POWER YOUR ENTERPRISE’S DIGITAL INITIATIVES WITH LOW-CODE PLATFORMS

The Low-Code Platforms Market Will Reach Over $10 Billion In Revenue By 2019.*

According to Forrester, low-code platforms help accelerate the journey to digital business: “Speedy, iterative delivery of customer-facing software helps separate digital leaders from digital laggards.”

Source: “The Forrester Wave™: Low-Code Development Platforms, Q2 2016”

Areas of Notable or Significant Improvement When Using Low-Code Development Platforms

<table>
<thead>
<tr>
<th>Area</th>
<th>High priority</th>
<th>Critical priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Transformation</td>
<td>76%</td>
<td>30%</td>
</tr>
<tr>
<td>Digital Process Automation</td>
<td>79%</td>
<td>47%</td>
</tr>
<tr>
<td>Digital Customer Engagement</td>
<td>72%</td>
<td>45%</td>
</tr>
</tbody>
</table>

Challenges Associated with Custom Applications Using Traditional Coding

- High costs: 39%
- Difficult to meet business requirements within budget: 33%
- Slow to deliver process innovation improvements: 25%
- Difficult to maintain good performance at scale: 22%
- Takes too long to update apps: 21%
- Difficult to meet business requirements at scale: 18%
- Poor customer experience: 18%

Enterprises are Prioritizing Digital Initiatives for Low-Code Development Platforms

- Digital Transformation: 68%
- Digital Process Automation: 46%
- Digital Customer Engagement: 27%

Prerequisites to Low-Code Success

1. Stakeholder buy-in
2. Skills to build apps
3. Governance of platform usage
4. User buy-in plan
5. Strategic commitment to platform
6. Strong business case
7. Business buy-in to plan
8. Skills to operate the platform
9. Strong business case

Power Digital Initiatives with Low-Code Platforms, Generate Big Business Results

- Streamline, modernize processes
- Reduce costs of operations/raise profitability
- Improve compliance
- Improve customer satisfaction and engagement
- Increase revenue through innovation
- Improve customer satisfaction

KEY RECOMMENDATIONS

Scope Your Digital Initiative:
- Narrower (digital customer experience, digital process automation) vs. broad (digital transformation)
- Align business expectations with achievable business goals for your digital initiative
- Gain executive sponsorship
- Set your specific business goals within the target and create metrics to chart your progress toward those goals
- Align business expectations and goals with technology requirements for the initiative

Assemble the Right Team, Implement a Responsive Process:
- Acquire the talents required by your digital initiative—don’t rely completely on contractors
- Define a development and delivery process based on learning and incremental value, departing from current systems development life cycle (SDLC) as needed
- Define roles and responsibilities for your development and delivery process
- Define metrics for development and delivery that directly reflect your initiative’s business goals

Select a Low-Code Platform Based On:
- Support for your development process
- Application development features (UI, process, integration, etc.)
- Scalability, stability, security, manageability

Source: A commissioned study conducted by Forrester Consulting on behalf of Appian, June 2017

Base: 209 North American enterprises implementing low code platforms

Area: Risk and strategic alignment

Source: A commissioned study conducted by Forrester Consulting on behalf of Appian, June 2017

Base: 209 North American enterprises implementing low code platforms

*Forecast contains forward-looking information that is subject to risk and uncertainty and is based on various assumptions, which, if incorrect, could cause actual results to differ materially from those expressed or implied by such forward-looking information.