In the wake of COVID-19, digital transformation is more relevant than ever. In fact, the global pandemic has been a real eye-opener for organizations large and small as they grapple with the challenges of adapting quickly to a vastly changed business paradigm and consumer landscape.

Consider McKinsey & Company data published by Forbes that reveals "consumer and business digital adoption vaulted five years forward in only about eight weeks in light of Covid-19. Meanwhile, the BBC reports that demand for developers has ‘skyrocketed’ as organizations of all sizes are now realizing that digital skills are crucial to all parts of their business."

More than any other factor, organizations equipped with the digital agility to pivot fast are rising above the competition today and setting themselves on a course for success. And with an increasingly virtual workforce and the ever-advancing digital expectations of consumers, traditional approaches to software and service delivery are no longer sufficient.

Success in a digitally transformed economy requires organizations to execute faster, introduce new levels of automation into business processes, and ultimately inspire customers, employees, and partners alike with compelling experiences that deliver exactly what they need when they need it.

However, many organizations don’t have the resources to create the apps they need fast enough to achieve this level of service delivery. As a result, they miss valuable opportunities to get to market first, and their current app experiences fail to deliver the productivity needed to drive business velocity.

Consider also the digital complexity of today’s hybrid cloud enterprises. Organizations are increasingly finding that they lack an efficient, standardized way to scale applications across the environment – which can lead to quality issues and limit their visibility into important operational performance metrics.

At this inflection point, a more modern, innovative approach to app development is required – one that enables users to build apps faster, deliver the cross-enterprise experiences users love, and scale when needed, as needed, without sprawl.
The Case for Low Code

By all measures, low code development is that approach. Instead of relying solely on professional developers to create apps, companies that leverage low code platforms can effectively expand and accelerate app delivery by employing everyday employees and other business stakeholders in their development efforts. In empowering teams of less skilled citizen developers, low code significantly reduces overall IT costs while increasing worker productivity and efficiency exponentially via the new levels of automation achieved.

And these business creators are more than just extra hands. They are catalysts for innovation as they are typically most familiar with the business requirements, associated processes, and end-user preferences upon which the most successful apps are built. Equipped with low code’s quick-start templates and intuitive drag-and-drop menus, they can easily develop apps and introduce them into the environment without adverse operational impacts – and build on existing apps as well to better serve the evolving needs of customers and other stakeholders.

However, while low code solutions can yield significant growth and revenue gains for your business, not all solutions are alike. And with new low code providers continuing to saturate the market, selecting a platform that’s going to sustain your business as it grows can be challenging.

Here's why low code is so essential to your digital transformation now – and what to look for in a solution.

Built to Scale

When investing in low code technology, one of the most important factors to consider is scale. The low code solution you select must be built from the ground up to function as a platform of platforms, which means it is foundational to your application development environment, and it enables you to quickly scale user experiences from the simple to the complex and across the enterprise from end to end.

The apps your business needs to accelerate growth today simply have to facilitate sophisticated use cases that cut across departments, users, systems, data, and a myriad of other digital assets – from mobile to the cloud, IoT – and, of course, the Next Big Thing to disrupt your marketplace.

The apps you create should also drive a total workflow experience, which requires a platform fully loaded with features to cover even the most complex software development requirements and enable superior user experiences via process automation, integration, AI/machine learning, and reporting.
Consider also that you need an environment in which your business creators will never hit a cliff when they scale an app for more complex use cases. And remember that as your business grows, your apps need to support an expanding user population while achieving economies of scale.

Standardizing on a single, holistic platform for low code development will enable efficient business processes to advance with costs in check. The platform you choose should support both lines of business and IT teams so you can collaborate and be more creative as you pursue emerging opportunities while operating within your technological guardrails.

To that end, the right low code platform must serve as a point of integration across the entire enterprise, connecting all systems, applications, users, and data in new ways to propel business growth. It must also enable deep visibility into end-to-end processes, insights to help you achieve the enterprise-grade performance, reliability, security, resilience, and compliance your business requires.

As you select a platform, consider its stability as well. Remember that you are choosing the foundation for your future growth, and that you need the solution to safeguard app quality across a multitude of workflows in their entirety – for consistent user experiences that are as fast and elegant as modern consumers expect.

Ultimately, a highly automated and scalable low code platform can drive significant bottom-line results. More streamlined workflows allow business processes to move faster, which means, for example, that you can double production without increasing staff, or service twice as many customers in half the time.
Built for Productivity

By their very design, low code platforms are highly productive. And with a robust enterprise-wide platform designed with proper guardrails and oversight in place, you can increase the efficiency of development processes dramatically while delivering apps that fully align with the most pressing needs and goals for a particular use case or business unit.

The most advanced solutions available today come complete with rich platform features right out of the box, from notifications and search functionality to sorting, reporting and more.

Be sure to select a platform that fosters cross-team collaboration by enabling application components built for one business unit to be leveraged in new ways by another. In this type of shared low code environment, synergies between teams can accelerate the delivery of all your services – taking the development cycle from months to hours at times and allowing your business to operate at velocity.

The pandemic has taught us well that massive, unexpected changes to a business’ practices and outlook can happen quickly. We must be able to adapt and respond just as quickly. The right low code platform will offer the flexibility needed to create solutions that respond to dynamically changing use cases and market opportunities by allowing even the least experienced business creators to evolve applications on their own, in real-time, as market dynamics shift.

The ways in which we process and use consumer data are under regulatory scrutiny as well. Businesses must be able to move quickly to keep their applications in compliance with new privacy and security laws as they go into effect. And they must be able to achieve compliance with minimal overhead in cost and time.

Exceptional Experiences

Consumers today are highly discerning of the digital experiences they encounter – especially Millennials and Gen Z’s who represent the fastest growing demographics within your workforce and customer base.

These digital natives gravitate to brands that connect them to the newest, most modern tools and experiences Big Tech has to offer. Gen Z’s, in particular, have been hardwired since birth for the digital economy. They value creativity – and as employees, they expect to be able to express theirs by innovating on your behalf with the most powerful digital tools you can place in their hands. The ability to create applications and introduce new features faster speaks directly to their values and is key to inspiring their loyalty.

With new enterprise-wide apps that incorporate out-of-the-box integration, automation, analytics, and intelligence, all on a single cloud platform, you’ll delight younger generations – and all users – with the kind of fast, personalized, multichannel experiences they have come to expect.
Consumers today are highly discerning of the digital experiences they encounter – especially Millennials and Gen Z’s who represent the fastest growing demographics within your workforce and customer base.

Ultimately, your low code solution should enable end-to-end consumer-grade experiences for enterprise use cases, including quick, intelligent self-service access to the information users need when they need it. And your knowledge workers must have the ability to resolve any and all issues quickly, guided by advanced analytics and AI-assisted recommendations, all in a single view with full context.

Most importantly, your low code platform should streamline and accelerate the critical business processes that keep customers and other stakeholders actively engaged with your brand.

**The Faster You Move, the Better the Outcome**

Organizations today can no longer simply react to market forces. To grow and thrive going forward requires them to get to market first, time and again, with innovations that give them the edge. And because your business runs on workflows, the better your applications perform, the faster your business moves.

ServiceNow’s Creator Workflows, powered by the Now Platform®, is designed to transform critical business processes into better workflows and better business outcomes that drive growth faster.

A feature-rich, intelligent, enterprise-wide solution, Creator Workflows facilitates rapid response to a fast-evolving world by allowing citizen developers up and down your organization to reimagine every process as a digital workflow and quickly create compelling applications that scale to both their immediate and long-term needs.

One integrated solution connecting all users, applications, systems, and data, Creator Workflows serves as an essential tool to help your business pivot along with every market twist and turn while empowering employees to work smarter – not harder – as they capture more opportunities faster.

Ultimately, success in a digitally transformed world goes to those who can drive innovation, disrupt and lead industries, and advance into new markets and geographies as their vision unfolds.

Today’s economic landscape has never been less forgiving – yet it remains teeming with opportunity for those poised to seize it. Jumpstart your digital transformation. Visit [www.servicenow.com](http://www.servicenow.com).

*About ServiceNow*

ServiceNow (NYSE: NOW) is the fastest-growing enterprise cloud software company in the world above $1 billion. Founded in 2004 with the goal of making work easier for people, ServiceNow is making the world of work, work better for people. ServiceNow App Engine, built on the Now Platform®, is a comprehensive low code application platform for the entire enterprise so anyone, from low code creators to professional developers, can digitize their workflows. For more information, visit [www.servicenow.com](http://www.servicenow.com).