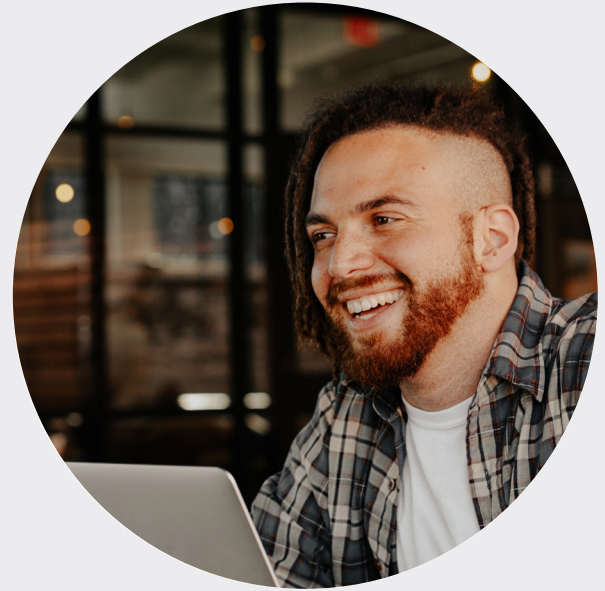


# How Low-Code Development Helps You Transform at Speed and Scale

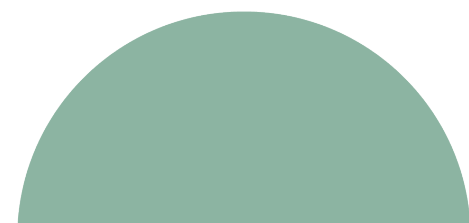


## About This Article

The path your business chooses to follow for its digital transformation will be unique and based on the needs of your customers and employees. You might have an urgent need to modernize your customer-facing technology, improve the customer experience, or offer new products and services. Other businesses will prioritize their backend systems and processes to improve agility and increase employee productivity.

Automating and optimizing business processes is an important part of digital transformation plans, regardless of the path you choose. By removing manual work and making it easier for customers and employees to find information, accomplish tasks, and improve service, you're transforming your processes into digital workflow applications and simultaneously transforming your business.

In fact, process automation and optimization relies on three crucial elements that are part of every digital transformation discussion: speed, experience and scale.



## Speed

Speed is particularly important to businesses that face challenges from digital-native competition that is unencumbered by legacy infrastructure and systems. These competitors can move quickly to launch new products and services and meet the ever-changing demands of the markets they serve.

One of the obstacles to quickly delivering the digital workflows that help transform a business is a lack of resources. The ability to develop and deploy the applications your customers need is limited to relatively few people. These are professional application developers, who at many organizations are a limited resource with a large backlog of projects.

Increasing your capacity for application development is one way to speed up process automation and digital workflow deployment. But professional application developers are costly and in high demand.

Low-code application development tools, on the other hand, help democratize workflow development among other roles in your organization, such as business process analysts, to quickly create applications and automate processes.

Combining tools that make professional developers more productive, such as templates, code libraries, and pre-built integrations, and business users empowered by low code provides the capacity businesses need to scale their workflow transformation.

Your business can begin transforming its processes into digital workflows by identifying the right place to start. Many of the processes in your business will have a familiar request-fulfill pattern, where a user requests information from a human or machine, which then responds to the request. These processes are ripe for automation and optimization.

The business process analysts and other line of business (LOB) professionals in your organization are among the most familiar with many of these request-fulfill processes. That makes them well positioned to automate and optimize them. What they often lack is the experience in application development or the tools that make low-code application development possible.

Empowering the people in these business roles with a low-code application development platform turns your LOB professionals into "citizen developers." They become a new resource that uses low-code development and a digital workflow platform to deliver speed and scale to your process automation and optimization efforts.

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At some point, your transformation agenda will include more complex processes than department-level request-fulfill applications. The more complex processes might touch multiple systems of record, reach across departments in the business, or be otherwise beyond the capabilities of your citizen developers and their low-code tools.

In these cases, a platform that allows low-code and professional developers to collaborate on digital workflow applications can prove invaluable. When professional application developers can create the more complex elements of the application and make them available to low-code users, there's no need to sacrifice time or quality. The business and development teams can each work to their strengths to re-invent your processes.



## Experiences

Today's users expect more than functionality when they interact with software or technology platforms. They want an experience. Functionality is certainly part of the experience equation. For example, users—both your employees and your customers—now expect a consistent experience across devices. But what they really want is help turning the tasks they need to complete into moments that matter.

Everyday, your customers and employees try to complete relatively simple tasks, like requesting time off, checking on an order status, or approving a request for new equipment. And everyday, too many employees and customers find these tasks are harder to complete than they should be. There's too much friction. There are too many steps. Delivering digital workflow applications that simply work is how you turn experiences into these moments that matter.

Whether the task is simple or complex, automating and optimizing the processes improves business outcomes while creating moments that matter for your employees and customers. Best of all, delivering these experiences is increasingly seen as a differentiator for organizations. They help create more loyal customers and more engaged and productive employees.

Building and deploying digital workflow applications that meet the expectations of your users requires the speed of low-code application development. Relying on disparate platforms and professional application developers and user interface designers to build and deploy digital workflow applications simply takes too long for the speed of today's businesses.

What's really preventing your organization from delivering these types of experiences? For some businesses it's a matter of capacity. They lack the right people with the right skills and available time to build multichannel tools with modern interfaces. For others it's a lack of buy-in from leaders who have other transformation priorities.

What makes the process experiences subpar at many businesses, however, is what's behind the process.

Many of the request-fulfill processes in your organization can't deliver an engaging experience because of siloed systems and data. It's not uncommon for business processes to rely on information that's stored in multiple systems. These siloed systems often were not designed to share information with other systems in an easily consumable manner. This turns a process that seems relatively easy on its surface into a poor user experience, as users log on to multiple systems to complete a single task.

Digital transformation does not aim to rip and replace enterprise systems of record. That would be costly and disruptive to operations. The truth is, many of these systems perform very well for the use cases they were designed to deliver. Instead of ripping and replacing, digital transformation efforts focus on breaking down these silos and making the information they contain more accessible to users and other applications.

Whether the task is simple or complex, automating and optimizing the processes improves business outcomes while creating moments that matter for your employees and customers.

Reducing the time it takes to break down silos and automate complex processes relies on a combination of capabilities. The first is low-code development, which allows business users to create digital workflow applications. The second is a common platform with enterprise-level integration capabilities. The third is a consistent, user-friendly design that acts as a familiar front end for the users.

This combination can quickly create digital workflow applications that obscure the interactions with the various systems of record behind a simple, modern user interface. The connections to enterprise systems of record are made possible by powerful yet easy-to-use integration tools, which retrieve and deliver the relevant data for process users.

The risks that businesses run when they deliver poor experiences and unwieldy processes include lower employee productivity and poor customer satisfaction. But poor experiences also encourage users to seek alternatives that allow them to accomplish their tasks with less friction. These workarounds and shortcuts can introduce security and governance issues, thereby increasing risk.

## Scale

Digital transformation is a journey, not a destination. Your business will constantly need to re-engineer its processes to support new products and services. You need to scale your capabilities so one digital workflow application in one department can be leveraged for hundreds of other apps across the enterprise.

To do this requires breaking down silos, which is also a major component of many digital transformation strategies. If your business is creating and deploying department-level digital workflow applications, it's only solving department-level challenges. In the process, you're likely creating more silos and introducing additional complexity as more platforms and applications are deployed across the enterprise.

Enterprise-grade scalability requires a common platform that scales along with your digital workflows. It should provide the performance, resilience, privacy, security, and compliance your applications require. The platform should also make it easy to connect any system, application, or data source in your business. This will allow your organization to turn its processes into digital workflows and enable transformation across the enterprise.

## How ServiceNow Can Help

ServiceNow helps businesses transform by automating and optimizing their processes at speed and scale without sacrificing user experience, security, governance, or performance.

Powered by the Now Platform, ServiceNow Creator Workflows combine the power of App Engine and IntegrationHub to empower enterprise-class low-code app delivery with intuitive and intelligent experiences, at speed and scale. With Creator Workflows, businesses can go from an abstract idea to an implemented app in about a day. Now it's easier for anyone to quickly and safely build compelling app experiences that can easily scale from a single department to the entire enterprise.

Instead of relying solely on professional developers to build apps, companies can effectively expand and accelerate app delivery by empowering business stakeholders like business process analysts. More than extra hands, these business professionals are often most familiar with the business requirements, associated processes, and end-user preferences upon which the most successful apps are built.

These citizen developers increase your delivery capacity using quick-start templates and a simple drag-and-drop development environment of modular building blocks and pre-built components. Effortless collaborations allow that army of no- and low-code builders to easily assemble integrations built by professional developers to move projects faster in a shared environment. And Creator Workflows offer frictionless experiences that are intuitive, intelligent and highly personalized. Simplified processes leverage powerful built-in automation, integration, analytics and intelligence, delivered in a seamless experience. Modern, consumer-grade multichannel engagements provide "no more waiting" fueled by intelligent self-service and quick access to the right response at the exact moment it's needed. There's no more scrambling to get complete information as users can power their own productivity within a single full context view of all analytics, and AI-assisted recommendations to resolve issues quickly.

From a single department to a global enterprise, Creator Workflows can efficiently scale with confidence. By consistently managing the application development pipeline from ideation to development to deployment to optimization, you can scale apps across your organization without sprawl; turn your business processes into powerful digital workflows that connect any systems, apps, and data while providing complete visibility into end-to-end processes; and empower line of business creators to build apps while safeguarding app quality with automated testing and delegated development access. Proven reliability means you can run apps confidently with enterprise-grade scalability, performance, resilience, privacy, security, and compliance.

The digital workflow revolution has accelerated. Creator Workflows fuel rapid delivery of great experiences for everyone on the platform of platforms. Vital safeguards ensure enterprise-class efficiency, sustainability, and compliance. With more people building with less complexity, ServiceNow Creator Workflows let you create apps fast and safely scale cross-enterprise experiences that users love.

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