ISG Provider Lens™

2022

Next-Gen ADM Solutions 2022 – Low-code/No-code Development Platforms

imagine your future®

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 800 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.

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Introduction

Low-code/no-code development platforms allow applications to be configured through tools that enable drag-and-drop composition with minimal or no coding. In the initial days, circa 2015, low-code/no-code development was positioned as a panacea for businesses that could not afford huge costs associated with tech talent or wanted to get a new application to work with their existing legacy applications without tweaking anything in their current systems.

Over the past five years, the low-code/no-code ecosystem has evolved in terms of functionalities, and the number of use cases has exponentially increased. Low-code/no-code is being adopted by forward-looking, innovation-driven and highly sophisticated enterprises. Therefore, the focus has shifted from the type of organization that should consider deploying low-code/no-code platforms to how low-code/no-code platforms can coexist with traditional development and their respective use cases.

ISG has observed an increase in the demand for rapidly adaptable, customer-facing systems of engagement, which implies that a growing percentage of enterprises and providers will adopt low-code/no-code platforms and innovate using them.

The two primary benefits of low-code/no-code development platforms are business agility and implementation simplicity. Low-code/no-code development is up to four times faster than traditional development, which can reduce the application development time from months and weeks to days and hours. Furthermore, after basic training, business users can configure low-code/no-code applications, which can reduce the dependency on technical and IT workforces. There are several secondary benefits of low-code/no-code development platforms, such as their innate ability to work with legacy IT infrastructure, decrease development, testing and maintenance costs and better cross-team collaboration.

This ISG Provider Lens™ study will offer IT decision-makers:

- Transparency into the strengths and weaknesses of relevant software vendors

- Guidance on scenario-based vendor selection

- Outlook on the low-code/no-code market

ISG studies serve as an essential decision-making basis for building key relationships and go-to-market considerations. ISG advisors and enterprise clients use information from these reports toevaluate the current vendor landscape for potential new engagements.

Quadrant Research

As part of this ISG Provider Lens™ quadrant study, ISG is introducing the following quadrant(s)* under Next-Gen ADM Solutions 2022:

Next-Gen ADM Solutions 2022

Global

Low-code/No-code Development Platforms

Based on the data collected during the study, the team might decide to split the above quadrant into two quadrants:

1) Low-code/no-code Development Platforms for Professional Developers

2) Low-code/no-code Development Platforms for Citizen Developers/Business Users

Low-Code/No-Code Development Platforms

This quadrant assesses global software vendors offering low-code/no-code application development platforms. Currently, there are three categories of platform players existing in the market:

- The first category is low-code vendors that offer development platforms requiring considerably less coding than full-stack development. Professional developers are the primary targets, where the underlying proposition is faster development, deployment and provisioning of applications.

- The second category is no-code vendors offering development platforms that can configure applications based on business logic and pre-built drag-and-drop options. Citizen developers are the primary targets, where the underlying proposition is the simplicity of usage and the innate ability to provision applications without coding knowledge.

- The third category of vendors offer a complete solution suite that includes both low-code and no-code offerings.

A low-code/no-code development platform uses a graphical user interface to set up, deliver and deploy applications. The following attributes mainly define a low-code/no-code development platform:

- Use of visual models to determine application and process logic, data models and user interfaces

- Presence of an app store populated with widgets, templates, plug-ins and APIs

- Capabilities such as social collaboration, full deployment, mobile and web development, project management, application monitoring and end-user feedback loops to support the entire application delivery lifecycle

- Built-in automated testing (performance testing), one-click deployment of apps and autoscaling capabilities to meet non-linear user demand

Eligibility criteria:

The platform vendors will be evaluated based on:

- Number, usability and customization of drag-and-drop options

- Quality of the user interface and integrated development environment

- Integration with third-party applications

- The simplicity of deploying apps, for example, single-click deployment, ability to work in the offline mode and browser-agnostic designs

- Hosting options, underlying architecture, app security and scalability

- Price options (enterprise, business, individual and others), ROI, exit cost and price competitiveness

- Training modules and overall quality of the training program

- Market presence in terms of the number of live users and client implementations, partnerships, brand awareness, geographic reach and financial growth

- Variety of use cases

- The versatility of the platform to cater to business users that strive for no-code, logic-based applications and to coders that look to develop complex applications by writing a short piece of code

Schedule

The research phase falls between April and August 2022, during which survey, evaluation, analysis, and validation will occur. The results will be presented to the media in **September 2022.**

Milestones	Beginning	End
Launch	April 11, 2022	
Survey Phase	April 11, 2022	May 16, 2022
Sneak Preview	August 10, 2022	August 31, 2022
Press release	September 30, 2022	

Please click this link to view/download the ISG Provider Lens™ 2022 research agenda.

Access to Online Portal

You can view and download the questionnaire from here using the credentials you have already created, or refer to the instructions provided in the invitation email to generate a new password. We look forward to your participation!

ISG Star of Excellence ™ – Call for nominations

ISG Star of Excellence™ is an independent recognition of excellent service delivery based on the Voice of the Customer concept. It is a program designed by ISG to collect client feedback about software vendors' and service providers' success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about solutions and services associated with ISG Provider Lens™ (IPL) studies. Consequently, all ISG analysts will be continuously provided with information on the customer experience of all relevant software vendors and service providers. This information comes on top of the existing firsthand advisor feedback that IPL leverages in the context of its practitioner-led consulting approach.

Software vendors/providers are invited to nominate their clients to participate. Once the nomination has been submitted, ISG sends out an email confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

Our vision is to get Star of Excellence acknowledged as the leading industry recognition for client service excellence and to make it serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback on your nominated engagement, please use the client nomination section on the Star of Excellence website.

We have set up an email where you can direct any questions or provide comments. This email will be checked daily; please allow up to 24 hours for a reply. Here is the email address: Star@isg-one.com

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating vendor/provider profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable vendor/provider for outsourcing work identified by the clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose only to utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not to produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from vendors/providers and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or briefing notes that the lead analysts will write.

A Partial List of Companies Being Invited for the Survey

Are you on the list, or do you see your company as a relevant vendor missing from the list? If so, feel free to contact us to ensure your active participation in the research phase.

AgilePoint	HCL	Scopeland Technology
Airtable	K2 (Nintex)	ServiceNow
AppGyver	Kintone	Shopify
Appian	Kissflow	SIB Visions VisionX
Appollo Systems	Kony (Temenos)	Sisense
AppSheet	Looker 7	Skyve Foundry
Appy Pie	Memberstack	Stripe
AWS Honeycode	Mendix Technology	Thinkwise
Betty Blocks	Microsoft Power Apps	TrackVia
Bpmionline	Newgen Software	Umso (formerly Landen)
Bubble	Notion	Unqork
Carrd	Oracle	Voiceflow
Caspio	Outgrow	Wavemaker
Claris FileMaker	OutSystems	Wix Editor X
Creatio	Payhere	Yellowfin 9
DWkit	Pega	Zapier
GeneXus	ProntoForms	Zoho Creator
Glide	Quickbase	Zudy Vinyl
Google AppSheet	Robocoder Rintagi	
Gumroad	Salesforce Lightning	

Contacts for this study

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Global Project Manager

Do you need any further information?

If you have any questions, please do not hesitate to contact us at ISG.ProviderLens@isg-one.com.

ISG Provider Lens™ QCRT Program Description

ISG Provider Lens™ offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the relevant market details aligned to the respective service lines/technology trends, software vendor presence and enterprise context. ISG has expert thought leaders and respected advisors who know each region's provider portfolios, offerings, enterprise requirements and market trends. Three advisors participate in each study's Quality & Consistency Review Team (QCRT). The QCRT ensures that each study reflects ISG advisors' experience in the field, which complements the analysts' primary and secondary research. ISG advisors participate in each study as part of the QCRT group and contribute at different levels, depending on their availability and expertise.

The QCRT advisors:

- help define and validate quadrants and questionnaires

- advise on service providers' inclusion and participate in briefing calls

- give their perspectives on service provider ratings and review report drafts

The ISG Provider Lens™ QCRT program helps round out the research process, supporting comprehensive research-focused studies.

Quality & Consistency Review Team for this study

Richard Chang
Director, U.S.

Anna Medkouri
Partner - Head of Technology
Modernization EMEA

Yadu Singh
Digital Platform and Solutions –
EMEA Lead

Rajib Datta
Partner, U.S.

Do you need any further information?

If you have any questions, please do not hesitate to contact us at ISG.ProviderLens@isg-one.com.