THE RISE OF
Low-Code Software
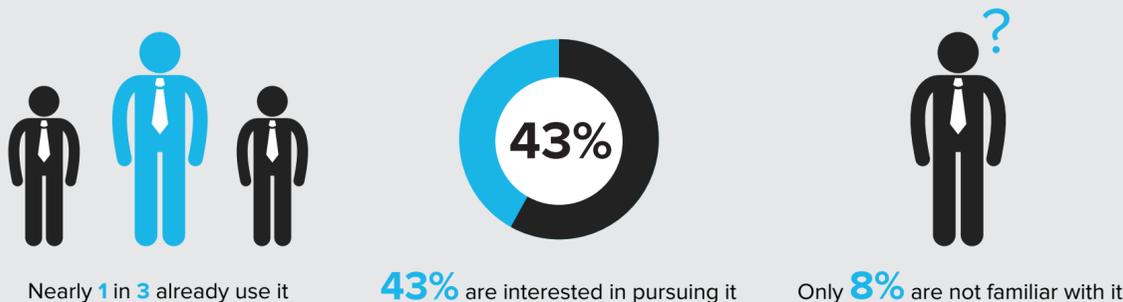
Tired of being held hostage by the limitations of existing enterprise software, today's executives need an easier, faster and more agile alternative to their rigid, inflexible and outdated legacy systems.

This is fueling the rise of the low-code software revolution.

Low-code platforms allow both business and IT users to more rapidly and efficiently create fully customized, web and natively mobile applications with minimal hand-coding, setup and deployment.

Demand for Low-Code Software Shows No Signs of Slowing

Low-code adoption, interest and familiarity increasing among executives:

Nearly **1** in **3** already use it

43%
43% are interested in pursuing it

?
Only **8%** are not familiar with it
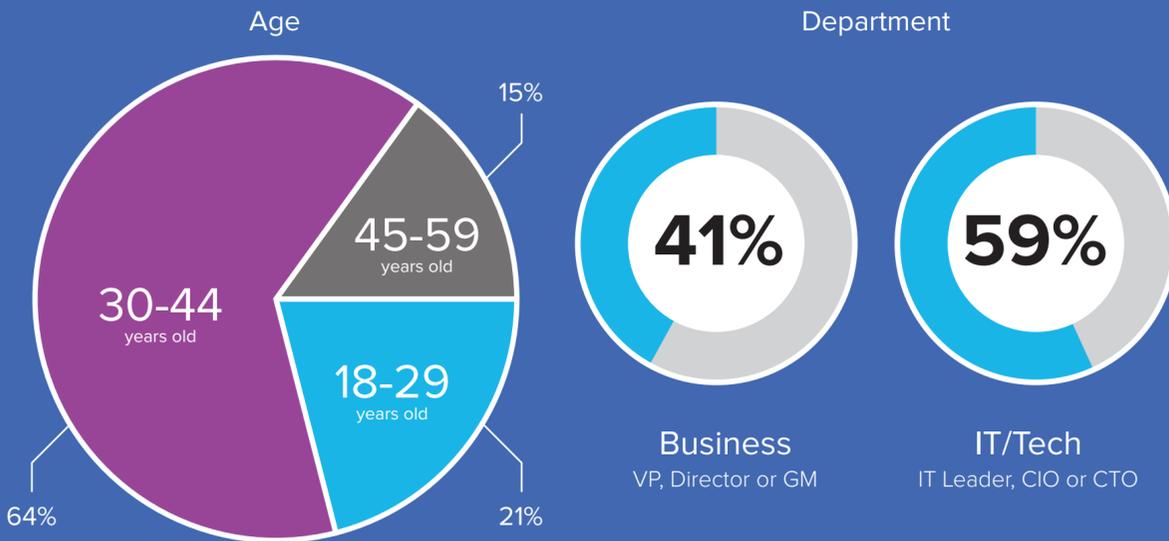
LEADING TECHNOLOGY ANALYST FIRM,

Forrester, predicts:

68% revenue growth
in low-code market by 2019
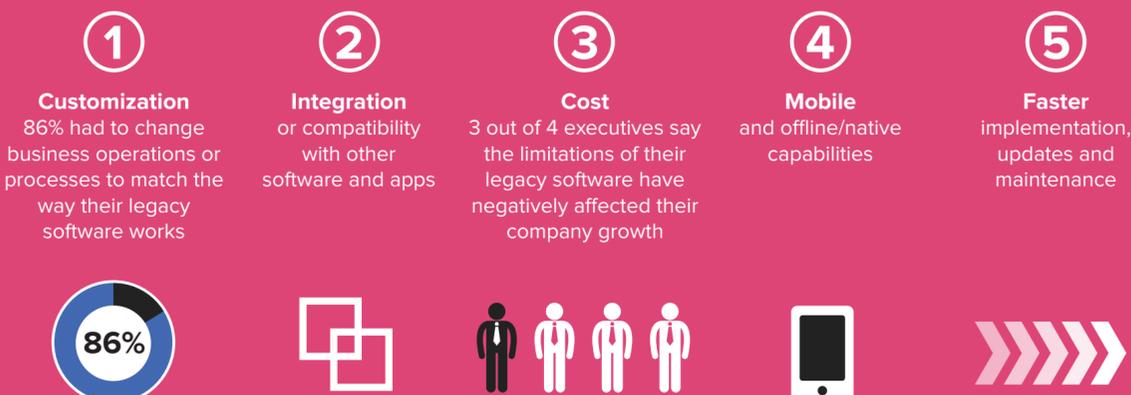
and an overall market size of
$10.3 billion[1]

Meet Today's Executives Leveraging Low-Code

Age

15%
45-59 years old

30-44 years old

18-29 years old

64%

21%

Department

41%
Business
VP, Director or GM

59%
IT/Tech
IT Leader, CIO or CTO
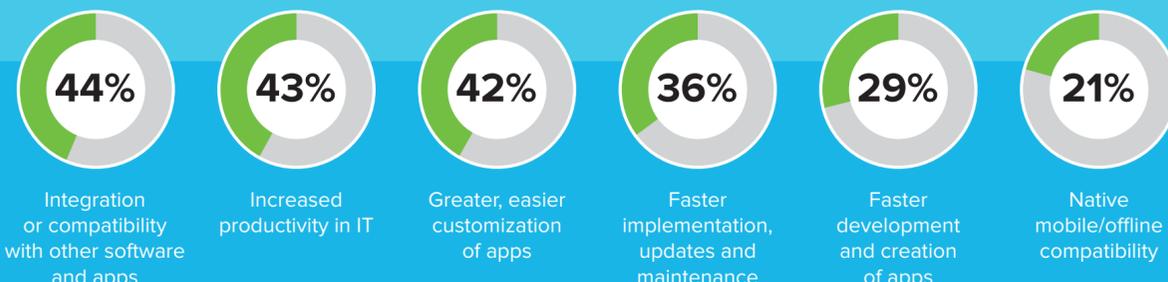
A Closer Look at the Low-Code Love Affair

Executives are adopting the technology — finding it turns their top challenges with legacy enterprise software into tangible benefits.

Critical Improvements Still Needed for Legacy Enterprise Software

1 **Customization**
86% had to change business operations or processes to match the way their legacy software works

2 **Integration**
or compatibility with other software and apps

3 **Cost**
3 out of 4 executives say the limitations of their legacy software have negatively affected their company growth

4 **Mobile**
and offline/native capabilities

5 **Faster**
implementation, updates and maintenance

86%

Coming to the Rescue
Low-Code Addresses Top Challenges

44%
Integration or compatibility with other software and apps

43%
Increased productivity in IT

42%
Greater, easier customization of apps

36%
Faster implementation, updates and maintenance

29%
Faster development and creation of apps

21%
Native mobile/offline compatibility

Lovers of Low-Code Rank Its Key Benefits

1 Increased productivity in IT

2 Customization

3 Faster implementation, updates and maintenance

4 Integration or compatibility with other software and apps

5 Faster development and creation of apps

6 Native mobile/offline compatibility

These next-gen solutions bring the promise of more agile, mobile and modern applications that can be easily and quickly customized to precisely support enterprise operations. As more companies look to transform legacy software challenges into significant benefits to the bottom line, low-code technology is primed to flourish and thrive.

Viva the low-code software revolution!

TRACKVIA