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No-code: **the rocket behind a successful digital transformation**

Digitization is no longer optional. It's imperative for every company, big or small, that wants to remain future-proof. Relatively young technologies, such as AI, cloud computing, IoT, and machine learning, are gaining ground at breakneck speed, while the number of business-critical applications also continues to rise.

In the past, companies had two general options for building custom apps: they could hire a team of internal developers and work on traditional (which meant a lot of complex code writing) or low-code app platforms. Or they could outsource the entire process to a third-party agency. Either way, the process was highly resource-intensive.

The no-code approach significantly simplifies and accelerates the creation of custom apps that serve specific business needs or customer demands. But what is no-code development? What are its main benefits? And how does no-code help you take the digital transformation of your organization to the next level? **Read on to find out!**

Digital transformation

Digital transformation is accelerating and affects pretty much every type of industry that you can think of, leaving none untouched. But what is digital transformation? What does the term really encompass? In the current day and age, digital transformation is the integration of highly sophisticated digital technology into all the components and channels of a business. It usually cuts across traditional roles, like customer service, sales, and marketing.

Instead, in its entirety, digital transformation is how you think about and engage with customers, making room for thoughtful, disruptive, and effective ways of leveraging new and existing technologies. A good example is Netflix, a company that has made excellent use of the rise of wide-scale video streaming technology to create an entirely new and viable business model. Or take Uber. The company didn't kill the traditional taxi business. Instead, it successfully exploited customers' dissatisfaction with the high prices and lack of accessibility that typified many existing taxi companies.

Digital transformation isn't about being digital - it's about people! It's about using digital to serve the customer better, faster, and cheaper than before. The demands and desires of people, be they customers or employees, ultimately determine how technology is used.

Digital transformation impacts organizations in various ways. First of all, it fundamentally changes how you operate and deliver extra value to your increasingly tech-savvy customers. It allows you to offer modern-day customer support via tools such as chatbots, configurators, and automated e-mail responses. Additionally, digital transformation enables you to eliminate redundant



and conflicting systems that undermine your business processes' effectiveness.

The continuing trend toward digitization also represents a cultural change. Organizations are forced to challenge the existing status quos continuously. We live in an era where innovation moves fast. Like really fast. Planning for your company ten years out is more challenging than ever because so much will change. This means that organizations have to experiment and must be able to get comfortable with incidental setbacks and failures. It presents opportunities to sift from long-standing business processes in favor of new and potentially disruptive processes that are still being defined and perfected.

Key trends in digital transformation

Digital transformation is a dynamic and ongoing process. It never stops, and it demands continuous attention and optimization. Currently, the process of digital transformation is shaped by the following trends:



The rapid adoption of digital operating models, including integrated and cross-functional teams.



The increased use and continuous optimization of technologies like AI, machine learning, AR, VR, IoT, and robotization.



A data-driven approach toward marketing, customers, and business processes. This allows for better personalization and customer journeys that are tailored toward specific market developments and customer needs.



The expanding adoption of public and hybrid cloud environments.



Agile workflows that allow organizations to reduce the time-to-market and quickly and inexpensively create custom apps that solve everyday business challenges.



New and better metrics for measuring the success of digital transformation efforts.



More attention to the long-term values of digital initiatives, channels, and technologies.

No-code development: the future is now

Many of today's leading organizations turn to no-code development platforms to build applications that solve everyday business challenges and needs. Creating and tracking daily workflows? Streamlining safety inspections? Automating payroll processes? Assessing and managing insurance claims in a quick and orderly manner? Building customer portals that enable sophisticated self-service solutions for your clients? The right applications will make these processes more time- and cost-effective. Time to take a closer look at the what and why of no-code development.



What is no-code?

No-code development platforms are tools that allow you to build software applications without traditional coding. Instead of conventional coding, no-code platforms have pre-built drag-and-drop elements that have been coded for reuse and scale. You can view the results in an easily accessible and user-friendly interface builder or drag-and-drop menu.

The interface also gives you the opportunity to instantly see how an application will look on mobile devices, desktops, and laptops. Pretty important since smartphones are evolving into versatile mini-computers and mobile-first is rapidly becoming the new standard in the world of app development.



What are the benefits of no-code development?

There are many reasons why no-code development is an attractive option for a wide array of businesses and industries. Time to take a look at the major benefits.

Software development becomes cheaper

Developing applications in the traditional way is often a costly affair. Building a custom software application with traditional coding tools can be very expensive. Ouch... No-code solutions do away with a lot of the complexity of traditional coding. The result? You can build apps cheaper and faster because you bypass a lot of the overhead that results from having an expensive team of developers on staff all the time.

Faster time-to-market

No-code development employs short design sprints. These sprints allow the software development team to deliver quick results and produce an MVP (minimum viable product) within a couple of days

or weeks. They also allow you to make changes along the way based on actual and real-life test results. This increases productivity and shortens the time-to-market of the final product. No-code platforms can speed up development, making it 2-16 times faster, depending on the platform.

Anyone can become a developer!

Start-ups and small companies often don't possess the financial resources to hire costly external development teams. Using a good no-code platform means you don't have to. Citizen developers—people who are not certified IT specialists but have the skills and passion for building cool and useful apps—are a major driving force behind digital innovation. No-code is also a development method that is perfectly suited to co-creation. By developing in a visual way, people can think along with the development process without having any in-depth knowledge of coding.

Greater flexibility

Digital transformation is a dynamic process. State-of-the-art digital solutions can turn into digital dinosaurs (legacy applications) in a matter of months. Besides that, customer needs and market demands can shift during the development process. No-code platforms enable you to change features and functionalities at the drop of a hat, something that is not possible if you opt for traditional, manual coding. With no-code, you simply implement new logic and can successfully make changes in a matter of hours. You can also reuse parts of an existing application in your brand-new digital creations!

Ample integration options

You can integrate no-code platforms like Betty Blocks with all kinds of web services. Slack, Twitter, Mailchimp, Mollie, Twitter, Ideal and many others can seamlessly work together with the no-code platform of your choice.

Application versatility

Some people are under the impression that no-code applications are only suited to building simple apps. Although the possibilities are slightly more limited in comparison to low code, modern no-code builders support rich functionality in all apps. In this day and age, no-code platforms allow you to build many end-to-end enterprise applications to meet a wide array of business demands.



Accelerate your digital transformation with Struqative

Struqative is an acclaimed digital solutions provider with an innovative and revolutionary tech approach. With the help of the Betty Blocks no-code platform, we are able to accelerate your company's digital transformation. We focus on delivering custom-built digital solutions to ensure that your customers remain the number one priority.





Agility and innovation through multi-experience communication and collaboration are our strongpoints. We deliver workable solutions with a faster time-to-market using no-code. We offer you the customer support of the future and give you the peace of mind you need, allowing you to focus on your core business entirely. It's what we stand for. It's in our DNA.

Do you want to connect and explore the options? Don't hesitate to **get in touch with us**. We're happy to set up a (virtual) meeting.

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