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Low-Code/No-Code Development

Altamira
www.altamira.ai
Email: **sales@altamira.ai**

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Low-code / no-code development platforms current market

In today's digital-first landscape, low-code and no-code development platforms have become indispensable tools for businesses of all sizes and across industries. These platforms democratise software development, allowing users with varying levels of coding expertise to create applications efficiently. As the cornerstone of innovation, low-code/no-code solutions provide a unique advantage by making application development accessible to a broader audience.

This whitepaper offers an in-depth analysis of the low-code/no-code development platform market, drawing insights from over 14,000 real user reviews on G2. It examines the impact of these platforms, their adoption rates, and the challenges faced by organisations. Our guide serves as a valuable resource for enterprises, small and medium-sized businesses, startups, and solo entrepreneurs who are considering using these tools to optimise their digital strategies.

Low-code/No-code platforms present a solution to the enduring challenges faced in software development:

- the lack of skilled developers
- high development costs
- lengthy development times

By simplifying the application development process and making it accessible to a broader range of users, low-code and no-code platforms are enabling businesses to embrace digital transformation more readily, facilitating continuous innovation.

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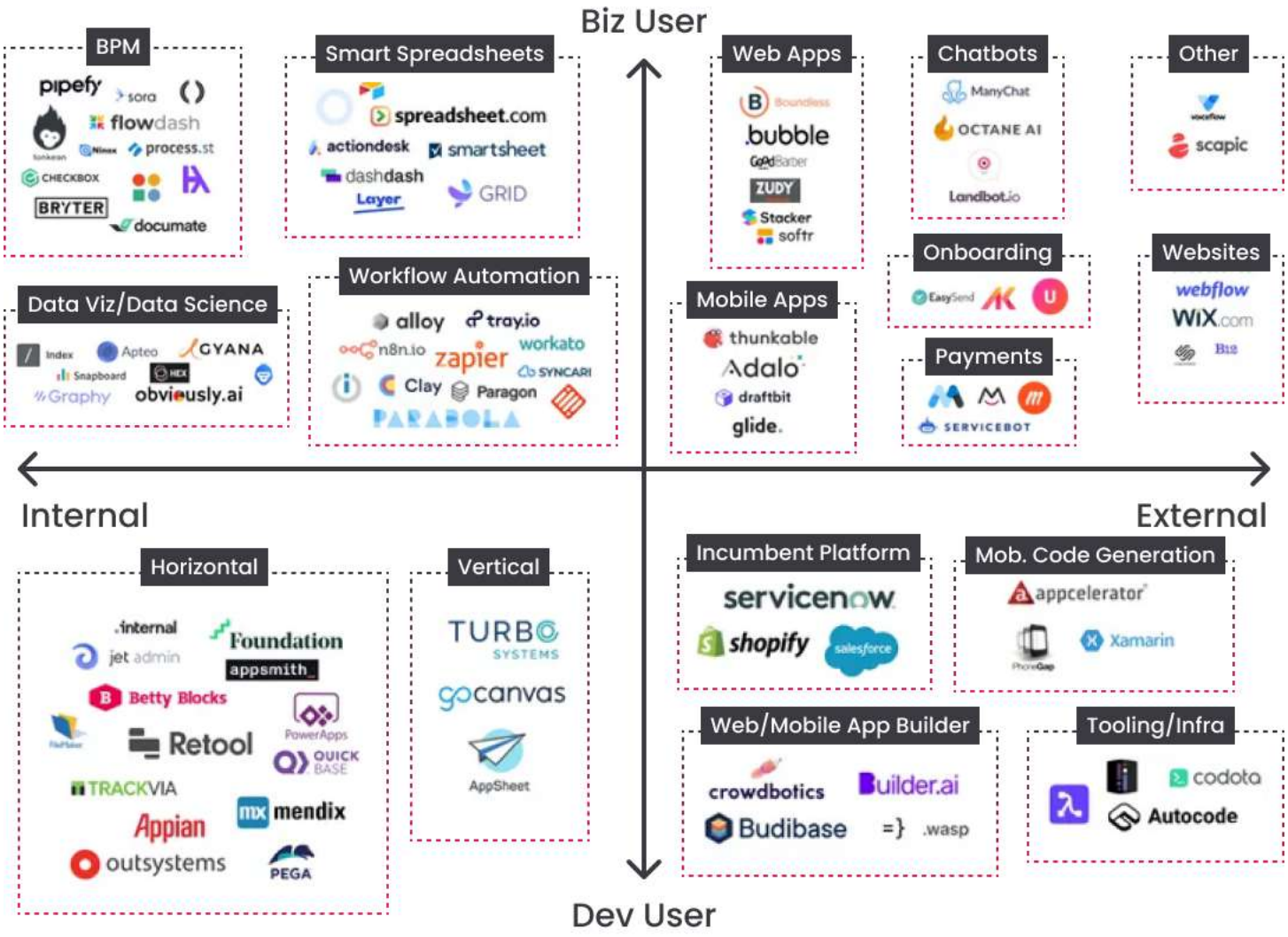
Market overview

Our analysis begins with an exploration of popular low-code/no-code development software products identified through G2's user reviews. Key platforms include:

- Airtable
- Salesforce Platform
- Appy Pie
- Nintex Process Platform
- Quickbase



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Popular low-code development software products and user preferences

Users identified criteria that were beneficial, shedding light on the diverse impacts these factors can have.

1. Management of credentials and back-end utilities

- Users have expressed satisfaction with the way low-code platforms handle security credentials, citing the reliability of the security measures in place and the high standards for user authentication and data protection.
- Low-code/no-code platforms are recognized for their intuitive back-end utilities, which are essential for managing databases, server-side logic, and other back-end services. This user-friendly approach boosts productivity by enabling users to execute complex tasks with ease, even without extensive technical knowledge.
- The overall performance of software, including reliability and processing speed, contributes to a smooth user experience. This aspect covers how the platforms handle large volumes of data and transactions without significant delays or downtime.

2. Wide range of integration points

Users valued the platforms' ability to integrate with a wide range of other systems and services, from third-party APIs to internal tools which facilitates smooth data exchange and connectivity.

3. Ease of capturing business information

- Users valued the platforms' ability to integrate with a wide range of other systems and services, from third-party APIs to internal tools which facilitates smooth data exchange and connectivity.
- The software was perceived as a valuable tool for the users' ability to easily organise, access, and analyse information, thereby streamlining productivity and capturing important insights.

4. Integration with Zapier

- Users highly appreciated the integration capabilities with Zapier, which is a popular automation tool. This integration allows users to automate workflows and tasks, linking different apps and services without manual intervention.
- The combination of low-code software and automation tools like Zapier has the potential to improve productivity, reduce repetitive tasks, and enable users to focus on more strategic activities.

5. Availability of apps and vendor variety

- Users highlighted the availability and diversity of applications within the low-code platform ecosystems. The range of apps provides users with various functionalities and solutions tailored to different business needs.
- The presence of multiple vendors within the ecosystem is valued for offering users the flexibility to choose products that best suit their specific requirements. This diversity supports a more customised use of technology to address business challenges.

This detailed overview covers the key aspects of user preferences and experiences with popular low-code/no-code development software and showcases the features that contribute to its widespread adoption and satisfaction.

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Aspects of popular low-code development software disliked by users

Here, you can find less favourable aspects of popular low-code development software, as voiced by their user base. It highlights the specific areas where users have faced specific limitations or challenges, providing a balanced view of these platforms.

1. Limited API integration

- Users operating in the enterprise segment expressed dissatisfaction with the software's limitations in the API space when attempting to connect with external systems.
- The limited API capabilities of these platforms have hindered seamless integration with other applications and services

2. Performance and security issues

- Users from small businesses reported that the Cloud hosting of the software resulted in a slow and laggy interface, impacting user experience.
- Cloud hosting also raised concerns about data security, potentially causing concerns about the safety and protection of sensitive information.

3. Team collaboration challenges

- Certain platforms have been found to lack features that facilitate effective team collaboration despite the availability of functionalities like user tagging and commenting.
- Some users coped with difficulties in managing and organising discussions.
- Messy and confusing conversation threads led to a subpar collaborative experience.

Key problems addressed by the software and benefits for users

Businesses are continually seeking solutions that streamline operations, improve efficiency, and maintain growth. Among various technological advancements, the integration of software solutions, particularly in Customer Relationship Management (CRM) systems, process improvement, and marketing automation, stands out as a key strategy.

This exploration looks into the problems businesses cope with and the big advantages they get from using low-code/no-code platforms to solve these problems.

By examining users' experiences and achievements, we want to highlight how these tools and automated processes can improve workflows.

1. Integration between CRM Systems

- **Problem:** Users aimed to integrate the software with multiple Customer CRM systems.
- **Benefit:** By achieving smooth integration, users are expected to increase sales and reduce support costs. The software's ability to connect with various CRMs likely enabled efficient data exchange and streamlined sales processes.

2. Process improvement and marketing automation

- **Problem:** Users sought process improvement and marketing automation capabilities.
- **Benefit:** The software provided users with tools and features to enhance their business processes, automate marketing activities, and potentially improve overall efficiency. By automating repetitive tasks and optimising marketing efforts, users could save time, increase productivity, and achieve better results

3. Productivity and efficiency enhancement

- **Problem:** Users aimed to improve productivity and efficiency within their systems.
- **Benefit:** The software enhanced productivity by streamlining workflows, simplifying processes, and potentially reducing manual efforts. By leveraging its capabilities, users could optimise their systems, resulting in increased efficiency and overall productivity improvements.

Low-code development software reviews by market segment

By examining the top choices, highest-rated features, and areas of improvement across these diverse market segments, we uncover valuable insights into how different businesses use technology to meet their unique challenges and objectives.

Enterprise companies

Top Choice

Airtable, salesforce, UiPath Robotic Process Automation

Highest-rated Features

- Process Analysis
- Invoice Processing
- Invoice Management

Lowest-rated Features

- After the Job
- Workflow
- Publishing

Highest-rated Specific Features

- Loading
- Customized Branding
- Application Templates

Mid-Market companies

Top Choice

Airtable, salesforce, UiPath Robotic Process Automation

Highest-rated Features

- Process Analysis
- Invoice Processing
- Invoice Management

Highest-rated Specific Features

- Loading
- Customized Branding
- Application Templates

Small businesses

Top Choice

Airtable | salesforce | UiPath Robotic Process Automation

Highest-rated Features

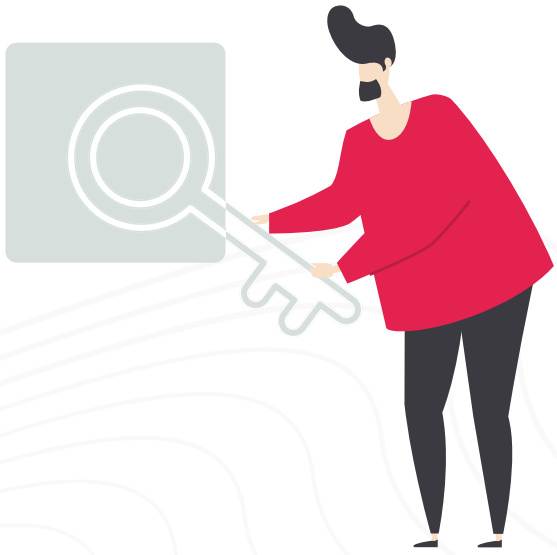
- Process Analysis
- Invoice Processing
- Invoice Management

Highest-rated Specific Features

- Loading
- Customized Branding
- Application Templates

Across the spectrum of enterprise sizes, from well-established corporations to agile startups, the demand for technologies that simplify complex processes and enhance operational efficiency is unmistakable.

UiPath, Airtable, and Salesforce Platform have emerged as leaders in meeting these needs, each offering unique strengths in automation, data management, and customer relationship management.



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Low-code/no-code adoption in businesses

Gartner predicts that by the end of 2024, 80% of enterprises will have policies in place for citizen developers, underscoring the growing adoption of low-code/no-code platforms. These platforms address several critical business needs, from integrating CRM systems and automating marketing processes to streamlining productivity and operational efficiency. The benefits are clear: streamlined workflows, reduced support costs, and accelerated digital transformation.

- Currently, **72% of IT leaders** state that their ticket backlog interferes with strategic projects. In fact, they spend much of their time maintaining legacy systems.

- **26% of executives** believe low-code platforms are the most critical investment in automation (up from 10% since the pandemic).

- **82% of companies** cannot attract and retain the software engineers/developers they need, and this number may increase in the wake of the Great Resignation.

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Who can benefit ?

Low-code/no-code services offer significant advantages across various segments.

Enterprises

Enterprises looking to accelerate their application development processes can benefit from low-code/no-code services. These services provide a range of pre-built features, integrations, and templates that enable rapid application development and deployment. Enterprises can leverage low-code/no-code services to build internal tools, automate workflows, and create customer-facing applications more efficiently.

Small and medium-sized businesses

SMBs often have limited resources and technical expertise, making low-code/no-code services a valuable solution. These services allow SMBs to leverage pre-built components and visual interfaces to create and customise applications without the need for extensive coding. This enables SMBs to streamline their operations, improve efficiency, and rapidly deploy solutions.

Startups and solo entrepreneurs

Startups and entrepreneurs often face time and budget constraints when trying to launch their products or services. Low-code/no-code services allow them to develop and prototype their applications quickly, test their ideas, and iterate on their solutions. This empowers them to bring their concepts to market faster and with reduced development costs.

Business analysts and subject matter experts

Business analysts and subject matter experts possess deep domain knowledge but may not have extensive coding skills. Low-code/no-code services allow them to translate their understanding of business processes into functional applications. By utilising visual development tools and pre-built components, business analysts can quickly prototype, validate, and iterate on solutions that align with business requirements.

Industry examples of low-code/no-code use cases

The versatility of low-code/no-code platforms is demonstrated across various industries, including education, healthcare, finance, and retail. These platforms have enabled organisations to build adaptive applications, integrate digital platforms, automate workflows, and much more. From managing inventory in retail to simplifying compliance in healthcare, the applications are as diverse as they are transformative.

Education

- Low-code is used to build applications that adapt to changing variables in the education landscape, such as class sizes and online learning.
- Integration of various digital platforms and legacy systems, such as enrolment management platforms and learning management systems.
- Creation of low-code apps for reopening procedures, contact tracing, and schedule changes.

Healthcare

- Development of customer-facing apps that provide easy access to healthcare information and comply with security requirements.
- Simplification of compliance with frameworks like HIPAA through low-code tools.
- Examples include scheduling apps and apps for self-reporting symptoms, seamlessly integrated with complex back-end systems.

Finance

- Building user-friendly apps for customers that integrate with complex back-end systems in the financial service sector.
- Ensuring cross-platform compatibility and accessibility.
- Low-code apps for account monitoring and streamlined access to complex back-end systems.

Retail

- Creation of apps to serve customers, manage inventory, and process order fulfilment in online and physical retail environments.
- Low-code tools as a cost-effective solution for building necessary software in a digital world.
- Assisting retailers in adapting and surviving by reducing the need for large development teams.

INDUSTRY	REQUIREMENTS	HOW LOW CODE HELPS
Education	Address fluctuating enrolments, evolving educational strategies, and assessments and hybrid and remote learning.	• Build and rebuild applications that measure learning outcomes as variables change; • Integrate various digital platforms such as enrolment management platforms and learning management systems; • Help schools manage reopening amid the pandemic, e.g., template-based websites for COVID-19 information.
Healthcare	Make data more accessible to patrons on more platforms Adhere to strict security requirements.	• Allow developers to build customer-facing apps that integrate with enterprise systems in the back-end so that patients can access information more easily; • Simplify compliance requirements by generation code that is designed to conform with frameworks like HIPAA.

INDUSTRY	REQUIREMENTS	HOW LOW CODE HELPS
Financial services	Allow customers to easily monitor financial accounts and data User-friendly interfaces must work across devices and platforms (PC, mobile, and web).	• Developers use low-code to build integrations and UIs that tie into complex or legacy back-end systems; • Updating limited-functionality customer apps is easier than updating extensive back-end systems.
Retail	Adapt to an increasingly digital world with apps that serve customers and also manage back-end operations.	• Develop and deploy apps for order processing, inventory, and online order fulfilment; • Avoid dedicating or hiring a large team of developers to build apps using traditional methods; • Low-code tools in BPM platforms can help retailers build the software they need at a lower cost.

Use cases by business problems

Legacy system modernization

Low-code enables businesses to update outdated legacy systems, improving user experience and reducing maintenance costs.

Online scalability

Low-code helps businesses transition from offline to online operations, allowing them to reach a broader audience and expand their market presence.

Operational visibility

Low-code solutions provide better tracking and management of business operations, improving efficiency and streamlining processes for both the business and consumers.

Competitive advantage

With limited resources and small teams, low-code empowers businesses to stay competitive in the market by enabling faster application development and innovation.

The widespread exploration of low-code/no-code platforms across diverse industries highlights a transformative shift in how organisations approach software development and digital transformation. By lowering the barrier to entry for application development and facilitating a more inclusive and collaborative digital ecosystem, the democratisation of technology development enables businesses to focus on innovation and strategic initiatives.

When low-code/no-code development doesn't make sense

While low-code/no-code platforms offer significant advantages, low-code/no-code platforms are not a one-size-fits-all solution. Traditional development approaches may be required for high-security applications, high-performance requirements, cost optimisation, and specific accessibility needs. Furthermore, concerns about platform lock-in, scalability, and security have made some businesses hesitant to fully adopt these technologies.

Thus, it's important to recognize their limitations:

1. High-security applications

In situations where security is crucial, the auto-generated code from low-code tools might not be enough. These scenarios require a level of confidence and control that can only be achieved through manual coding, ensuring the application meets the highest security standards.

2. High-performance applications

Applications demanding optimal performance might find the auto-generated code from low-code platforms less efficient. Traditional development methods may offer more tailored and optimised solutions for cases where performance is a top priority.

3. Cost optimization

Though low-code platforms can reduce initial development costs, traditionally developed applications might be more cost-effective in the long run, especially when considering scalability and resource efficiency.

4. Accessibility concerns

Accessibility is a critical consideration for applications. While low-code platforms address some accessibility needs, specific requirements might require a more customised approach.

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Market sentiment and adoption

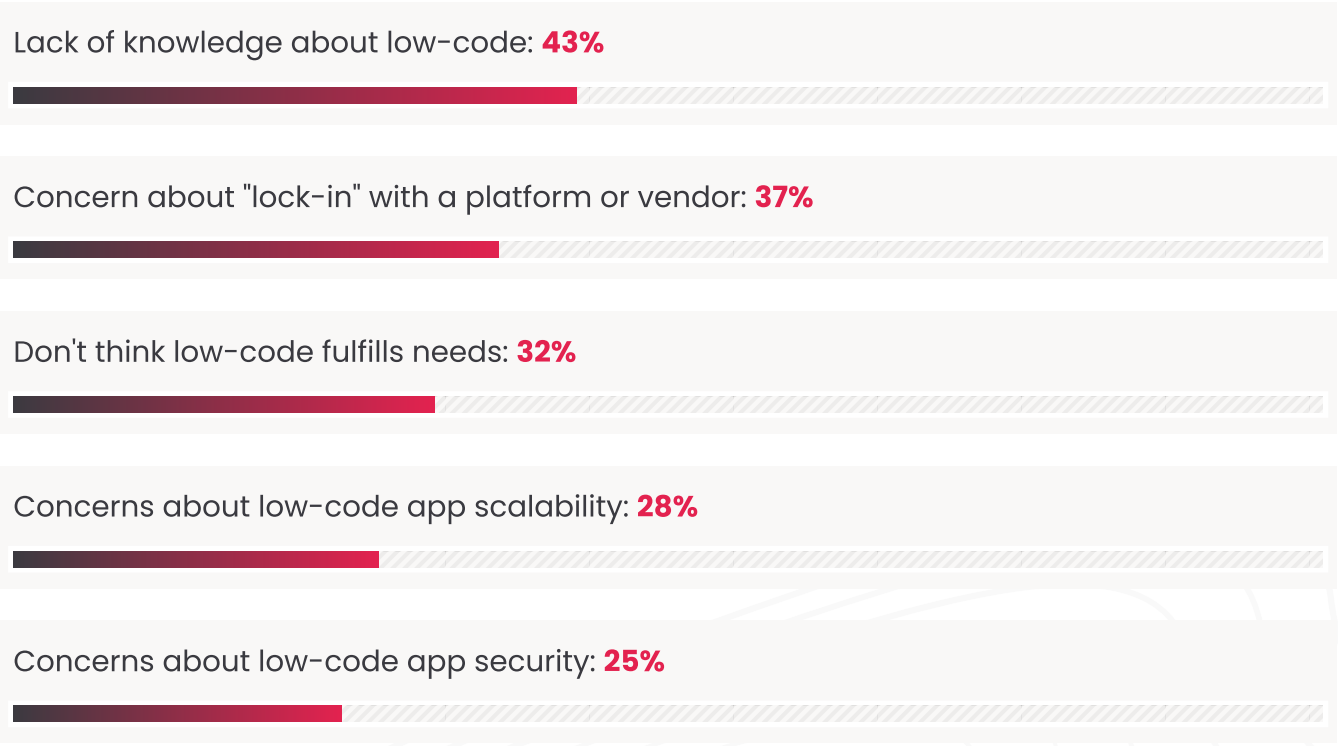
Adoption drivers

Research from OutSystems highlights key reasons businesses gravitate towards low-code platforms, including but not limited to:

- acceleration of digital transformation
- reducing IT backlog
- avoiding legacy debt
- reducing dependency on scarce technical skills
- protecting technology investments from churn
- empowering citizen developers.

Adoption barriers

Conversely, barriers to adoption remain significant. A notable 43% of businesses cite a lack of knowledge about low-code as a primary obstacle. Concerns about vendor lock-in, doubts about
the platforms' ability to meet needs, scalability concerns, and security concerns further inhibit adoption.



Conclusion

Low-code/no-code platforms offer transformative potential for businesses eager to innovate and streamline their operations. By addressing key business challenges and providing a path to digital transformation, these platforms have reinforced their value.

However, recognizing their limitations is important in devising a balanced and strategic approach to their adoption. Businesses must weigh the benefits against potential drawbacks, ensuring that the choice of a low-code/no-code platform aligns with their specific needs, objectives, and long-term strategies.

Recommendations

For businesses considering low-code/no-code platforms, we recommend the following strategies:

1. Assess your needs: Evaluate your specific requirements, considering factors like security, performance, and scalability.

2. Start small: Pilot low-code/no-code solutions with smaller projects to understand their capabilities and limitations.

3. Embrace training: Invest in training for your team to maximise the benefits of these platforms.

4. Monitor developments: Stay informed about the latest trends and developments in the low-code/no-code space to leverage new features and integrations.

By strategically integrating low-code/no-code platforms into their digital strategy, businesses can unlock new opportunities for innovation, efficiency, and growth.

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About Altamira

We provide solutions that make a tangible impact to our clients' growth and productivity. With domain knowledge across product and technology development, we aim to provide cost-efficient solutions without compromising quality. We are driven to deliver the best, every single time.

We specialise in:

- Technology consulting and continuous productivity improvement of software development
- Vendor transfer utilising proven approach
- Mobile and web product development and end-to-end delivery
- Delivering Artificial Intelligence solutions to improve productivity and bring new capabilities
- Fast and efficient team augmentation, whether in-house, outsourced, or distributed

We set ourselves apart by combining technical expertise with business acumen, creating long-lasting partnerships with our clients.

To us, your software is more than a code - it's a bespoke solution delivered with care by our team of digital nomads with a people-first approach, quality as a core value, and a strong commitment to your success.

Have a question? Let's talk.
We love to help our clients be successful!

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