**[The features of Low Code Development](http://www.enterprisetouch.com/technology/)**

Business today is becoming increasingly competitive and requirements are changing on a daily basis. Organizations are facing an increasing number of challenges when designing an application for their use. Normally organizations design applications by using programmers to write code. This is called traditional coding.

Some of the challenges faced by organizations when using traditional coding are listed below:

* Difficult to meet business requirements on time
* Lack of flexibility
* Takes too long to modify applications
* High cost of development
* Budget management
* Lack of qualified professionals
* Poor end customer experience
* Poor quality

These issues can be overcome to a significant extent through **[Rapid Application Development](http://www.enterprisetouch.com/outsystems/)** using **[Low Code Development](http://www.enterprisetouch.com/outsystems/)** platforms. Forrester defines low-code application development platforms as:

*“Products and/or cloud services for application development that employ visual, declarative techniques instead of programming and are available to customers at low or no-cost in money and training time to begin, with costs rising in proportion to the business value of the platforms”*

Some of the advantages of using low code platforms are listed below:

1. **Time reduction**

The time required for application development is reduced greatly. This allows organizations to compete effectively. Development time of three months using traditional coding can be cut down to one month using low code.

1. **Cost reduction**

The number of coders required for application is reduced. The team becomes more effective as development time is greatly reduced, associated costs are also reduced. Overall there is a great reduction in cost overheads.

1. **Increased team productivity**

The team becomes more productive as even members with little coding experience can contribute significantly as the interface is visual and does not require writing enormous amounts of code.

1. **Easy deployment**

The developed application can be deployed very quickly. Testing can be done in the platform and can be tested for various devices simultaneously. Single development also leads to the same application being modified automatically for various smart device configuration. This leads to significant time and cost saving, in turn leading to development team becoming more effective.

1. **Quick change management**

In the modern business environment, the requirements are changing on a day to day basis. **[Low code platforms](http://www.enterprisetouch.com/outsystems/)** enable the modifications to be incorporated quickly without changing the code. Releasing newer versions now can be much quicker.

1. **Stakeholder engagement**

Low code platforms enable the development team, the client and end user to remain on the same page. The entire application need not be developed before the client can see the application. If any deviation from requirements is seen, it can be incorporated quickly. The client can also keep track of the progress in development easily.

1. **IT skills not required**

Traditional coding requires programmers to have significant IT skills and understanding of coding. This changes in low code development as the interface is visual. A person with low IT skills can also be involved in application development.

1. **Skill gap reduction**

The amount of skill required for the development of applications has reduced. This enables the technical and non-technical members of the team to work closely and enable better overall result.

1. **Branding**

Low-code platforms allow easy addition of brand symbols into the application. The locations where brand value can be increased are easily pointed out in the template. This enables brand marketing to become easier and quicker.

1. **Reduces Shadow IT**

In the online market, several applications are available. If the IT team in a company is unable to develop the required applications the employees will begin to use unapproved applications. This is called shadow IT. These applications may not be safe. Use of low-code platforms will enable the small IT team to be able to develop more applications.

Hence it can be seen that low code platforms offer significant advantages over traditional coding. Companies must begin integrating low code applications with their existing systems to remain digitally competitive. The future of application development will be using platforms which enable **[rapid application development](http://www.enterprisetouch.com/technology/)** and in the existing IT landscape low code is the best option.