

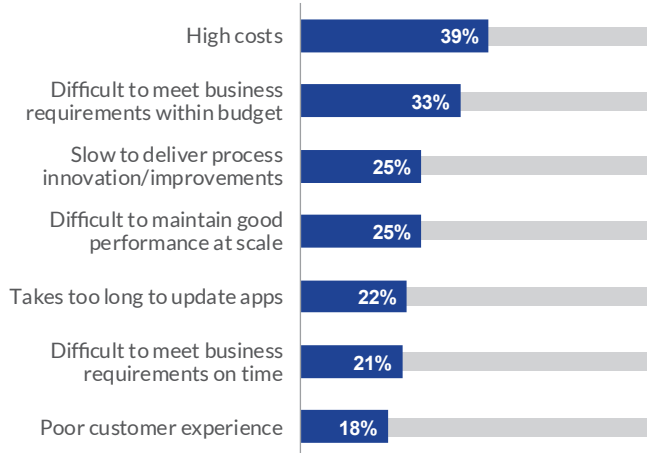
POWER YOUR ENTERPRISE'S DIGITAL INITIATIVES WITH LOW-CODE PLATFORMS

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

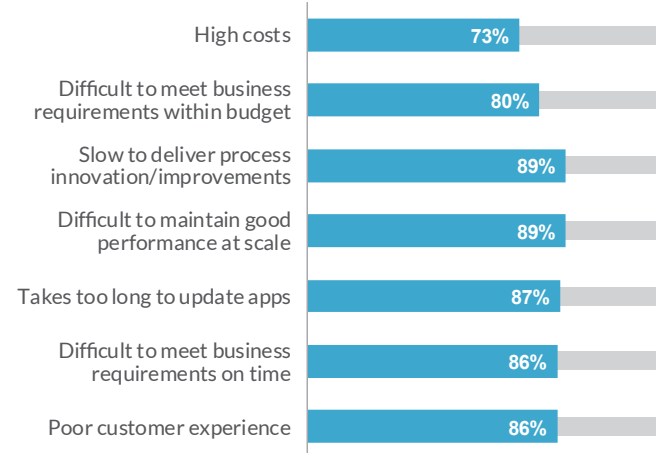
According to Forrester, low-code platforms help accelerate the journey to digital business: "Speedy, iterative delivery of customer-facing software helps separate digital leaders from digital laggards."**

*Source: Forrester's Q4 2015 Global Low-Code Platforms Vendor Landscape Online Survey
 **Source: "The Forrester Wave™": Low-Code Development Platforms, Q2 2016

Challenges Associated with Custom Applications Using Traditional Coding



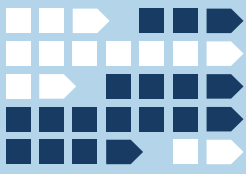
Areas of Notable or Significant Improvement when Using Low-Code Development Platforms



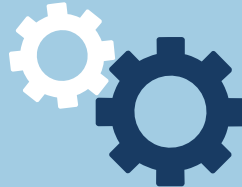
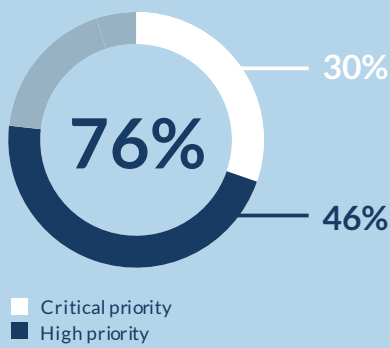
Base: 209 North American enterprises implementing low code platforms
 Source: A commissioned study conducted by Forrester Consulting on behalf of Appian, June 2017

Enterprises are Prioritizing Digital Initiatives for Low-Code Development Platforms

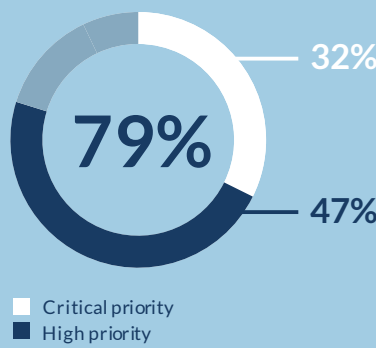
Priority placed on digital business objectives in the evaluation or adoption of low-code development platforms



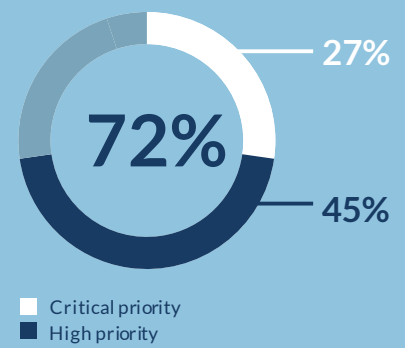
Digital Transformation



Digital Process Automation



Digital Customer Engagement



Prerequisites to Low-Code Success

Low-code-driven digital initiatives require both the necessary skills and strategic alignment

- 1 Stakeholder buy-in
- 2 Skills to build apps
- 3 Governance of platform usage

- 1 User buy-in plan
- 2 Strategic commitment to platform
- 3 Strong business case

- 1 Business buy-in to plan
- 2 Skills to operate the platform
- 3 Strong business case

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

- 1 Streamline, modernize processes
- 2 Reduce costs of operations/raise profitability
- 3 Improve compliance
- 4 Improve customer satisfaction and engagement

- 1 Streamline, modernize processes
- 2 Create greater business flexibility
- 3 Increase revenue through innovation
- 4 Improve customer satisfaction

- 1 Increase revenue through innovation
- 2 Improve customer satisfaction

Base: 209 North American enterprises implementing low code platforms
 Source: A commissioned study conducted by Forrester Consulting on behalf of Appian, June 2017

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 (UX, process, integration, etc.)

Scalability, stability, security, manageability

