to
problem-solve at the app-level

Line-of-business employees, who are often closest to the business problems being solved, have a valuable perspective that shouldn't be restricted to an upfront "needs assessment."[i]

Gone are the days when collaboration for new digital solutions largely meant, first, a tedious and time-consuming upfront discovery between IT and business unit leadership; and second, a strict handoff to IT, who then managed the design, implementation and ongoing maintenance of mission-critical applications.

Instead, agile, digitally transformed workplaces require technology that enables ongoing collaboration between business units and IT. With the prolific emergence of specific-problem-solving applications — called a "predominant business enablement tool" by Frost & Sullivan — it's critical that app development be democratized, which allows even non-developers to conceive and create solutions that directly impact front-line workers.

THE LOW-CODE DIFFERENCE

The right low-code platform promotes successful outcomes for both IT and business units by providing a more intuitive, user-friendly framework for rapid application development capabilities. You no longer have to be a developer, or adept at custom coding, to build and adjust workflows, augment user interfaces or respond to a sudden need from a business unit.

Instead, IT can strategically direct foundational development, enterprise architecture and other critical initiatives from the platform level, while leveraging business unit stakeholders — who know the day-to-day needs of their area of the business better than anyone — to securely manage basic solution maintenance and make incremental improvements to meet user, business and compliance requirements.

70%

Business leaders who cite collaboration as a top goal for application development[i]

BENEFITS

Leveraging low-code capabilities enables you to more immediately respond to business needs and provide better end user and customer experiences because:

- Employees can leverage low-code configuration tools to quickly respond to new business needs, market shifts and changing customer requirements
- Organizations can continually improve upon deployed apps as users become more familiar with solution capabilities
- Direct involvement of business users during configuration leads to accelerated adoption, increased productivity, and ultimately higher ROI
- IT can oversee this collaborative app evolution in real time, applying lessons learned to other areas of the organization as new solutions are deployed

WHAT TO LOOK FOR IN YOUR SOLUTION

- Low-code building capabilities that democratize the building of solution-based apps
- Intuitive user interfaces featuring point-and-click configurability, drop-down menus, and drag-and-drop capability
- Nonlinear development process capabilities
- Ability to align with users' needs and adapt quickly as needs change
- Ability to push enterprise-wide updates to existing apps quickly and securely

Low-code success story: *Speeding deployment of needed solutions, manufacturer crafts low-code business applications without dependence on IT developers*

"We realized immediately the power [the Hyland platform has], in that we could build just about any database application we needed while replacing old applications that were going to be sunset," said Sean Lemon, national project manager, Universal Forest Products.

Before widely using the platform for building business applications, Lemon's team went to developers with every request, which led to long project timelines.

"Now with OnBase, we can build all that ourselves," Lemon said. "We meet with a department, design the workflow process, build it, test it and implement it with users to make sure they're using it effectively."

For Universal Forest Products, their low-code solution:
- Replaced spreadsheets and aging applications
- Accelerated application configuration timelines
- Equipped business users with a 360-degree view of all information supporting a business process, including capital expenditure management

Step Four:

Ease the strain on your IT department

Speed: Low-code vs. slow code

Average # of weeks to develop and deliver an application

In a rapid-paced business environment, organizations don't have time to wait at the back of an IT queue for technology solutions. Today's needs may be superseded tomorrow, and your development must be able to keep up.

With more than half of business applications developed or customized in-house[i], organizations face increased pressure to keep pace with business needs for new technology and build applications at the speed end users expect without compromising quality or data integrity.
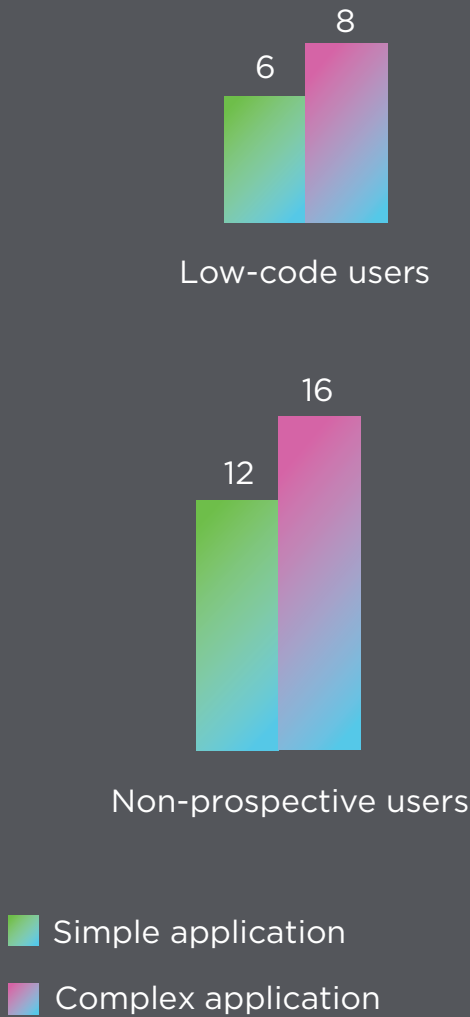
- 69 percent of business leaders cite 'developing and upgrading applications faster' as a top priority[i]
- The average time to develop and deliver an app is 6–8 weeks for low-code users, compared with 12–16 weeks for those not considering low code[i]

THE LOW-CODE DIFFERENCE

With pre-designed building blocks for critical coding tasks, IT developers can quickly build tactical applications with higher quality and fewer errors, all backed up by the strength of the underlying low-code platform and robust built-in capabilities. And, trained non-IT employees can continually enhance and modify applications with user-friendly tools such as point-and-click configuration, drop-down menus, and drag-and-drop capability.

6   8

Low-code users

12   16

Non-prospective users

■ Simple application

■ Complex application

Source: Frost & Sullivan

BENEFITS

Organizations don't have to sacrifice deployment speed for security and effective usability; they can deploy secure, new and upgraded applications throughout the organization, without overloading IT support, markedly faster than ever before. Benefits include:

- Custom-built solutions driven by business unit experts
- Better user experiences for employees and those they serve
- Faster development and deployment times
- Ability to react in real-time to new business challenges
- Decreased reliance on IT for basic application development allows for re-allocation of those critical resources

WHAT TO LOOK FOR IN YOUR SOLUTION

- A system that equips you to develop, integrate and upgrade applications faster than legacy standards (including pre-launch testing and revisions)
- Ability for new and modified applications to be deployed across the entire enterprise securely and with fewer errors
- A proven record of decreasing development and deployment times with repeatable approach
- A reputation for flexibility and efficiency in applications produced

Step Five:
Keep solutions agile and strong

Ever-evolving external factors and user preferences require a means to ensure applications remain relevant, not just at time of release, but at any time a pivot would benefit business priorities.

Agility is key in today's business climate, and recent events have only accelerated this need to be able to respond quickly to market conditions and evolving customer requirements. This requires continual improvement strategies, with common priorities increasingly including:

- Shifting workloads to cloud, SaaS offerings
- Investing in the business technologies to win, serve and retain customers who require heightened digital collaboration and mobile capabilities
- Upgrading or replacing legacy business apps and systems
- Simplifying IT architecture

THE LOW-CODE DIFFERENCE

With the right low-code platform, organizations can rapidly deploy applications that meet immediate business needs. These applications can then be expanded, modified and evolved into additional areas of the business, to meet even more complex process needs, and quickly and successfully address changing business requirements.

69%

of survey respondents say "alignment of app features with needs" is a top priority for development. In a rapid-paced business environment, when needs continually change, organizations don't have the luxury of a linear development process."[i]

BENEFITS

Wide-scale, ongoing and efficient continual improvement using low-code capabilities transforms the effectiveness and performance of applications and processes for a wide range of users, including:

- Better ongoing user experiences for employees and those they serve
- Ability to meet relevant and ever-changing compliance requirements
- Avoiding duplication of efforts with business areas looking to purchase, upgrade and replace systems and solutions
- Eliminating content silos with the advent of modern, integrated content services apps

WHAT TO LOOK FOR IN YOUR SOLUTION

- Apps that can be built to specifically align with user needs
- Templates available as jumping-off points to help get users started in solution creation
- Configurable solutions that can be adapted quickly and easily
- Both technical and business users have a role in driving effective solutions

Low-code success story:
Leading global staffing firm transforms onboarding and compliance measures with low-code applications

"We were behind the times in a very outward-facing way," said Ren Bellu, director of ERP systems at The Judge Group. "These contractors have a lot of choices, so the onboarding experience should be efficient and modern."

With a low-code platform, three IT personnel built a fully functioning application in record time, and the Judge Group improved the experience for compliance staff and 5,000 contractors a year. All while equipping IT with a flexible platform to accommodate growth and build applications organization-wide.

- Improved the contractor experience
- Streamlined HR onboarding and improved efficiency
- Provided a scalable platform for future growth

"The amazing thing about the OnBase platform is that there is a feature for everything; we really didn't have to code much at all." –Ren Bellu, director of ERP systems, The Judge Group

Action plan:

5 questions to ask while evaluating
low-code solutions

By now it's clear that the next step in your digital transformation needs to include high-impact, far-reaching low-code capabilities. As you begin to evaluate solutions, keep these five questions in mind:

1. Do low-code capabilities exist within your current platform?

If you do not have the ability to rapidly develop business applications with minimal IT support then you are missing a critical opportunity to maximize the ROI of your software investments, and you will be at a competitive disadvantage. Look for a platform with a well-documented record of enabling users to create diverse, customizable and efficient low-code solutions. Effective digital transformation requires this low-code capability.

2. Will line-of-business users be able to contribute their expertise to application-building?

With true low-code solutions, contributors from outside of IT not only play an important role in guiding applications to solve the exact pain point, they can literally help design the app. Features like simple interfaces and visual design elements such as drag-and-drop or point-and-click configuration empower all stakeholders to participate in app development.

3. What other business processes could we improve with low-code?

Start by evaluating the areas where low-code could have the biggest impact — this is often within key departments that have traditionally relied on disconnected spreadsheets or antiquated database applications, as well as business units where the speed of app development has been a pain point. Content and documents are often among the most pervasive and challenging-to-manage elements across business units; this makes a content services platform ideal for launching effective applications for a variety of solutions enterprise-wide. Examples could include key

processes in HR, finance, purchasing, vendor management and many more. A low-code approach, in addition to core content services capabilities such as business process management, capture technology, high-powered search and records management, can work together to fuel your digital business strategy.

4. How can we leverage a low-code platform alongside our core systems?

A critical component to low-code integration is the ability for your app-building platform to access and use all the latest data and content from your entire content and application universe. The best-fit low-code strategy is one that integrates your organization's critical content repositories with all your critical applications and line-of-business systems — complementing those systems and equipping you to maximize your investments.

5. How will we measure success after deployment?

Your low-code platform needs to contribute to the attainment of business objectives. Organizations can measure success by looking at metrics such as speed of deployment, increases in efficiency and customer satisfaction. Another critical metric is user adoption. Are users leveraging the system and the corresponding business applications? If so, it indicates the solution is successful because users don't like to waste time on applications that don't improve their effectiveness. When user adoption increases, it typically does so alongside the desired business benefits originally sought after: operational efficiency, optimal utilization of resources and improved profitability. By benchmarking performance of your current development system (and your users' satisfaction), you can measure the impact of your new low-code platform.

CONCLUSION

Effective digital transformation requires a low-code approach to meet the moment

Rather than a temporary "new normal," we are in the middle of a global operational paradigm shift that may never reset to pre-2020 norms. This dramatic evolution of business requires organizations to take a digital-first approach, but to do it in a way that does not sacrifice, but rather enhances, their ability to stay agile and respond to new requirements in near real-time.

This new movement is all about leveraging the foundational strength of your business platform to bring together all of your content and enable you to rapidly stand up new business applications that solve the complex problems of today while being able to adapt to the inevitable challenges of tomorrow.

There is no longer time for lengthy development cycles for every new business need. This type of technology overhaul — coupled with the knowledge you need to adopt a solution that works today, tomorrow and for years down the road — inexorably leads to the conclusion that a low-code-capable content services platform hits all the marks.

The right low-code platform enables your organization to meet emerging challenges right in the moment. It enables you to drive forward digital transformation initiatives that better serve and retain customers while maintaining data security, improving operational efficiency and ultimately increasing profitability. That has never been more important than right now, as your organization navigates the next normal of our increasingly digital-first world.

Download Frost & Sullivan's whitepaper, **_Your business shortcut to digital transformation_**, *to gain additional insights about the growing need for low-code platforms.*

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

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