

**ANALYSIS.TECH**

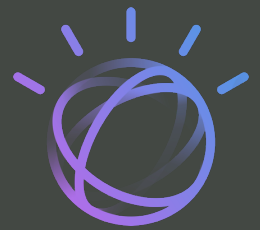
PRESENTS

# LOW-CODE

WHERE OUR JOURNEY WILL  
TAKE US NEXT

John R. Rymer

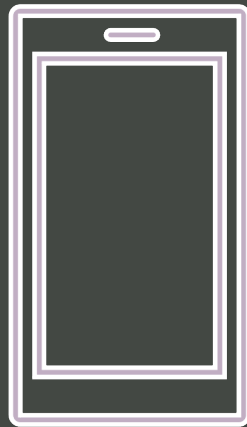
September 10, 2024



ANALYSIS.TECH



**DIGITAL  
TRANSFORMATION**



**ANALYSIS.TECH**

TRENDS REPORT

# New Development Platforms Emerge For Customer-Facing Applications

Firms Choose Low-Code Alternatives For Fast, Continuous, And Test-And-Learn Delivery

June 8th, 2014



Clay Richardson



John Rymer

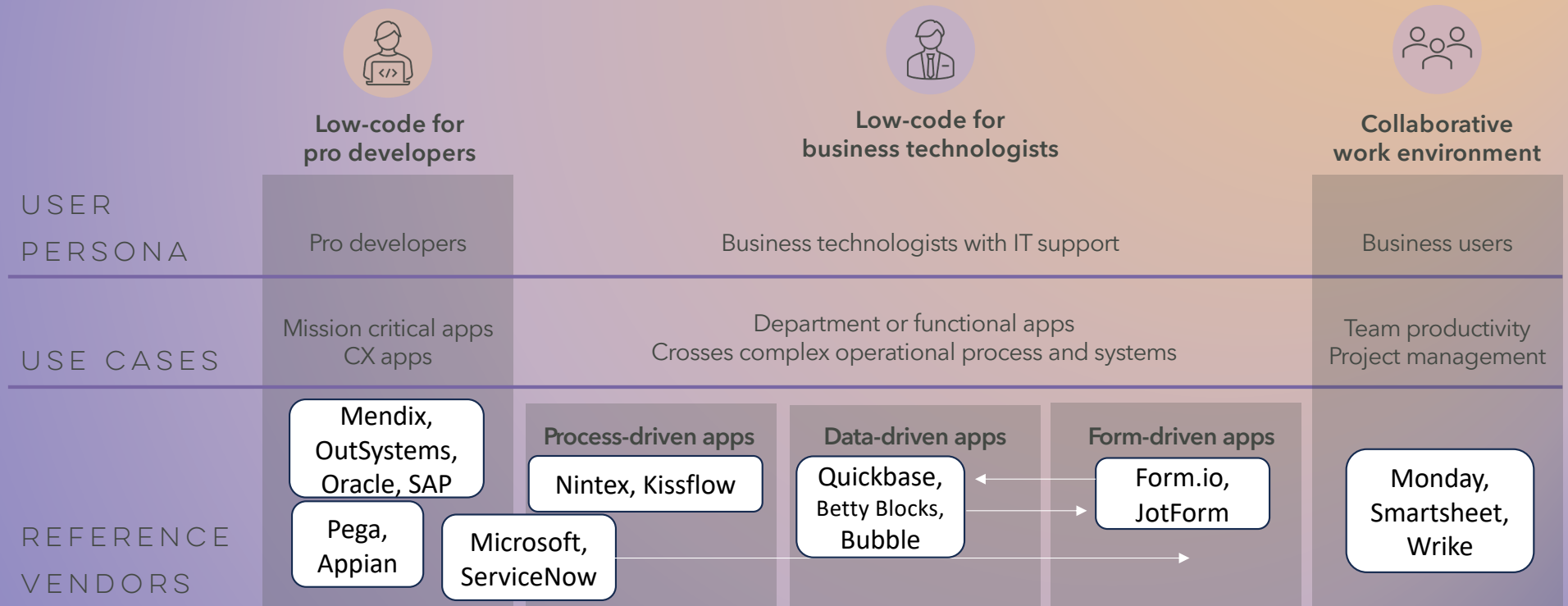
With contributors:

Christopher Mines, Alex Cullen, Dominique Whittaker

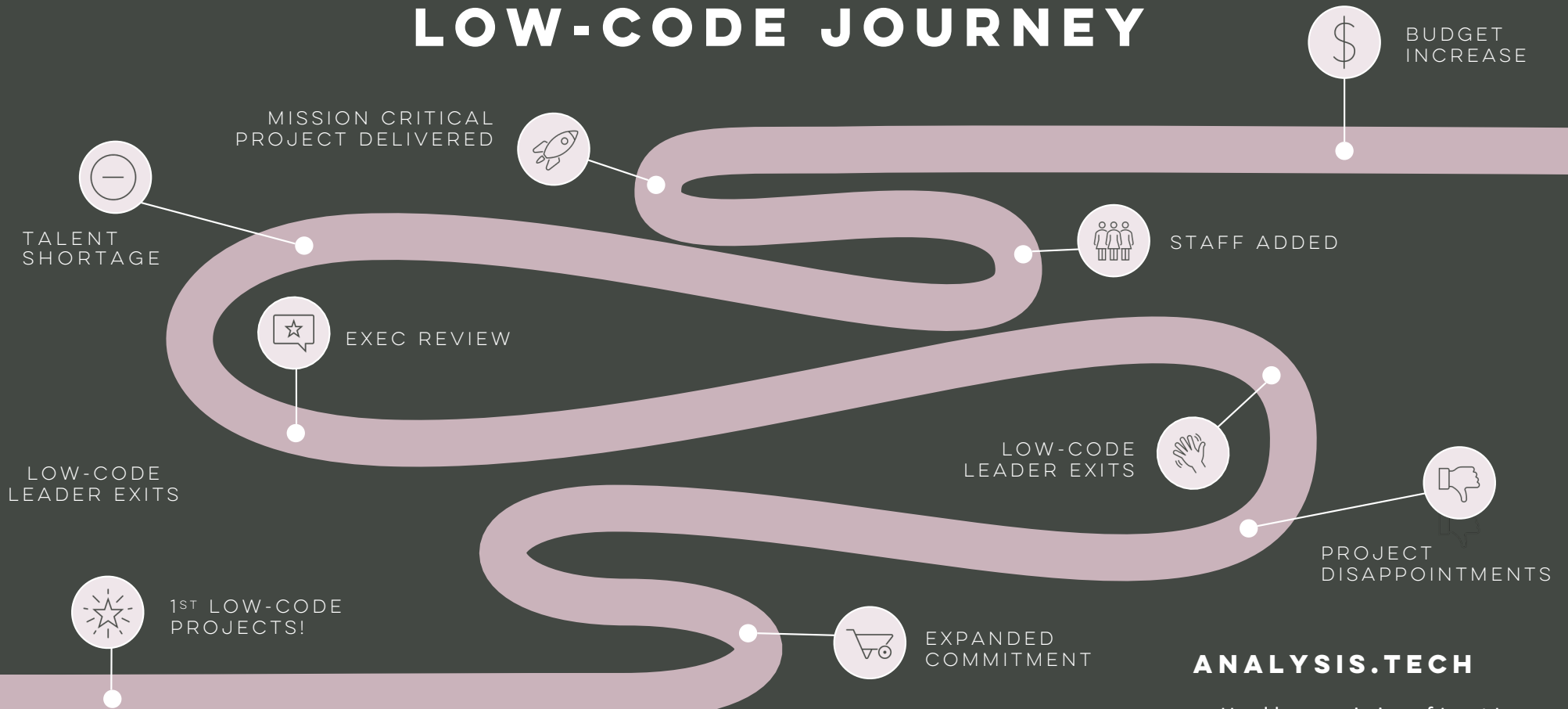
ANALYSIS.TECH

# LOW-CODE LANDSCAPE

CATEGORIES, USE CASES, PERSONAS, AND SAMPLE VENDORS



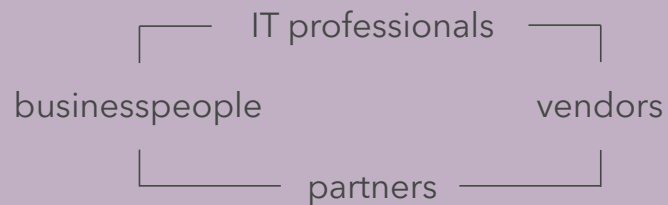
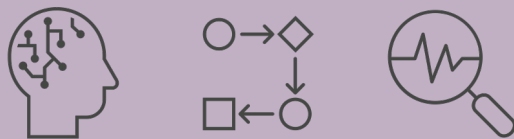
# THE TWISTS & TURNS OF A LOW-CODE JOURNEY



EVERY RESOLUTION SPAWNS A

# COUNTER REVOLUTION

## LOW-CODE REVOLUTION



## COUNTER REVOLUTION

“You know this stuff doesn’t work.”

GenAI will kill low-code.

Low-code can’t handle serious apps.

THE ANALYSIS.TECH-JOGET INC.

# LOW-CODE MATURITY MODEL

1

NASCENT

No enterprise strategy.

2

EMERGENT

CoE developing strategy with first experiments.

3

DEFINED

Broad strategy not yet fully implemented.

4

MANAGED

Broad strategy integrated with other IT investments.

5

OPTIMIZING

Continuous improvement based on business outcomes.

ANALYSIS.TECH



# 4 DEVELOPMENTS DRIVE THE FUTURE

Microsoft & ServiceNow ascendant

GenAI supercharging productivity

Business developers *uber alles*

Low-code everywhere

ANALYSIS.TECH

# AI: THE VIEW FROM SILICON VALLEY



**Jeremiah Owyang** · 1st

Venture Capital Investor at Blitzscaling Ventures | Lla...

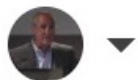
2h ·



Agentic Era: We're entering a phase where AI can create AI startups: generate code, produce marketing websites, and interact with customers using agents. I'm talking to the numerous founders who are working on this.

46

13 comments



Like

Comment

Repost

Send



## TRADITIONAL

Drives developer efficiency,  
not effectiveness

Faster development cycles

Potential for business  
participation

Built via code

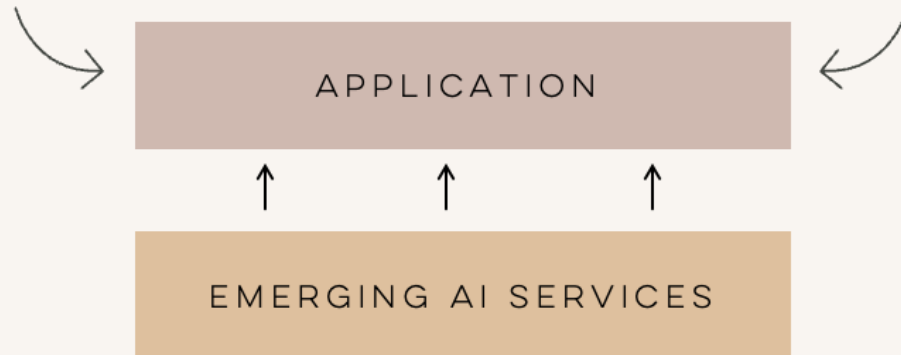
## LOW-CODE

Drives developer efficiency,  
not effectiveness

Faster development cycles

Designed for deeper  
business participation

Built via process models

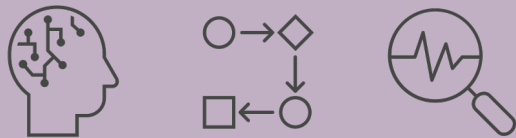


AI IN APP DEV

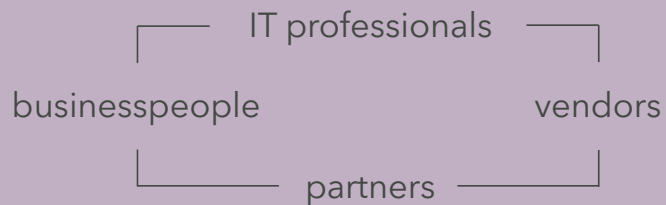
# CODING VS. LOW-CODE REALITY

ANALYSIS.TECH

# INTEGRAL CITIZEN DEVELOPMENT



## AUTOMATION STRATEGY



## WHAT'S DIFFERENT NOW?

- Vital to digital business strategies & innovation
- Should connect IT pros & businesspeople
- Few have achieved the full potential of this opportunity

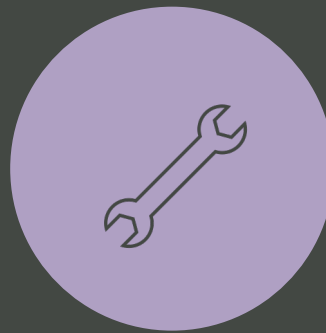
THE IT WALL MUST COME DOWN, BUT ...

# HOW WILL NON-TECHIES CONTRIBUTE?



## Builders

aka citizen developers.  
use low-code platforms to  
build, extend, maintain  
custom flows, automations,  
dashboards, etc.,



## Admins

configure functions of  
foundational departmental  
apps (e.g. Marketo, Asana,  
SharePoint...)



## Optimizers

research & catalyze process  
automations; lend  
expertise to automation  
projects

**ANALYSIS.TECH**

“Software is eating the world.”

*-- Mark Andreessen, August 2011*

“Low-code is eating business software.”

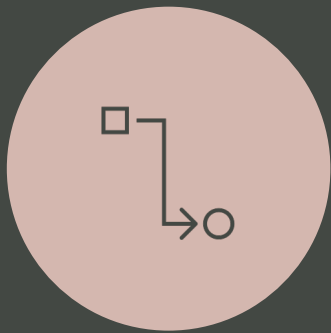
*-- John R. Rymer, August 2024*



**THANK  
YOU**

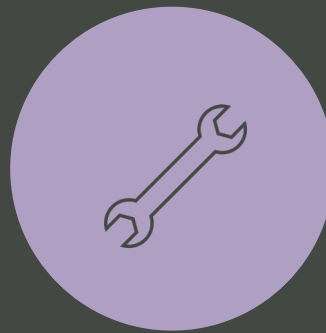
**ANALYSIS.TECH**

# THE AUTOMATION IMPERATIVE



## Digitize & drive process

digitize & drive business processes and functionality into managed platforms at scale



## Adopt tools

adopt required new automation tools & practices



## Business participation

allow businesspeople to join in software creation as full partners

**ANALYSIS.TECH**



# THE WRONG FOCUS

YOUR TOOLS



# THE RIGHT FOCUS

YOUR PEOPLE



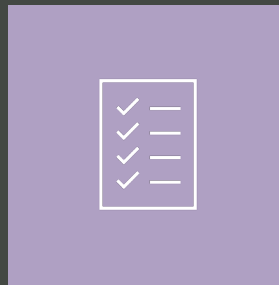
**ANALYSIS.TECH**

CITIZEN DEVELOPMENT

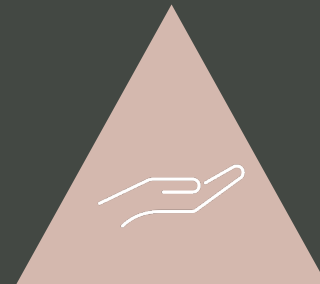
# DOING IT RIGHT



Drive business-IT  
collaboration



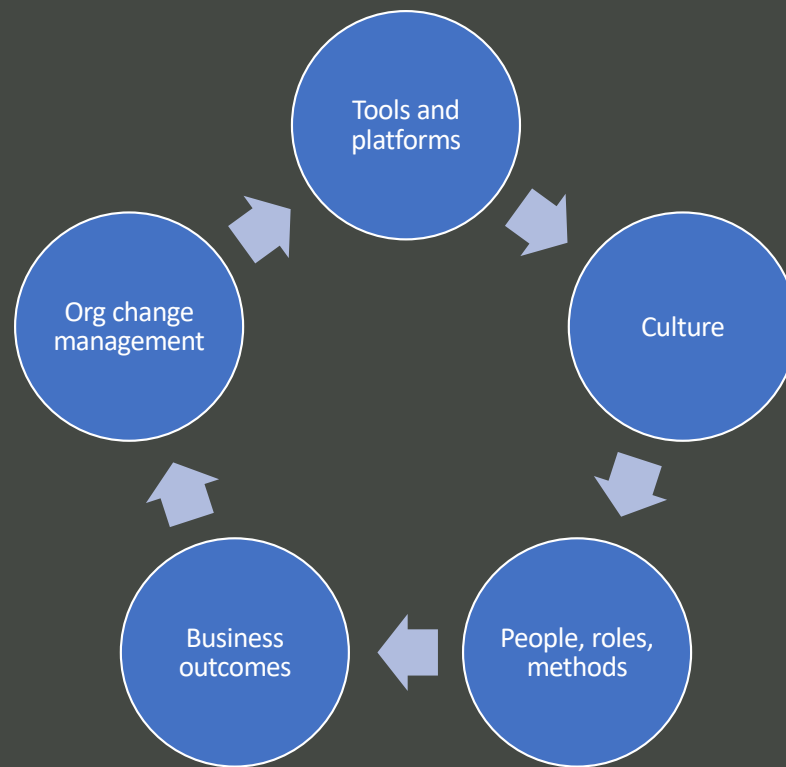
Define roles &  
responsibilities



Create the *right*  
supports

**ANALYSIS.TECH**

# MUCH MORE THAN TECHNOLOGY



ANALYSIS.TECH