

Next-Gen ADM Solutions

Low-Code/No-Code Development Platforms



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Over the years, there have been many advancements in application development, from building basic services for enterprises to delivering applications using digital technologies. Optimizing processes and costs have been a constant focus for enterprises, and have been embedded in building and delivering applications. However, in the past 3–5 years, the focus has shifted toward low-code and no-code development platforms, helping users to configure the applications required for specific business needs. These platforms are built to be user-friendly, enabling even a user without a software development background to configure and develop applications. They also allow drag-and-drop configuration requiring minimal to zero coding expertise. As a result, over the last 2–3 years, the user base and adoption of these platforms have increased multifold.

In this study, ISG assesses the platform vendors in the application development segment that provide low-code/no-code capabilities to make the independent development of applications

simpler for clients with minimal interference from developers. The two primary benefits of these platforms are business agility and implementation simplicity. The secondary benefits are the innate ability to work with legacy IT infrastructure, and decreased development, testing and maintenance costs. ISG assesses the vendors across multiple industries and functional areas, such as process engineering, business intelligence, product development, research and development. The increase in low-code/no-code platform adoption indicates the changing nature of application development approaches. It reflects the emphasis on reducing the time professional or citizen developers require to optimize operations at lower costs.



Next-Gen ADM Solutions 2023

focusing on
low-code no-code application development
for citizen or professional developers.

Simplified Illustration Source: ISG 2023

Low-Code/No-Code Development Platforms

This ISG Provider Lens™ Next-Gen ADM Solutions 2023 study offers the following to IT decision-makers:

- Transparency into the strengths and weaknesses of relevant software vendors
- Guidance on scenario-based vendor selection
- Outlook on the low-code/no-code market

ISG studies serve as an essential decision-making basis for building key relationships and go-to-market considerations. ISG advisors and enterprise clients use information from these reports to evaluate the current vendor landscape for potential new engagements.



Low-Code/No-Code Development Platforms

Definition

The low-code/no-code development platforms quadrant assesses global software vendors across the industry. These vendors offer application development platforms that use interfaces with drag-and-drop functionalities to build functional modules and work as full-fledged applications, providing benefits and tangible business impact for the users.

Low-code vendors offer development platforms that require considerably less coding than full-stack development. Professional developers are the primary targets, with the underlying proposition of faster application development, deployment and provisioning. The low-code platform vendors also offer guidance and training for professional developers to provision, develop and deploy full-stack or small-scale applications and manage the application services.

No-code vendors offer development platforms that configure applications based on business logic and pre-built drag-and-drop options. Citizen developers are the primary targets. The underlying proposition is the simplicity of use

and the innate ability to provision applications without coding knowledge. Some vendors offer a complete solution suite that includes both low-code and no-code offerings.

Vendors offer platforms that support on-premises or cloud-based applications, including using visual models to determine application and process logic. The availability of an app store with widgets, templates, plug-ins and APIs provides the flexibility to add new functionalities to the existing application. Vendors are assessed on the support provided for the application delivery lifecycle, including built-in testing and auto-scaling capabilities to support business growth.

Eligibility Criteria

The platform vendors will be evaluated based on the following:

1. **Number, usability and customization** of drag-and-drop options
2. **Ease of use** of interface and integrated development environment
3. **Integration** with third-party applications
4. Hosting options, **architecture, app security** and scalability
5. **Price options** (enterprise, business, individual and others), ROI calculation support, low exit cost and price competitiveness
6. Training modules and overall quality of the **training program**
7. Market presence in terms of the number **of live users and client implementations**, partnerships, brand awareness, geographic reach and financial growth
8. The versatility of the platform to cater to business users that strive for **no-code, logic-based applications** and to coders that aim to develop complex applications by writing a short piece of code



Quadrants by Region

As a part of this ISG Provider Lens™ quadrant study, we are introducing the following quadrant on Next-Gen ADM Solutions 2023:

Quadrant	Provider Type	Region
Low-code/No-code Development Platforms	Technology Vendor	Global



The survey, evaluation, analysis and validation will occur during the research phase between April and July 2023. The results released will be presented to the media in September 2023.

Milestones	Beginning	End
Survey Launch	April 19, 2023	
Survey Phase	April 20, 2023	June 02, 2023
Sneak Preview	August, 2023	
Press Release & Publication	September 2023	

Please refer to the [link](#) to view/download the ISG Provider Lens™ 2023 research agenda

Access to Online Portal

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens™ reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.



ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the concept of “Voice of the Customer.” The Star of Excellence™ is a program, designed by ISG, to collect client feedback about service providers’ success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts will be continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in context of its practitioner-led consulting approach.

Providers are invited to [nominate](#) their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

It is our vision that the Star of Excellence™ will be recognized as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement please use the Client nomination section on the Star of Excellence™ [website](#).

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:
ISG.star@isg-one.com



Contacts For This Study



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ISG Provider Lens™ Advisors Involvement Program

ISG Provider Lens™ offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three advisors participate as part of each study's quality and consistency review team (QCRT). The QCRT ensures each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the QCRT group and contribute at different levels depending on their availability and expertise.

The QCRT advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.



If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

Agilepoint	Bizagi	Glide Apps	MobileFrame
Agile Labs	Blue Prism	Google AppSheet	Monday.com
Airtable*	BRYTER	HCL	Neptune Software
Alibaba (YiDA)	Bubble	HCL Domino	Netcall
Alpha Anywhere	Caspio*	Huawei (Astro Zero)	Neutrinos
AppGyver (SAP)*	Clarif FileMaker*	Hyland	Newgen Software
Appian*	Comidor	Joget	Nintex*
Appmaster.io	Creatio	Jotform	OpenText AppWorks
Appollo Systems	DefineSys	Kintone*	Oracle*
Appy Pie	DronaHQ	Kissflow*	OutSystems*
AuraQuantic	DWkit	Kuali Build	Pega*
Automation Anywhere	Freshworks Neo	Mendix Technology BV*	PhixFlow
AWS Honeycode	Genexus*	Microsoft*	Pillir
Betty Blocks*	GEP	Mingdao	ProntoForms



Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

Qalcwise	Skuid	Visual LANSA
Quickbase	Skyve*	Voiceflow
Quixy	Strikingly	Wavemaker
Retool	The m-Power Development Platform	web.com
Robocoder Rintagi	Thinkwise	WEBCON
Salesforce*	Trackvia	WebRatio
Scopeland Technology	UI Bakery	WEM
ServiceNow*	UiPath*	Zapier
SIB Visions VisionX	Unqork	Zoho*
Simplicity Software	Vantiq	Zudy Vinyl



ISG Provider Lens™

The ISG Provider Lens™ Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of ISG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while ISG advisors use the reports to validate their own market knowledge and make recommendations to ISG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about ISG Provider Lens™ research, please visit this [webpage](#).

ISG Research™

ISG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. ISG Research™ delivers guidance that helps businesses accelerate growth and create more value.

ISG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

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ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 900 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis.

Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,600 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.

For more information, visit isg-one.com.





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