Enterprise Software and the Wave Ahead

Lack of Speed, Agility and Mobility Prompt the Next Great Shift in Enterprise Software

TRACKVIA

Frustration: Enterprise Software and the Wave Ahead

On-premise to off-premise was the last major transition in enterprise software. While this migration to the "cloud" in the form of Software-as-a-Service (SaaS) addressed some of the distribution and financing hurdles associated with enterprise software, it failed to fully address some of the more fundamental end-user challenges. Business users and IT are still challenged with slow application development and deployment, too little customization, and difficult integrations with other applications.

According to recent research, current software solutions still don't address businesses' top priorities or pain points. In fact, today's slow and inflexible enterprise software often hold businesses back by forcing companies to change operations and processes, which negatively affects enterprise agility and growth.

In fact, the majority of executives have:

- Had to change a part of their business operations or process to match the way their software works.
- Felt that the limitations of their software programs have negatively affected growth.

From these frustrations, the next evolution of software has emerged in the form of what industry analysts refer to as "low code platforms". As the name implies, these next-generation platforms allow users to rapidly and efficiently create fully customized applications with a minimum of hand-coding, setup and deployment.

Although it's a category that's only emerged in the last few years, nearly one in three executives are already leveraging low-code technology. And growing interest from executives suggests that wider adoption is on the immediate horizon.

The perception of today's organizational leaders is that this next-generation low-code technology is turning challenges into benefits is expanding.

TrackVia aims to help businesses understand this rapidly changing software landscape. We surveyed over 500 business and IT executives to learn more about their current enterprise software experiences. This report closely examines the challenges, priorities, frustrations and limitations executives face with their current software, and explores the emerging third generation of software.

The Current Software Landscape

Understanding the software shift requires us to look at current usage, priorities and challenges. Despite cloud software's high usage, on-premise software is still a very popular option, which may be the first indicator that off-premise solutions have offered little improvement.

Today's businesses are taking advantage of the vast options of enterprise software available to them, but each come with their own challenges.
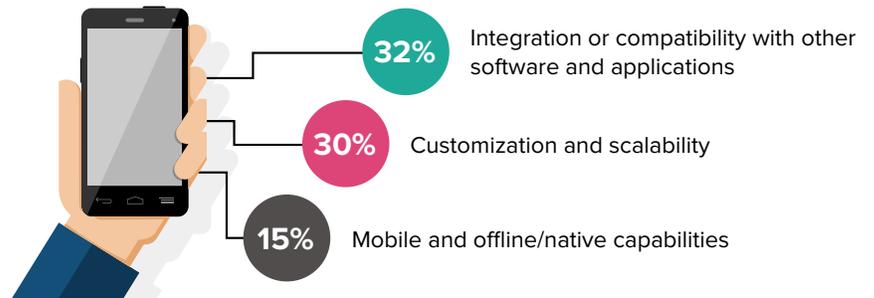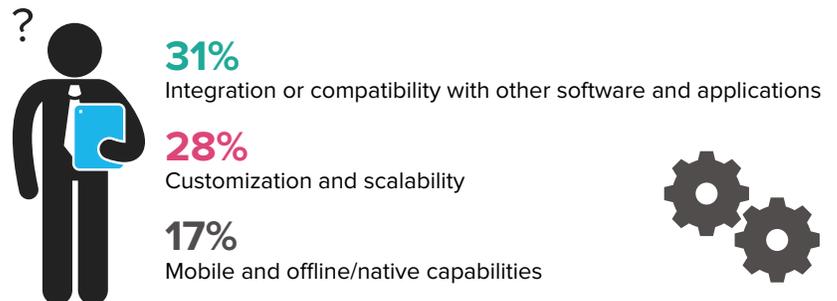
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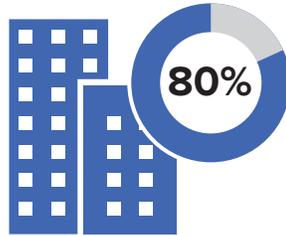
Use on-premise software
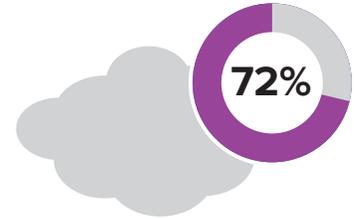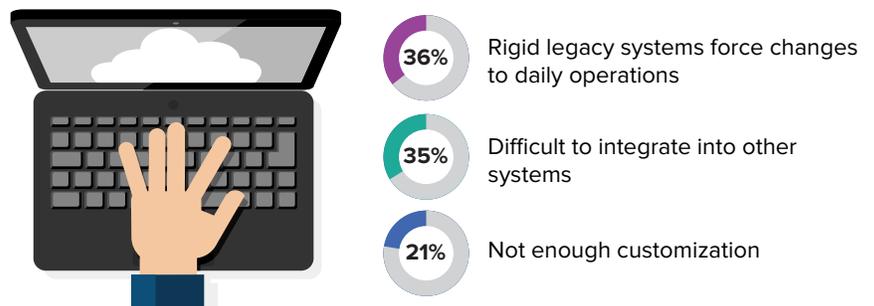
Use cloud, SaaS or other off-premise software

When choosing software, executives focus on these priorities:

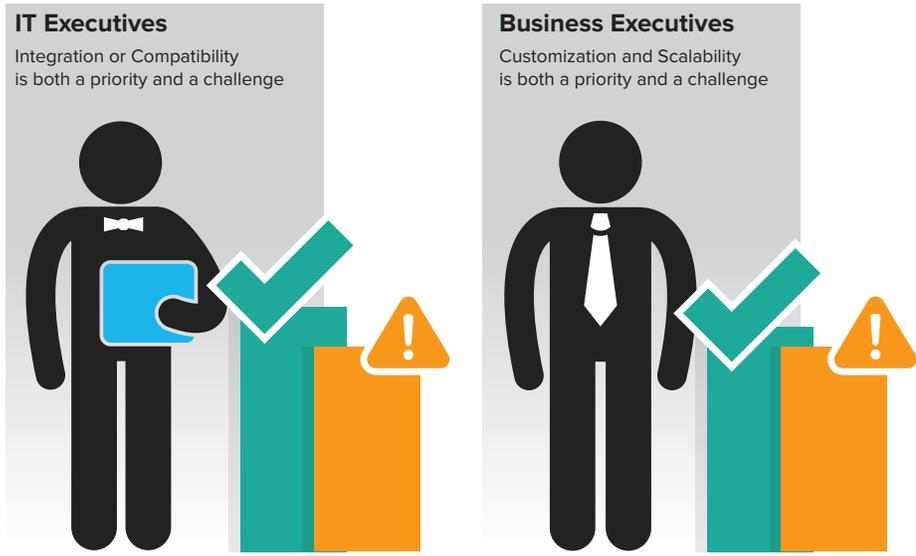**32%** Integration or compatibility with other software and applications

30% Customization and scalability

15% Mobile and offline/native capabilities

Ironically, these priorities end up becoming the top challenges executives face with their software. The top challenges:

31%
Integration or compatibility with other software and applications

28%
Customization and scalability

17%
Mobile and offline/native capabilities

Specifically, when it comes to the cloud, SaaS or other off-premise software, top challenges reported include:

36% Rigid legacy systems force changes to daily operations

35% Difficult to integrate into other systems

21% Not enough customization

This unfortunate mirroring of priorities and challenges is also evident when you examine the unique challenges of business and IT executives.

IT Executives
Integration or Compatibility
is both a priority and a challenge

Business Executives
Customization and Scalability
is both a priority and a challenge

Business and IT executives report the same improvements they want to see from enterprise software.

Top 3 Areas
Business and IT executives want improvements

59% Customization

49% Cost

41% Integration / Compatibility
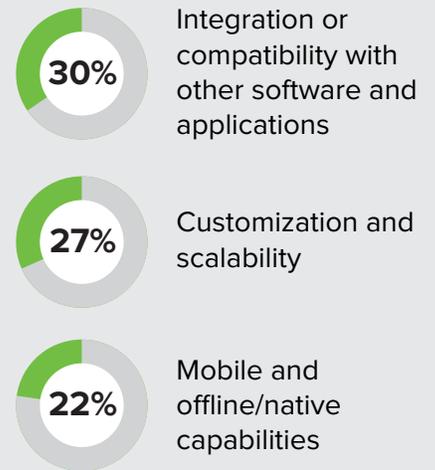with other software and applications

What We Learned
Through the use of enterprise software programs, executives have found that their priorities for company software, such as integration with other applications, customization, and faster development, also have become their biggest challenges. Both IT and business executives are aligned on the improvements they want to see in the future.

Millennial Executives Usher In A New Era Of Enterprise Software
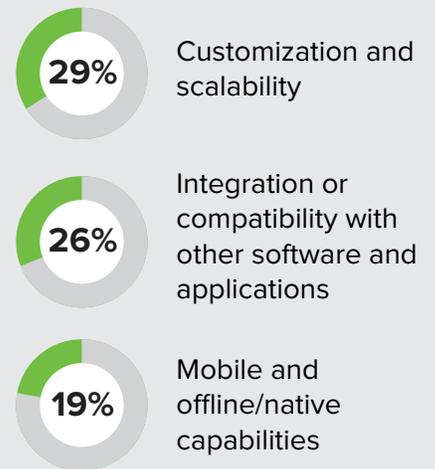
Millennials are quickly taking over the current workforce, even moving into executive positions.

These technically-savvy workers require fast access to modern, mobile and personalized technology and software to support their work.

When choosing software, their top priorities are:

30% Integration or compatibility with other software and applications

27% Customization and scalability

22% Mobile and offline/native capabilities

Their top challenges with their company's current software are:

29% Customization and scalability

26% Integration or compatibility with other software and applications

19% Mobile and offline/native capabilities

Legacy Software Is Hindering Growth

With the specific challenges that business and IT executives are facing with their existing software in mind, it's also worth examining how these limitations affect their business. Lingering software challenges and an overall lack of improvement to legacy systems have a negative impact on today's businesses and their ability to grow and operate effectively.

Executives are not only frustrated by their company's current software, but they are also forced to withstand day-to-day struggles.

Traditional enterprise software programs often come with limitations, including the lack of mobile functionality. This is a necessary function for businesses in today's modern, digital era.
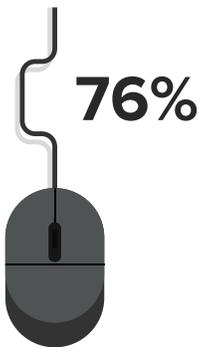
82% Have had to change a part of their business operations or process to match the way their software works.

The limitations and overall lack of adaptability not only force businesses to switch software programs, but they also negatively affect company growth.

65% say lack of mobile functionality has made it challenging for them to use their software programs.

76% Have replaced software programs, because they needed updates or customizations made that their vendor could not execute or the software itself couldn't accommodate.

66% Have felt that limitations of their software programs have negatively affected their company's growth.

What We Learned

Enterprise software at today's organization isn't working. Executives say it is not only challenging, but also holds their business back. It forces them to change business operations and processes. It negatively affects growth. Ultimately, it drives executives to replace software programs in an effort to find a better solution for their needs.

Low-Code Is The Next Wave Of Enterprise Software

The demand for low-code software solutions has experienced significant growth in the last few years, and low-code platforms have already passed the "early-adoption" phase. With no signs of slowing down, Forrester expects 68 percent revenue growth in this market by 2019 and an overall market size of $10.3 billion[1]. Executives are becoming more aware of and interested in this technology. In fact, many are already using it.

Only **8%** are not familiar with low-code software solutions

43% are interested in pursuing low-code software solutions

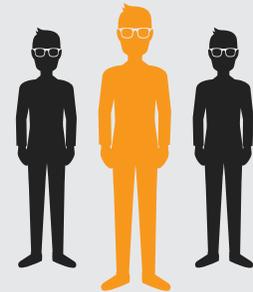**29%** use a low-code software solution

Millennials are not satisfied with traditional enterprise software.

As next-generation, low-code solutions have become available, they have become natural early adopters of this software.

Only **6%** are not familiar with low-code software solutions

Roughly **1 out of 3** use low-code software solutions

Of those that don't use low-code software, **32%** say the biggest benefit that would lead them to use a low-code solution is **customization**

Of those that do use low-code software, **17%** say the biggest benefit is increased productivity in IT

IT Executives

IT executives stay in-the-know when it comes to new software solutions, reflected in their familiarity, interest, and understanding of low-code software.

Only **1%** are not familiar with low-code software solutions

39% are interested in pursuing low-code software solutions, but are not yet

└ Of those not pursuing or currently using low-code software solutions, 19% are not because they feel it won't solve the problems they're facing

23% not using low-code solutions hope it would increase productivity

└ 20% say they would want customization

23% of those who are using low-code software solutions say productivity is the biggest benefit they see

Business Executives

Business executives are also quickly learning about the benefits of low-code software solutions.

Only **15%** are not familiar with low-code software solutions

32% are interested in pursuing low-code software solutions, but are not yet

└ Of those not pursuing or currently using low-code software solutions, 18% are not because they don't want to spend the time or money changing software

24% not using low-code solutions hope it would offer customization

19% of those who are using low-code software solutions say customization is the biggest benefit

Though opinions on priorities may vary slightly between business and IT executives, when it comes to which challenges low-code software can address, their expectations are consistent.

38%
Want faster implementation, updates and maintenance for businesses

37%
Want increased productivity in IT

35%
Want greater, easier, customization of enterprise applications

35%
Want Integration or compatibility with other software and applications

What We Learned

There is a high level of familiarity among executives, which has led to increased interest in low-code software solutions. With roughly one in three executives already using it, and few barriers to entry being cited by those interested in using it, low-code platform's mainstream use is in the near future. Wider adoption is on the horizon. And, with faster implementation, updates and maintenance being reported as a priority when it comes to company software, and a challenge low-code can address, this shift won't take long.

Conclusion

Businesses aren't happy with the current state of enterprise software. Software solutions, such as Cloud and SaaS, have done little to address the biggest challenges they face. Their limitations force changes to day-to-day operations and negatively affect company growth. Many become fed up and switch software vendors in hopes of finding peace.

Vendors are not the problem.
The lack of advancement in software is.

Executives are becoming more familiar with and interested in a new approach to enterprise software—low-code platforms. Able to address challenges, easily adapt to evolving operational needs, and eliminate common limitations such as, mobile and offline capabilities, low-code software solutions are on the verge of wider adoption.

Key Takeaways

1. **Software Priorities Mirror Challenges:** Executives report that their priorities when researching better alternatives to current company software ultimately represent their biggest challenges. On-premise and off-premise software place limitations on companies and often prevent executives from using their software, as they want and more importantly, need.

2. **Existing Enterprise Software Is Not The Solution:** Enterprise software isn't working. Executives say the challenges of their current software hold their business back. A majority of company leaders even report that it negatively affects company growth. It's time to find a new solution.

3. **Low-code Software Is Gaining Momentum:** Low-code software solutions have already surpassed the early adoption phase and are on the precipice of broad enterprise utilization. Executives from the business- and IT-side of companies are familiarizing themselves with low-code software solutions, learning quickly that their benefits are compelling, and looking to implement low-code technology, if they haven't already.

Methodology
TrackVia surveyed over 500 executives (253 IT executives, such as IT Leaders, CIOs, and CTOs and 250 business executives, such as VPs, Directors, and GMs) in January 2017. This survey was completed online and responses were random, voluntary and completely anonymous.

TRACKVIA

About TrackVia

TrackVia is a leading low-code application platform in the cloud that specializes in streamlining and mobilizing critical operational processes and field workflows. The TrackVia platform allows businesses to rapidly create custom web and native mobile applications that unite executives, managers and workers with all their data, processes and collaboration in one environment accessible on any device. More than 800 businesses rely on TrackVia, including Honeywell, Navistar, DIRECTV, DOW, Brinks and others. Learn more at: http://www.trackvia.com.

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