POWER
DIGITAL TRANSFORMATION
WITH LOW-CODE TECHNOLOGY

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CONTENTS

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INTRODUCTION

Digital technologies provide scalable support for business activities across the business landscape and are key to powering enterprise-wide digital transformation. Typically, these activities are those around sales & marketing, customer relationship management (CRM), product development and operations. Technology plays a vital role providing the capacity to scale-up business activities while maintaining efficiency and business profitability.

In today's digital era, gaining access to technology is becoming increasingly easy and cost-effective. With the advent of cloud-based computing businesses can instantly gain access to software services, computing power and large data storage facilities which enable organisations to digitise business activities across organisational departments, business units and functions. This means business processes can be automated, paper-based forms can be replaced with digital forms, and reports provide real-time insight into business efficiencies.

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CONNECTING DIGITAL ASSETS TO POWER DIGITAL TRANSFORMATION

The initial efficiency gains associated with doing business digitally are enormous and most progressive businesses already have initiatives and programmes in place to digitise operations across their business functions. These initiatives produce digital assets that, when fully connected across the business landscape, power an enterperise-wide digital transformation, unlocking the true potential of a business making it even more agile, efficient and adaptable to future shifts.

Low-code technology platforms present a key catalyst for digital transformation, allowing business and technical users to easily build and deploy enterprise software that quickly connects people, processes and information across all business departments, units and functions.

Sales & Marketing

Product Development
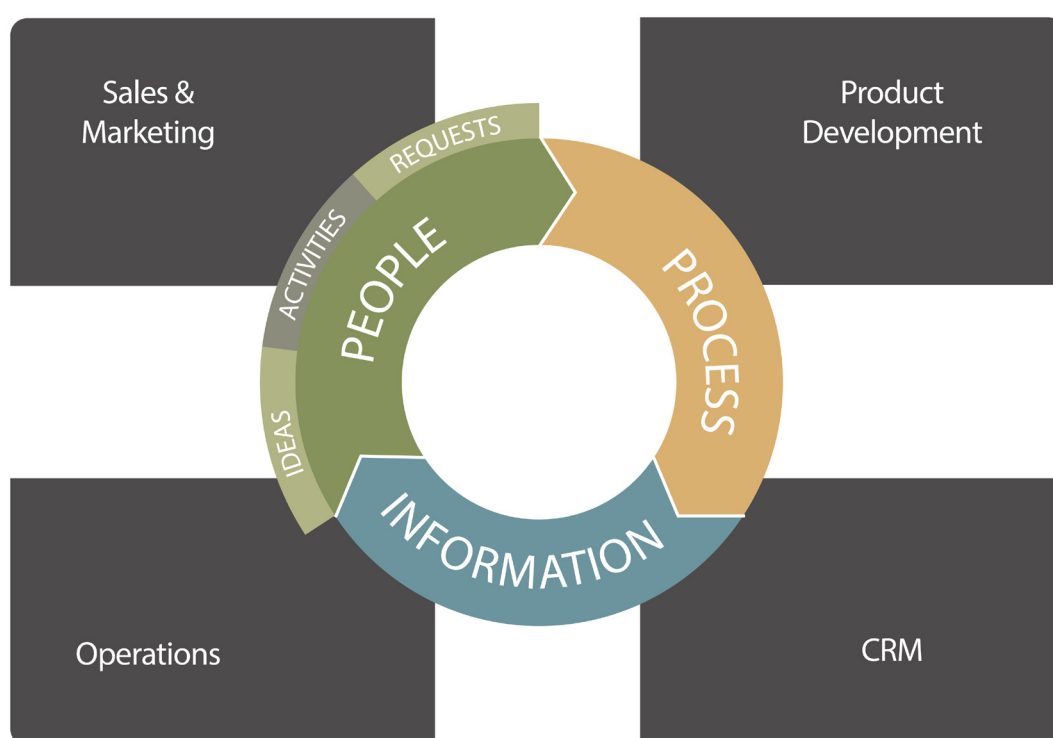
BUSINESS ACTIVITIES

Operations

CRM

LOW-CODE PLATFORMS AS AN ENABLER

Low-code platforms open up new possibilities for successful digital transformation. They enable and empower people with radical and disruptive business efficiency ideas to easily build software apps, implement and share these across the organisation.

For example, people working in Customer Relationship Management can quickly create a centralised, mobile-accessible customer knowledge centre that connects people with key client care processes and information. This single view of the customer promotes better customer care and retention. In this example, a low-code platform can easily be used to build an enterprise knowledge-base using online forms, process

> **Low-code platforms open up the possibility for people with radical and disruptive business efficiency ideas to easily build apps**

automation and integration into other data sources – for example, Salesforce, Dynamics 365, SharePoint, Web Services and even Excel. Roles, responsibilities and permissions can also easily be defined to enable users in other departments or business divisions to access the knowledge centre to streamline their own business activities.

THE BUSINESS BENEFITS OF LOW-CODE

■ **DEVELOPMENT SPEED** - Low-code platforms enable rapid development of applications, a key driver of digital transformation. Such platforms provide a more time-efficient way of automating business operations, meaning more focus can be put on what really matters, like providing higher quality customer service and improving customer relationship management.

■ **PLATFORM ADAPTABILITY** - The low-code platform on which the application is built makes it easily adaptable, meaning new ideas from its users can easily be incorporated into improved future versions. This capability is key to keep the application adaptable to future shifts.

■ **INCREASED BUSINESS EFFICIENCIES** - The effect of replicating this model across an organisation powers enterprise-wide digital transformation. This provides companies with new opportunities to radically transform and improve existing business and operating models, unlocking the organisation's future potential and making it more agile, efficient and adaptable to changes.

HOW CAN VELOCITY HELP?

We have assisted many companies in achieving a successful digital transformation within their organisation. We believe that every business should aim to becoming fully digital and help organisations achieve this by providing expert technology advice and building digital business solutions that digitally transform the way they operate. With expertise in digital business optimisation, we can provide organisations with digital solutions that support enterprise-wide business strategies.

We use low- and no-code technologies to deliver superior quality, bespoke digital solutions for our clients. This technology means our approach is highly agile and allows us to integrate with any existing digital systems as well as aim for digital disruption by adopting progressive tech such as robotics, IoT, natural language processing and machine learning. We are ready to deliver the digital business of the future.

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