

THE BUSINESS CASE FOR LOW CODE:

4 STRATEGIES FOR AI-LED INNOVATION



**SIMPLIFIED
APP CREATION**

**MULTIPLIED
INNOVATION**



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Introduction

Technology needs are changing quicker than most companies can respond, and the best opportunities happen for those who adapt the fastest. To keep up, organizations must transform manual processes into digital workflows—while constantly mining their processes for new optimization opportunities. This creates significant demand for new applications, but many enterprises don't have enough skilled developers, and finding more is getting harder.

Experts predict that 750 million apps will need to be created by 2025, yet there's an estimated shortage of 4 million developers in the same timeframe.¹ Expanding and optimizing your organization's development environment enables even non-developers to quickly build scalable apps and help your company survive and thrive.

Expand your developer pool while innovating faster with AI-powered low-code

Scaling to innovate today requires simpler technology, less code, and more creators. With an AI-powered low-code environment, your organization will increase its developer pool almost immediately as even non-developers can achieve quick time to value.

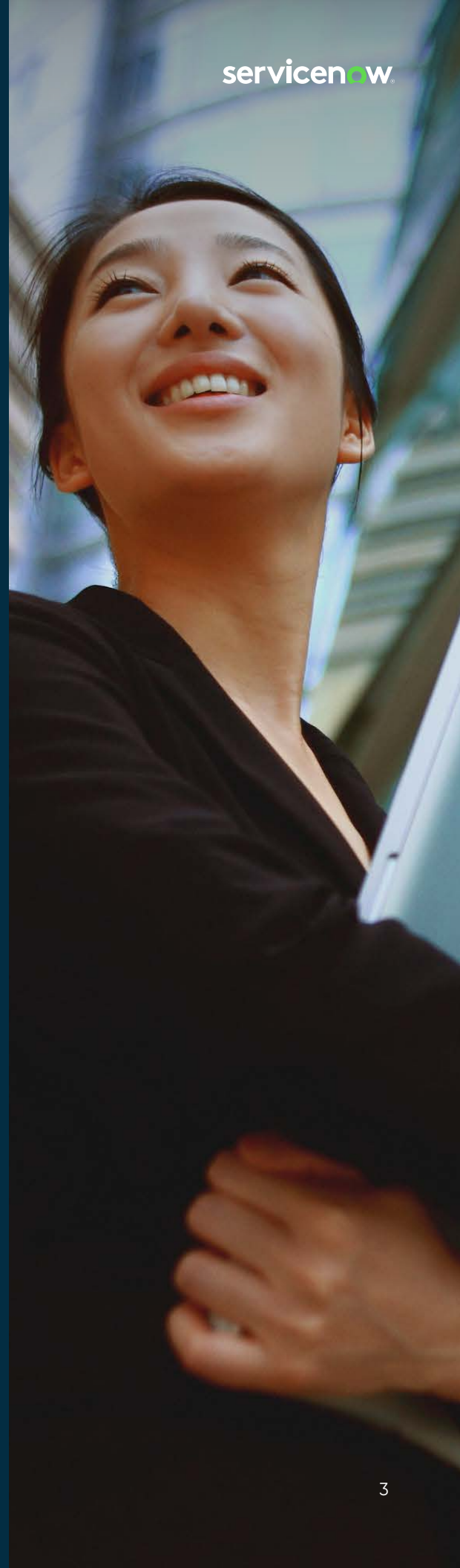
With the right low-code solution from ServiceNow, developers can quickly build seamlessly integrated apps with less complexity, cost, and risk. ServiceNow incorporates generative AI to simplify app creation for developers of all skill levels and drastically reduce the time needed to build apps.

In addition to streamlined development, the solution's efficient built-in governance prevents sprawl and avoids the risk of exposing company data. So your organization can safely scale low-code development without impeding innovation.

In this ebook

Through real-world use cases, you'll learn how to enable teams to build scalable, low-code apps quickly and simply with a larger creator pool. Here are four strategies to help you innovate faster:

- 1. Transform** the speed of your business
- 2. Save** your workforce thousands of hours
- 3. Increase** your productivity while curbing sprawl
- 4. Simplify** your processes and assessments in manufacturing





Advanced platforms provide proper governance to offer automated reporting, notifications, and routing to AI, chatbots, and analytics. Empowered with expanded functionality, your app creators can begin development with most of the coding already professionally built. As a result, they can quickly and confidently release new apps built to the organization's IT standards.

Achieve quicker app delivery with low-code solutions that encourage collaboration

Your low-code app development solution should also enable interdepartmental collaboration. Reusable code means features and functionality that one department creates can be repurposed by others, often in new ways. Enabling collaboration between citizen and pro developers can also foster innovation and efficiency by encouraging cross-enterprise developers to team up. Governance, security, and quality are assured when professional developers can leverage enhancements that protect flows while encouraging appropriate visibility.

Ultimately, delivering apps faster offers a competitive edge, so organizations can free up developers' time for more innovative and complex issues. In addition, companies can fuel efficiency, foster innovation, reduce backlog, and get to market sooner with products and services that drive growth and revenue.

Strategy 1:

Create apps faster, automate any workflow

Today, companies must constantly adapt to customer needs and evolving market dynamics—and with fewer developers. To keep up, business units need to tap employees to create apps by empowering their citizen developers with easy-to-use tools. With low-code app development solutions, teams quickly develop apps and workflows to capture opportunities faster.

REAL-WORLD USE CASE: Transform the speed of your business

Challenge:

A global manufacturing company constantly needed to provide training and tours of its shop floor, even during active shifts.

Solution:

The manufacturer utilized ServiceNow® App Engine Studio to automate the process of deploying augmented reality devices on the shop floor, enabling customer tours and global interaction sharing. This initiative prompted the company to establish a citizen-developer center of excellence (COE) using ServiceNow® App Engine Management Center to support enterprisewide app development and future growth.

Outcomes:

3x

increase in development capacity

4,600+

hours saved through workflow automation

30+

citizen developers added to the program

90%

of code reviews passed on first attempt



Strategy 2:

Build cross-enterprise experiences users love

Consumers' digital expectations are high. That means delivering end-to-end experiences that transcend systems, departmental functions, interaction channels, and data.

Disparate systems and siloed infrastructure can disjoint digital experiences, limit data access and visibility, and ultimately hamper growth. What you need is a holistic approach to app

development with a single-platform low-code solution—a consistent base layer for all apps to share a familiar experience.

Consider a solution's completeness: built-in analytics, intelligence, and out-of-the-box integration. With these tools, you can automate processes; tap into AI, machine learning, and data; and support mobile devices, the cloud, and on-site servers.

Elevate productivity with AI-driven insights

Allowing quick access to data is another must-have. No one should need to wait for a response—and with out-of-the-box self-service options, they don't have to. Think about a solution with integrations and out-of-the-box intelligent automation activities for popular third-party apps to solve common use cases.

Don't force your knowledge workers to scramble for piecemeal answers—give them one view of their apps, contextualized and supported by AI-assisted analytics. Millennials' and Gen Zers' presence in the workplace and purchasing power are fast expanding. Address their needs by leveraging a highly flexible, extensible low-code platform to support emerging technologies and allow easy access to necessary data and digital tools.

Today's digitally transformed economy moves at record speed—and your app-creation ability must follow suit.

TITLE

Save your workforce thousands of hours

Challenge:

A U.S. healthcare provider needed to automate manual processes and time-consuming tasks, such as recording each flu vaccination by hand.

Solution:

Through a citizen development program with ServiceNow, the healthcare organization empowered employees with any level of coding experience to build apps fast using low-code tools. Nonprofessional developers received support to complete basic development tasks, allowing professional developers to focus on specialized projects.

Outcomes:

40%

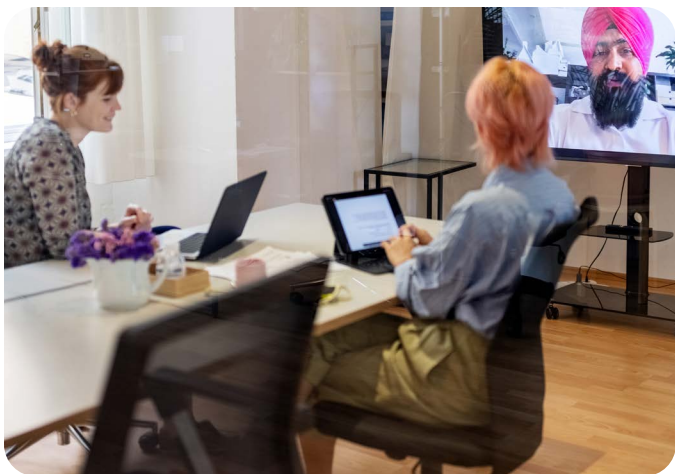
increase in development capacity

22 days

on average to develop and launch new apps

84

new workflows built by citizen developers



Strategy 3:

Develop apps that scale—without sprawl

As companies' digital initiatives grow, their challenges do too: complex environments, IT demands, developer shortages, and increased automation requests from business departments. To transform workflows, you need a single, foundational platform that offers security, availability, and compliance to optimize uptime and reliability.

A low-code app development platform must scale while maintaining governance. It should deliver integration to strengthen your organization without exacerbating app sprawl or shadow IT.

While piecemeal low-code solutions may address specific issues, they create technological silos and complicate the environment. Low-code point solutions limit visibility into workflows and data and can eventually lead to shadow IT, app sprawl, and security risks—wasting time and resources.

Seamlessly connect systems with intelligent automation

A platform engineered to scale can fuel efficiency by supporting large, universal workflows and maximize value with cohesive, intelligent automation. Your platform should let you discover, optimize, and manage automation in a single workspace. Consider platform stability as well: It should safeguard app quality and integrity at scale, so apps perform across business units.

Take advantage of automated digital workflows to connect systems, apps, data, and users across the environment. Your business processes can operate quickly, digital assets are optimized, and users get visibility into data and processes to work more effectively.

REAL-WORLD USE CASE:

Boost productivity while strengthening governance

Challenge:

A commerce company wanted to use low-code to automate manual processes and convert custom apps from legacy technology, and governance was critical to its platform selection.

Solution:

ServiceNow App Engine Management Center (AEMC) provided the company's IT team with the tools and confidence to collaborate safely with citizen developers. AEMC now allows the company to prevent unchecked shadow IT sprawl, plus it still enables lines of business to innovate processes and authorizes product teams to accelerate low-code software product development.

Outcomes:

20%

increase in developer productivity

140+

apps converted from legacy systems

Safe

collaboration with no sprawl



Strategy 4:

Unlock efficiency by modernizing legacy systems

Many companies face the same kinds of challenges when looking to modernize their legacy enterprise resource planning (ERP) systems. ERP suites have become complex with heavy customization, limiting the ability to quickly add new innovations.

ERP processes span multiple systems with manual processes that are often still managed in spreadsheets and emails. People interested in simple tasks are often underserved by ERP systems designed for power users.

What can be done to overcome the hurdles posed by legacy systems? Replace outdated processes with solutions that support flexibility and agility. Maximize outcomes by digitizing, automating, and accelerating your operations.

Streamline operations with low-code development on a unified platform

Modernize your operations by using purpose-built apps and templates or building low-code development on a single, unified platform. Manual operations can be transformed into manageable digital workflows with embedded governance and analytics that provide better insights from end-to-end visibility.

Satisfaction, adoption, and effectiveness can be improved by building familiar experiences based on user preferences. Casual or infrequent users can be met with simple, tailored experiences with a modern interface and multichannel capabilities. And you can reduce both costs and errors by introducing quick, easy self-service interactions that eliminate the need for manual workarounds and accelerate desired outcomes.

REAL-WORLD USE CASE:

Simplify your processes and assessments in manufacturing

Challenge:

An aerospace manufacturer needed automation to manage more than 3,000 apps with specific best practices that were recorded manually in a laborious process—using an Excel spreadsheet plus a mix of emails, messages, and meetings—causing a consistent lag.

Solution:

The manufacturer chose to use creator workflows on ServiceNow® App Engine as the foundation to automate its assessment. Now, the company spends little time going back and forth among teams to validate and enter data—thanks to the robust reporting displayed through App Engine's dashboards, which notify each owner.

Outcomes:

\$8.4M

in yearly savings

70%

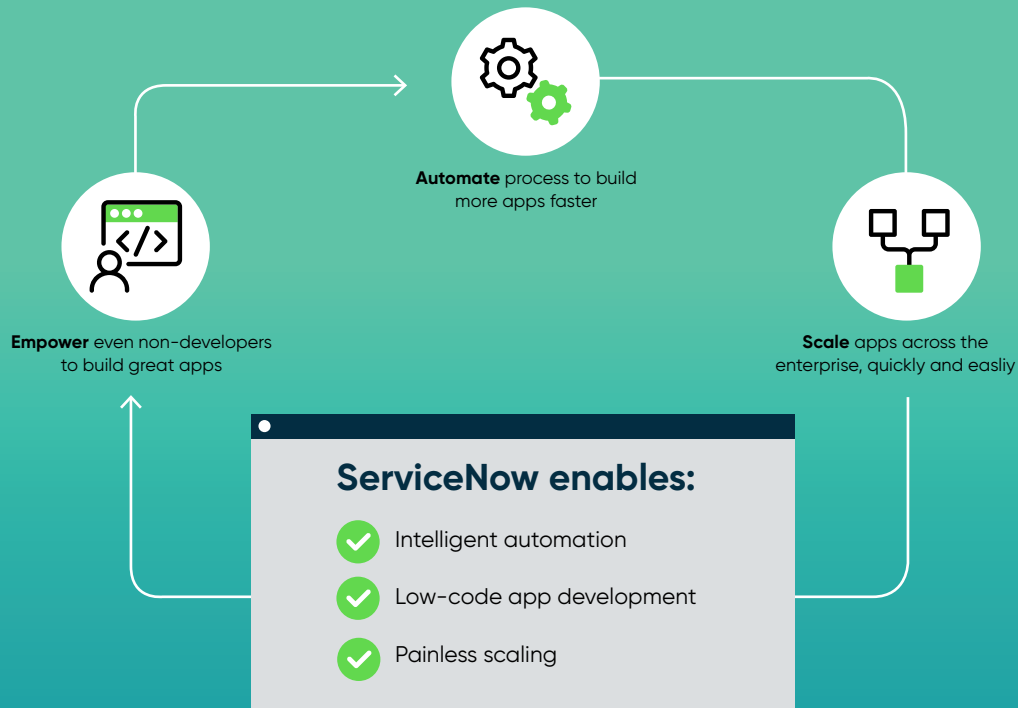
cycle time reduction

6+

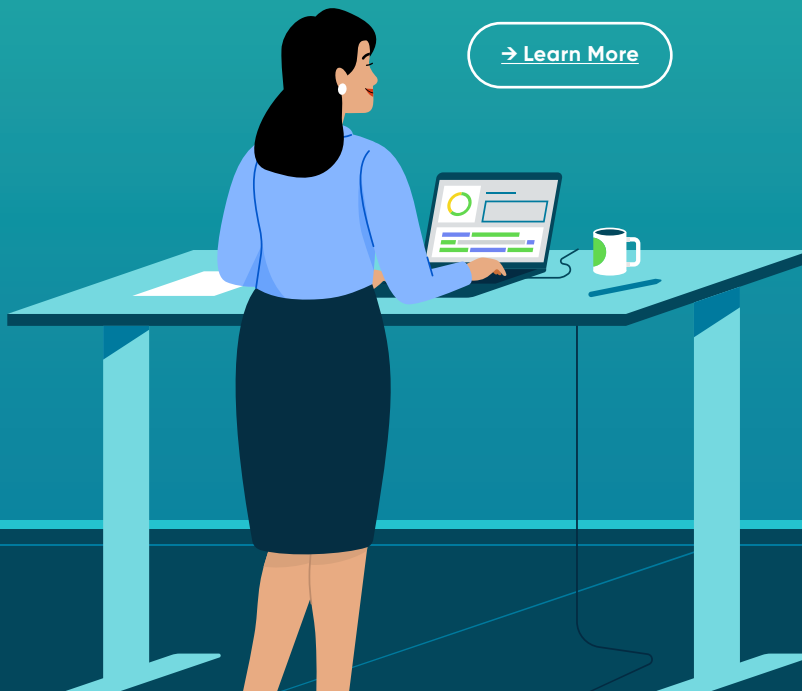
legacy systems replaced

Let's deliver more ideas—faster

Expanding your pool of developers expands your capacity to introduce more innovation. And with the right governance and guardrails in place, you can safely scale that capacity.



[→ Learn More](#)



Conclusion

Drive low-code results on a single platform

App Engine's low-code capabilities are powerful on their own, but added to the ServiceNow platform creates a unique solution. ServiceNow customers can leverage the same platform and tools underpinning our packaged workflows—such as employee, finance and supply chain, and IT—so you can efficiently use organizational data to build and extend your own apps with a consistent, intuitive user experience.

With whatever you build—whether components or entire apps—you only need to build it once. From there, ServiceNow empowers you to extend and customize out-of-the-box workflows across your entire platform, all while keeping costs and risk low.

Maximize efficiency: Harness the power of creator workflows

It's time for your organization to reap the benefits of well-governed, low-code development on a single, unified platform:

- **ServiceNow creator workflows** can help your business get to value faster. They're purpose-built to automate processes that aren't solved by off-the-shelf software.
- **ServiceNow App Engine Studio** provides simple tools for pro and citizen developers alike to build apps with real impact. And it allows core IT teams to tap into the domain expertise of citizen developers.
- **ServiceNow App Engine Management Center** allows for easy management and governance so anyone in your business can confidently build without sprawl.

Forrester Consulting conducted a Total Economic Impact™ (TEI) study of ServiceNow App Engine, powered by the Now Platform®. Overall, the study shows how ServiceNow App Engine customers increase efficiency and reduce costs.

Some of the outcomes include:

230%

return on investment

4x

efficiency of App Engine developers over others

75%

more efficiency for users performing workflow tasks

\$2.4M

in cost savings over 3 years

Source: Forrester, [The Total Economic Impact™ of App Engine Powered by the Now Platform](#), January 2021

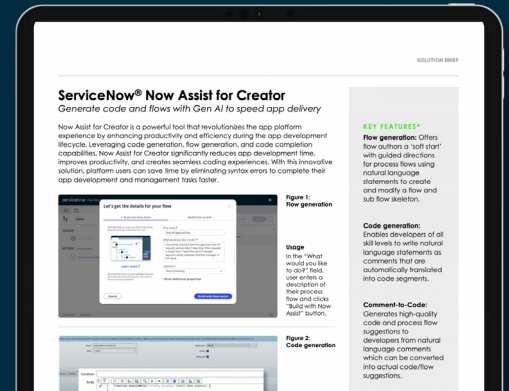


For a deeper exploration of ServiceNow solutions, we recommend the following content:

Unleash GenAI: Now Assist for Creator

See how to generate code and flows with Gen AI to significantly reduce app development time, improve productivity, and create seamless coding experiences.

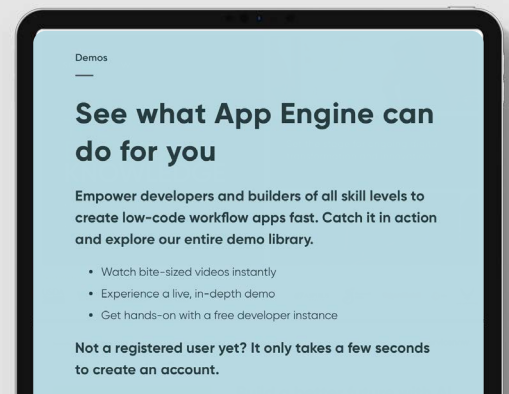
Get Data Sheet



See what ServiceNow App Engine can do for you

Watch to learn how you can empower developers and builders of all skill levels to create low-code workflow apps with speed.

Watch Demo



Notes

¹ IDC, Citizen development in the C-suite: The new frontier, ServiceNow blog, March 10, 2023



About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit www.servicenow.com.

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