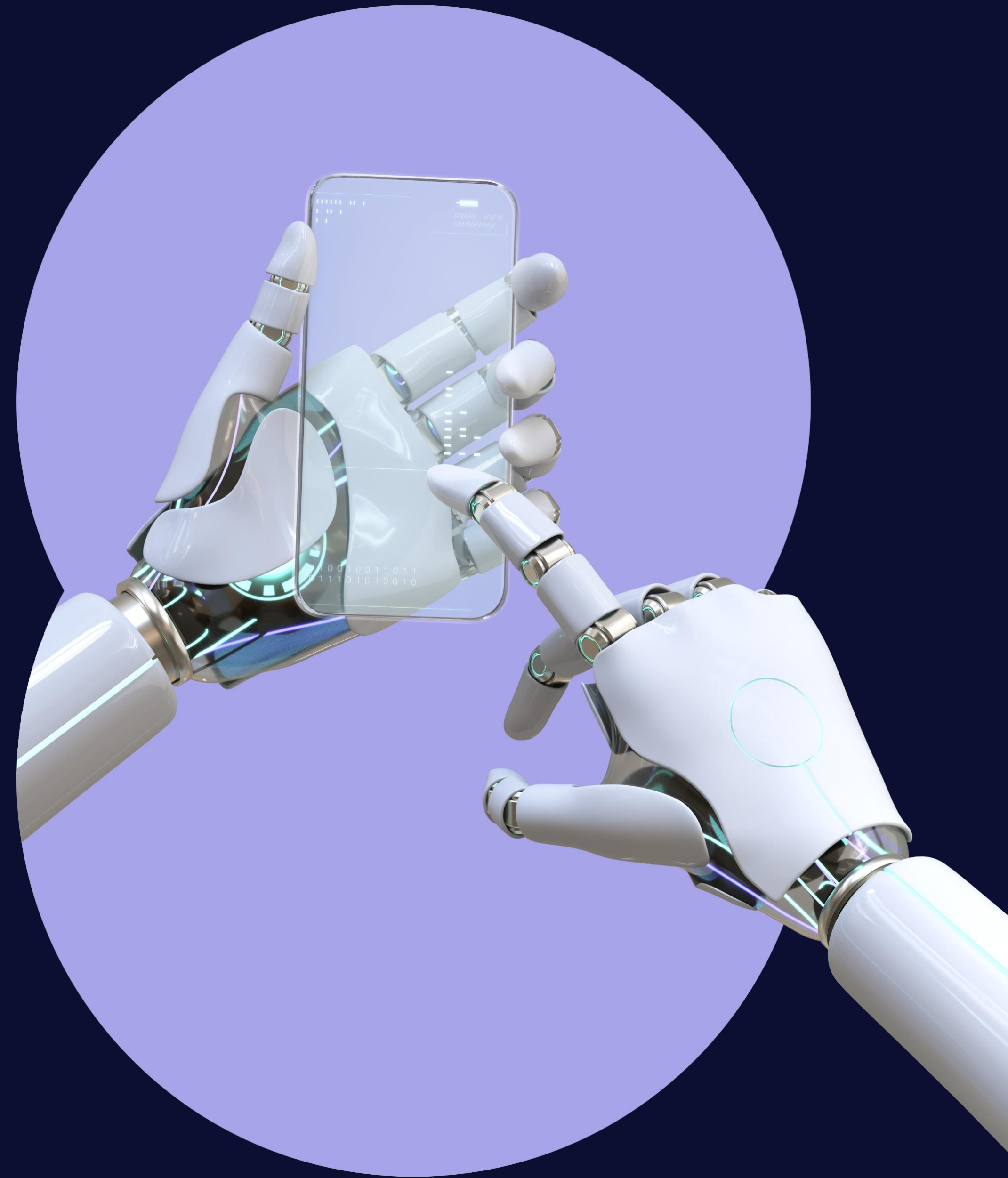
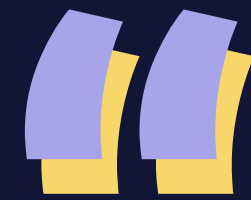


**Accelerate
your business
into the future
– build it NOW**





**“Affordable innovation is within reach.
Our low-code software development empowers
companies to build, not buy, applications with
speed and ease, revolutionizing the way they use
technology”**

Angus Kennedy, Systems iO



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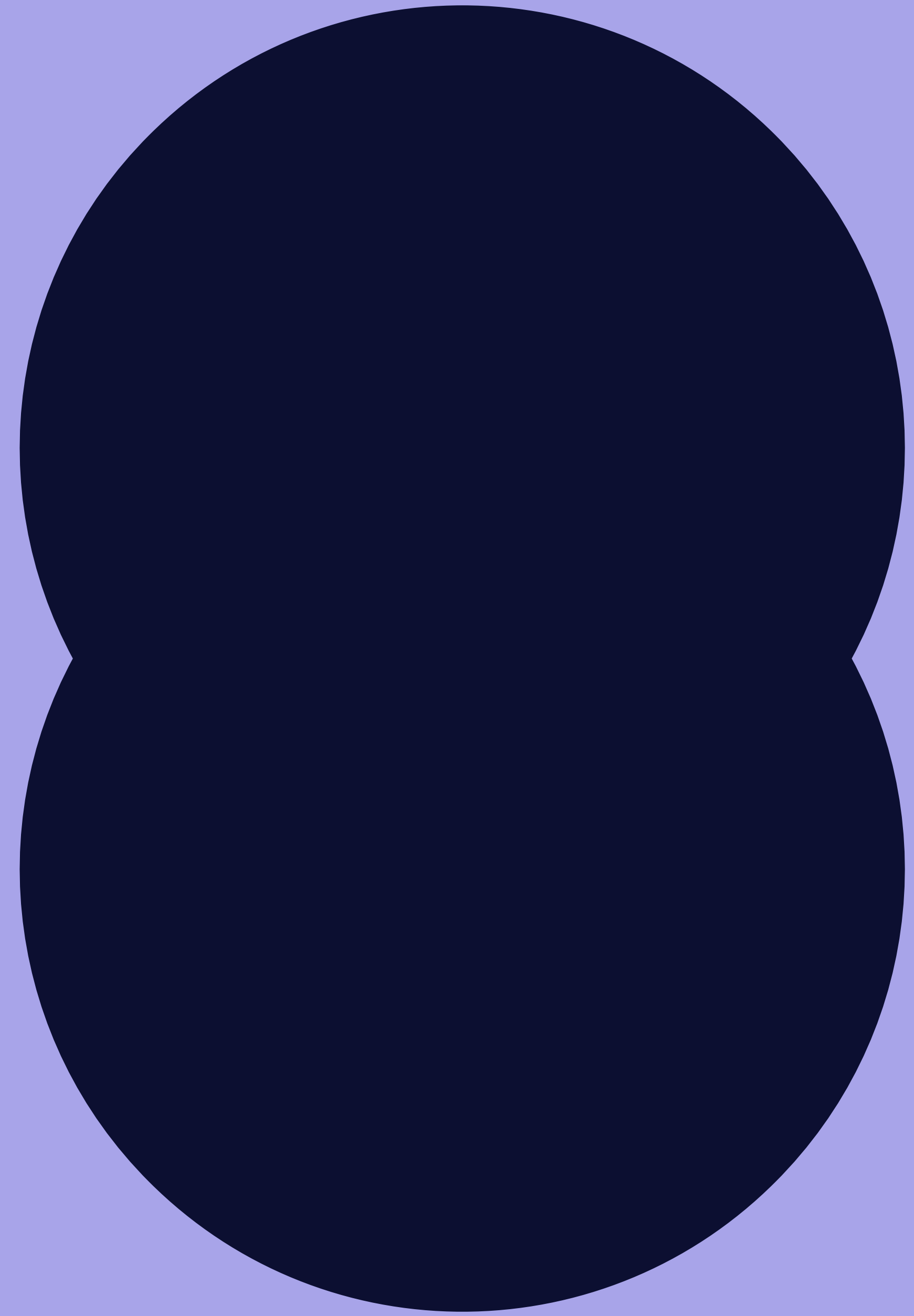
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01.

Accelerate your business into
the future –build it NOW



Accelerate your business into the future – build it NOW

Your business is unique and works in ways that are unlike other businesses. Its competitive edge is sharpened through process automation and tools built for its precise requirements. Forcing your operation to fit what you can buy off the shelf will give you – at best – what others already have.

The parts of your business that are uniquely yours are where you must differentiate and the technologies that support, drive, and accelerate them are where you innovate.

That's how you compete.

Have the technology, processes, and mindset to adapt, innovate and accelerate quickly to meet evolving business needs with business applications fit for *YOUR* purpose.



Build for purpose, for now

In order to build quickly and affordably, you need building blocks you can put together. You want *composability*. The ability and agility to reimagine, assemble, disassemble, and rescope rapidly in times of disruption, change and growth. Composable applications drive the automation of unique business processes and bypass rigid, ageing, legacy systems to realise true digital acceleration now. Not when (or if) your business becomes how you think it might look in the future.

Of course, a big plus to buying multi-purpose enterprise software is its promise to solve a variety of business problems that you might have now or a few years down the line. But in adopting buy-not-build strategies, you could hamper your ability to innovate quickly to meet changing business and client needs. Tooling could be

underutilised and expensive features go to waste, leaving a considerable amount of technical debt.

Even tech giants make the mistake of ploughing money and resources into technologies promising to transform business fit to meet the challenges of what they think the future will bring rather than the ones we already have.

Instead of investing excessive amounts of time and expense into off-the-shelf applications and tools, focus your energy on applications that solve business-specific requirements to allow your business to deliver unique customer experiences and stand out as different. These are the applications that are not found everywhere. Build for the challenge you have now rather for what you just imagine you might need.



One of the historic weaknesses of legacy enterprise software platforms is that few of them integrate easily with your other enterprise tools and systems. They may not have application programming interfaces (APIs) or they may not have the APIs you need them to. They are often slow to change and their complexity comes with fragility and a high maintenance overhead. It's your data in there but it's their data model which may not always be straightforward to access and manipulate

With the coming of age of high-performance, low-code development tools and APIs, it is possible to build point solutions that meet immediate requirements and integrate faster and with higher quality than ever before.

What you need exists. It just hasn't been built yet.



The technological and organizational silos of application development, automation, integration and governance will become obsolete. This will drive the rise of low-code application platforms (LCAPs) and citizen development

Milind Govekar, Gartner



02.

Keep pace with the scale of new demands as your business evolves



Keep pace with the scale of new demands as your business evolves

Inside and out, businesses face new demands from users and customers who are better informed, better connected and more demanding than ever before. In this era of disruption and intense competition, meaningful differentiation comes from innovative customer experiences delivered now, not then.

Being first or faster at delivering unique tools and experiences has been a tactic for differentiation for ages. But the pace at which companies are innovating has accelerated with **new technologies that allow for the rapid iteration of new ideas without huge investments of money and time** that would otherwise slow down innovation cycles.

Focusing on digital customer experiences has the potential to generate an increase of between

20% - 30%

in customer satisfaction

and economic gains of between

20% - 50%¹



How does your business keep pace?

To keep pace with the scale of new demands as your business evolves, you have to overcome the rigidity of complex legacy IT systems, deal with long lead times for changes and manage extensive research and purchasing cycles that interfere with your ability to innovate at speed. This is less and less tenable in today's world.

It is not just about plain speed anymore. Speed to value has become a critical success factor. It's about how quickly you can deliver an experience that provides real benefits to your internal teams and external customers. Like your customers, employees expect access to tools that make their day-to-day work easier, enable collaboration, and add value to their lives. Too many businesses introduce large, all-encompassing and expensive technologies without fully understanding the type

of experience they want to offer users, what their wants and needs are, or if they will add value.

You can improve speed to value by slicing digital transformation projects into digestible chunks. This allows you to deliver useful features to customers and users immediately. You don't have to wait until your business completely defines how that big piece of tech is required to look in order to leverage the features you really needed last month!

Speed to value is the basic tenet of agile digital transformation. It also allows your business to pivot quickly to meet changing demands. The ability to flex and pivot is at the heart of delivering digital services that people find useful, relevant, and valuable.

The **number one priority** for digital businesses is to increase agility by removing the brakes of legacy systems and outdated processes.¹

PRIORITY



KEEP PACE WITH THE SCALE OF NEW DEMANDS **AS YOUR BUSINESS EVOLVES**

¹<https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/what-matters-in-customer-experience-cx-transformations>

You need the agility to act on new opportunities and change course when necessary. As you grow and scale your business, you want innovative and flexible technology that keeps pace with new demands as your business evolves – without having to replace your existing tools or sacrificing the features you need for real digital acceleration.

In aspiring towards digital acceleration, you're likely discovering that there isn't one tool capable of delivering all the experiences you desire for your customers and people. Multiple, purpose-specific tools or a platform that is open and easy to integrate are better suited to digital transformation journeys. That's because the paths businesses take, the demands they face, and how they navigate them are all different – and change quickly.

Your journey to digital transformation – the whole journey of transforming your business, processes, and people to leverage and benefit from digital technology – is best supported by a mix of applications that are fit for purpose, experience-centric, dynamic, aggregated, and scalable to your organisation's unique needs and ambitions as they evolve.

New software development techniques are enabling previously unimaginable levels of agility, scalability, speed to value and economy. Through high-performance low-code development, you can iterate quickly to extend new features and digital services, put new applications into production, and grow the scope of legacy systems with ease of integration.



KEEP PACE WITH THE SCALE OF NEW DEMANDS **AS YOUR BUSINESS EVOLVES**

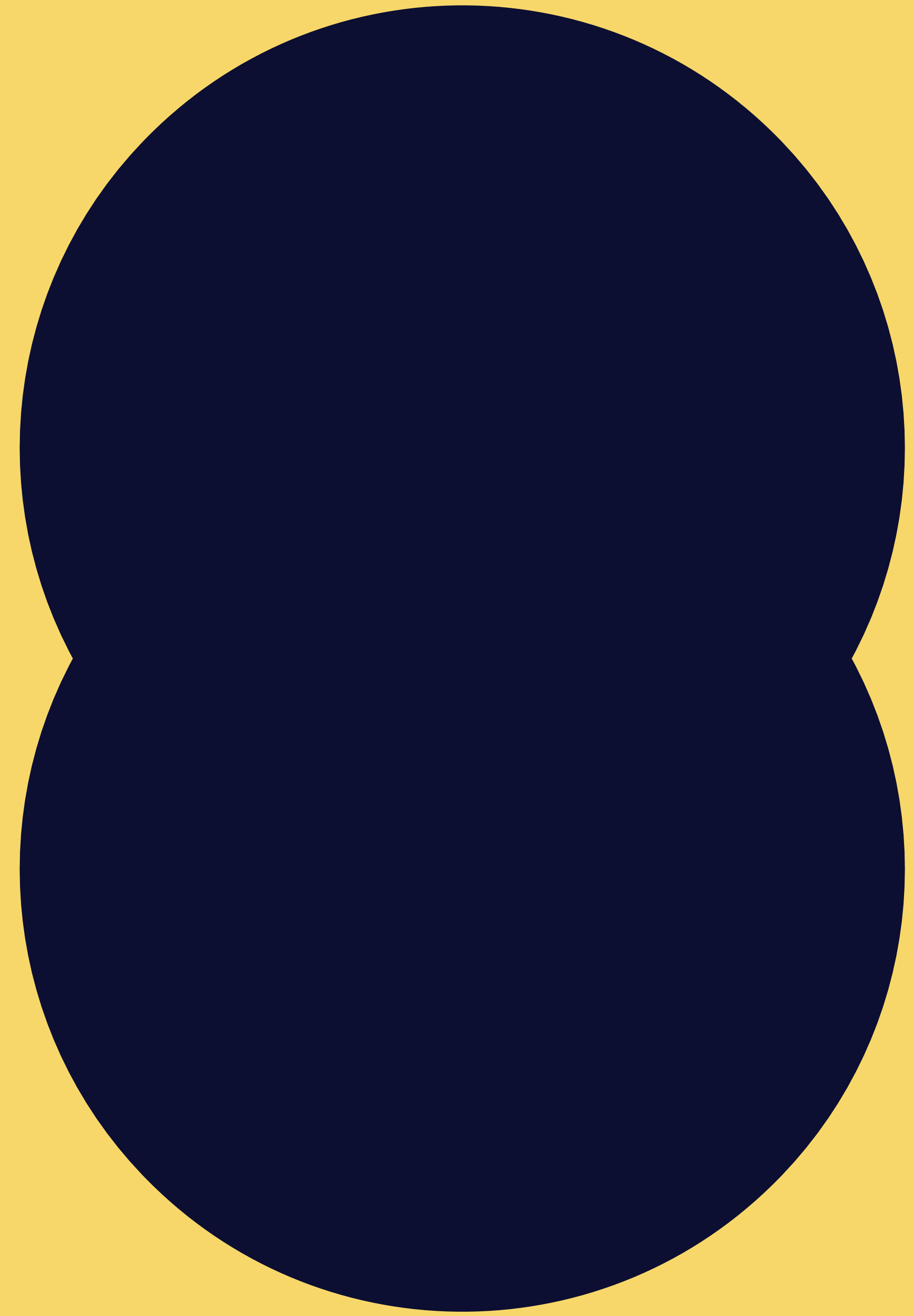
¹ <https://www.statista.com/statistics/1254662/low-code-development-speed-compared-traditional-it/>

**Low-code development
is between 40% and 60%
faster than traditional
development¹**



03.

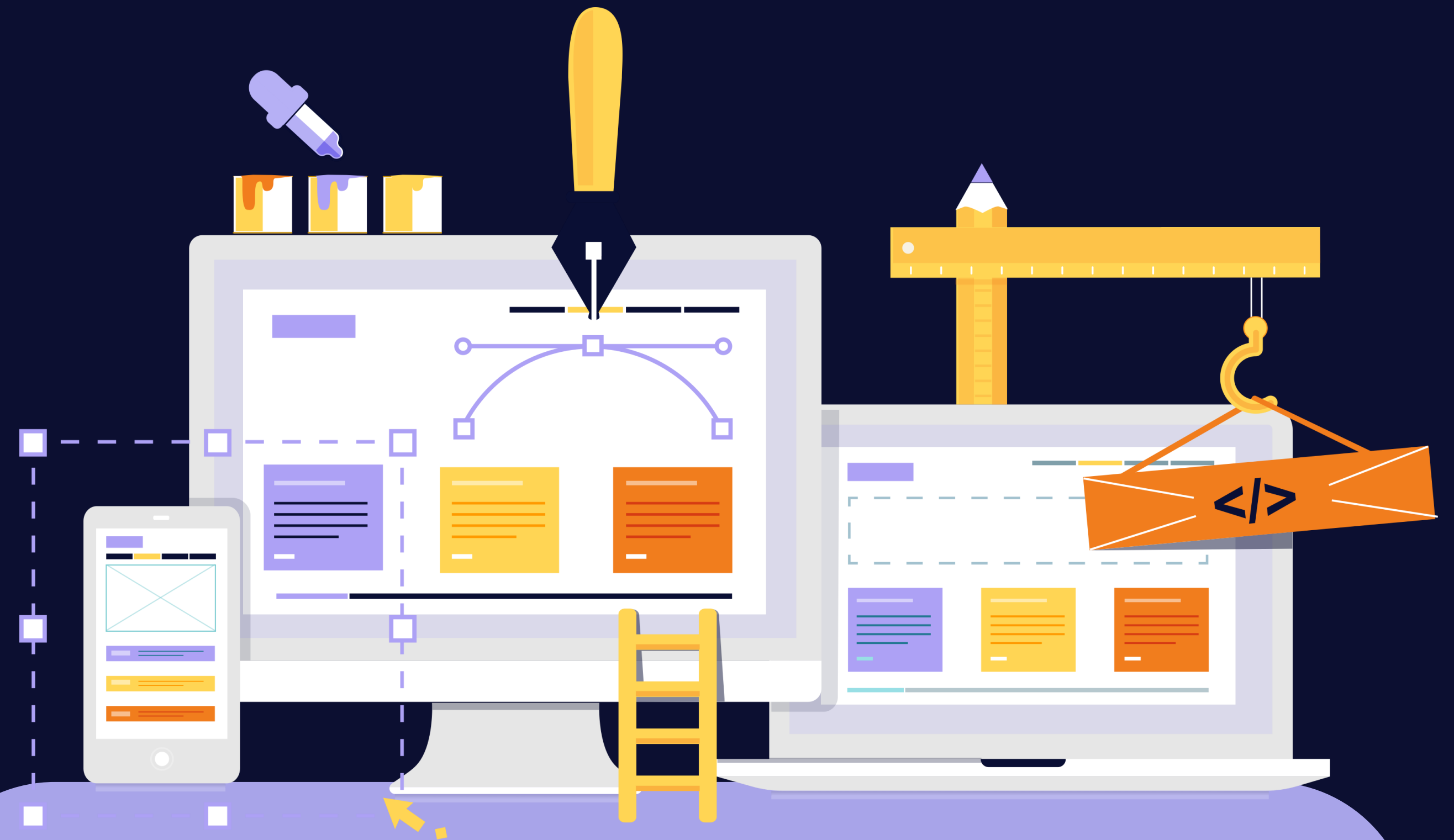
Why you should build applications
to solve problems rather than buy



Why you should **build applications** rather than buy

Off-the-shelf software is built with functionality designed to please as many people as possible. As you forge a path to digital acceleration, your universal systems, which are designed to cope with the requirements of all types of businesses, present a challenge.

They are not built for your specific needs. You've got a bunch of features you've had to shape your business around and you're also paying for features you don't need. Yet, your specific problems aren't solved and there are workarounds and customisations just to get things done. Customisations which mean consultancy rates, lengthy projects, and difficult upgrades. All of which could have delivered much faster if it was designed from scratch **to provide only what you need.**

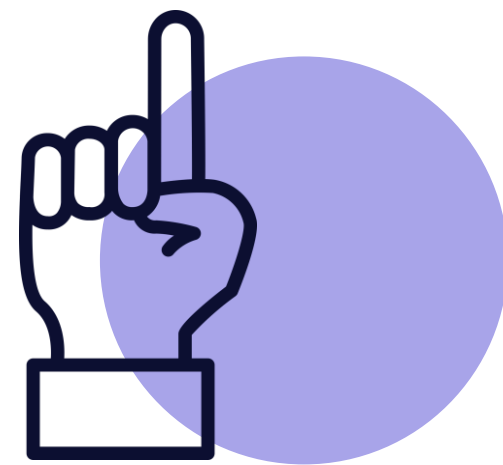


Trying to fit a piece of ready-made technology into your business or the other way around is an exercise in futility if it won't fit.



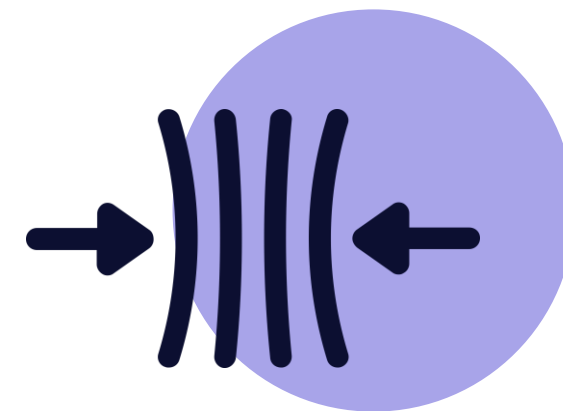
Digital transformation is accelerated through strategic, fit for purpose applications designed from the ground up for the problems you need to solve and to deliver the digital experiences that will give your business a competitive edge.

But what would that look like in practical terms?



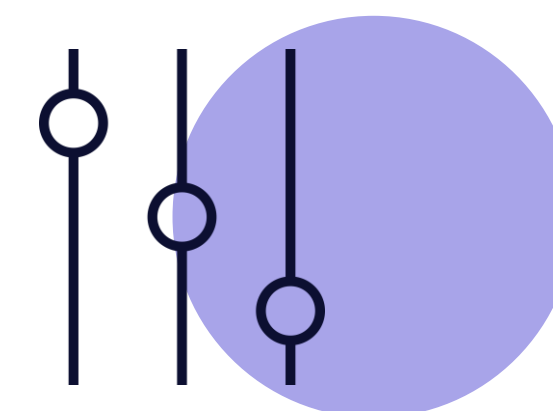
Absolute specificity

When you build the software, it's designed to fit your purpose and do exactly what you need.



Rapid adaptability

Quickly add new features and digital services to adapt to changes in demands on your business.



Better control

Have control of the application's features without the risk of them being removed by a vendor.



Improved integration

It's easier to integrate an application designed to work with your existing systems and how your business works.

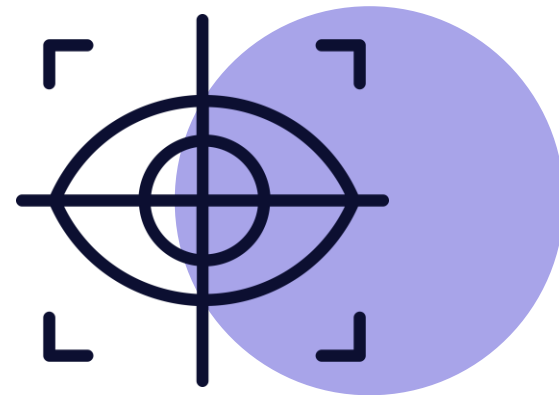


Zero waste

You won't waste money paying for features that don't serve your purpose.

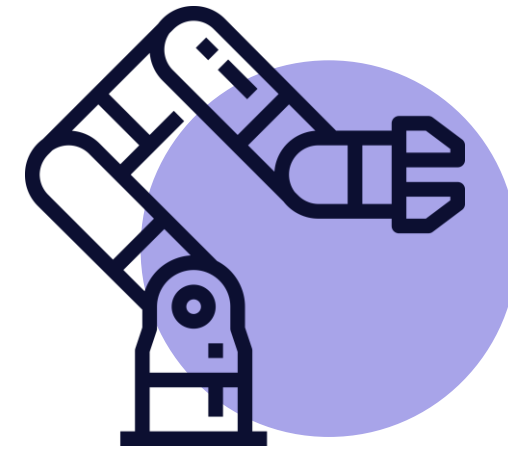


An agile, sprint-based, test-and-learn approach to development allows you **to move more quickly, reduce risk, and ensure that your investment and efforts are aligned with your needs.**



Defined user experience

You define the user experience, a critical factor in differentiating your digital services and processes.



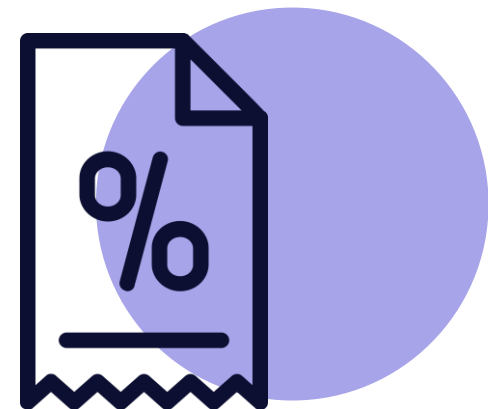
Full automation

Achieve full automation of processes unique to your business to drive productivity and performance.



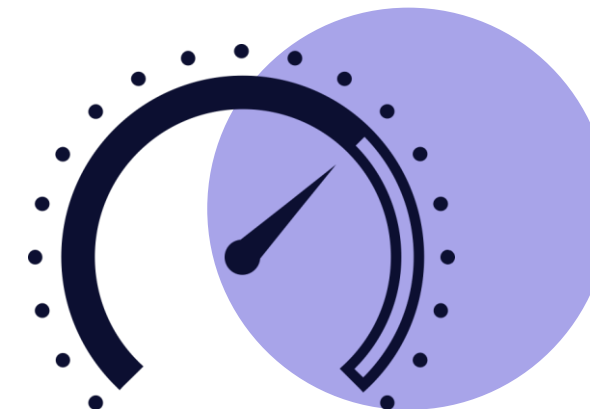
Less friction

Custom-built applications are designed to accommodate the needs of your business, your people and how you work. Not the other way around.



Lower costs

With high-performance low-code tools, you can have a custom-built application at a fraction of the cost of ready-made solutions that come with licensing costs and features you don't need. COTS only makes sense when your business processes are not specialised or unique to you and you don't need a system that can evolve with you as your business needs change.



Speed to value

You can start small but move fast to create simple and intuitive experiences that deliver value quickly to your end users, and shift and scale as new expectations arise.



04.

Demystifying low-code
development





Have the right technology

There's a lot of talk about low-code development which requires less coding to build applications and automate process workflows.

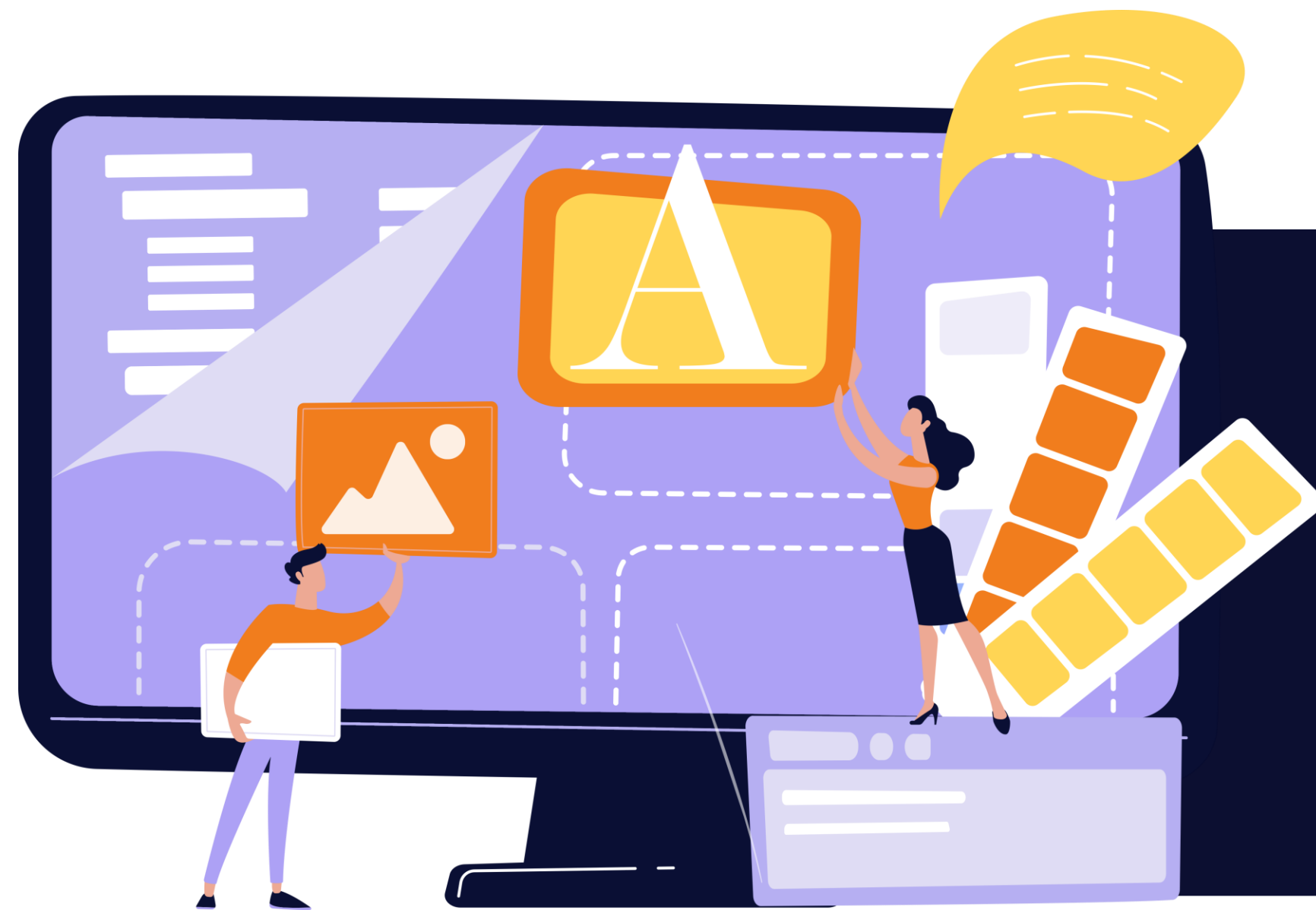
Instead of programming by hand in complex languages, it uses visual, drag-and-drop, capabilities and pre-built components to allow software to be built quickly and cost-effectively. But not all low-code development tools are created equally. For developing applications with serious, fit-for-purpose functionality for real productivity, you need high-performance low-code capable of creating unique experiences and integrating with existing systems and tools. Some also provide built-in devops capability and security architectures which further increase the productivity of your development team.

**Build with
high-performance
low-code**



Demystifying low-code development

Bringing imaginative digital experiences to life is not just for big businesses with big budgets and big tech muscle. Low-code application platforms are revolutionising the development of custom business solutions to fuel the ambitions of every business to become digital.



Low-code development has emerged as the **fastest, easiest, and most cost-efficient solution** for driving digital transformation.



Simplified app development in simple terms

Low-code development platforms use graphical interfaces and visual, drag-and-drop capabilities to rapidly create custom business applications. Instead of using thousands of lines of complex code, low code needs less hand-coding to design complete applications.

It speeds up development and innovation cycles to help companies realise aspirations for automation and digital services faster and more collaboratively than ever before. What used to take months, is reduced to weeks, allowing businesses to innovate, accelerate, and differentiate with transformative apps.

Gartner predicts that

70%

of enterprises will use low-code or no-code technologies to develop and deploy their applications.¹

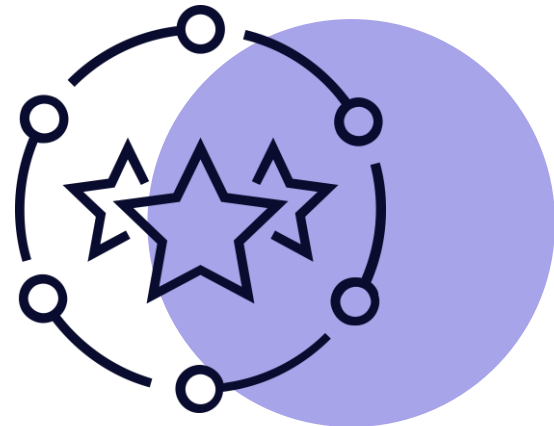
Here's why...





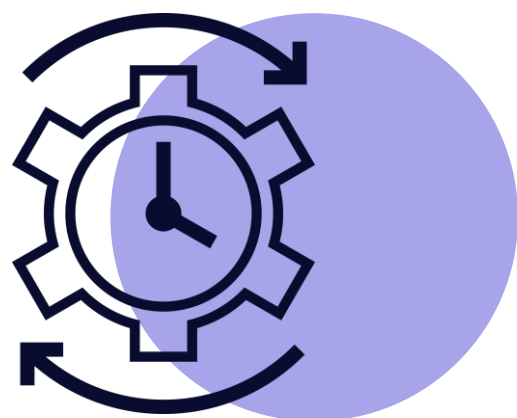
Greater agility

Low-code enables the ability to operate at digital speed to extend new functionalities and engaging digital experiences across multiple devices, web and mobile, as demands change and businesses evolve.



Unique customer experiences

The downstream impact of greater agility and speed to value is improved customer experiences and smoother interactions that inspire loyalty and growth.



Improved productivity

High-performance low-code powers productivity through the rapid deployment of strategic and mission-critical applications that remove the shackles of legacy systems, automate processes and solve specific problems.



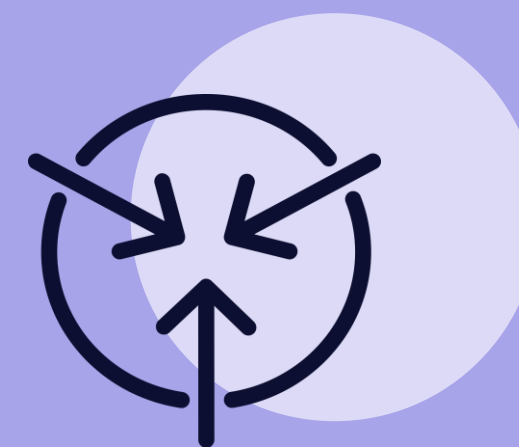
Lower costs

Costs are decreased as apps can be built in less time with less manpower, resulting in savings on resources and time. Low-code apps are so cost-effective to build that developing apps even when they are expected to have limited lifespans can be justified.



Proactive risk management and governance

Low-code development allows for fast change that keeps an organisation ahead of deadlines and compliant with industry requirements.



Integration between systems

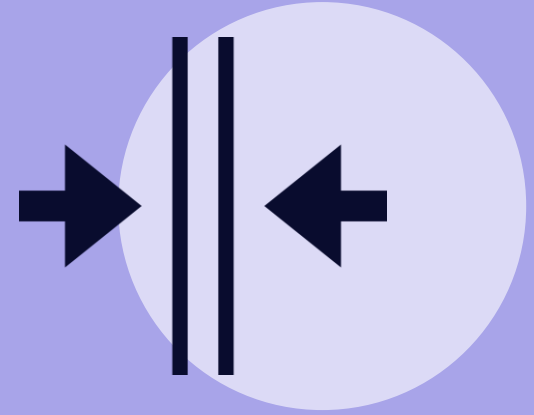
With the ease of integration, low-code maximises returns on investment (ROI) in existing technology stacks, allowing companies to leverage the technology they have and implement new applications that support productivity while removing technical debt.





Responsive prototyping

It's possible to build proof-of-value prototypes quickly in low-code platforms. End users who see these prototypes are more likely to provide feedback on what they require, leading to a shorter feedback loop and more detailed requirements.



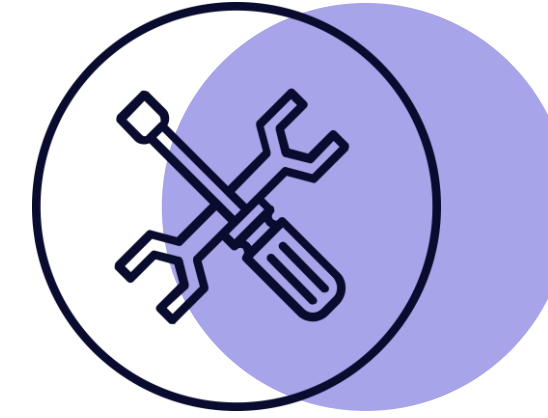
Closes gaps between tech and business

Low-code closes the gaps between technology and business teams so that real issues impacting the business can be solved.



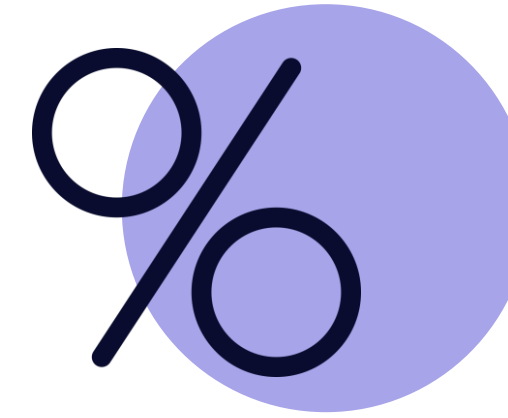
More collaborative

Typically, app development separates people into silos of non-coders and coders. With low-code development, everyone can be involved in the process of bringing an application to fruition.



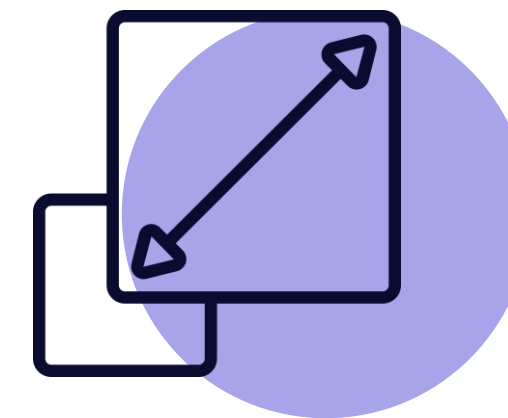
Reduced maintenance burden

The burden of software maintenance is reduced by removing tedious, day-to-day development and maintenance tasks. With pretested, standardised components, there are fewer bugs and integration hiccups.



Higher ROI

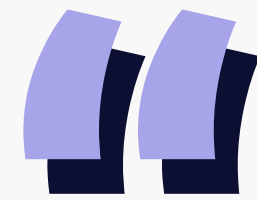
Applications designed for business-specific needs and ease of use solve problems more precisely and deliver greater value to users. Increased adoption and utilisation improve returns on investment in technology and limit the accrual of technical debt.



Supportive scalability

High-performance low-code has moved beyond supporting the development of simple apps to supporting the scalability of enterprise architectures as businesses accelerate through more functionality and better integration.



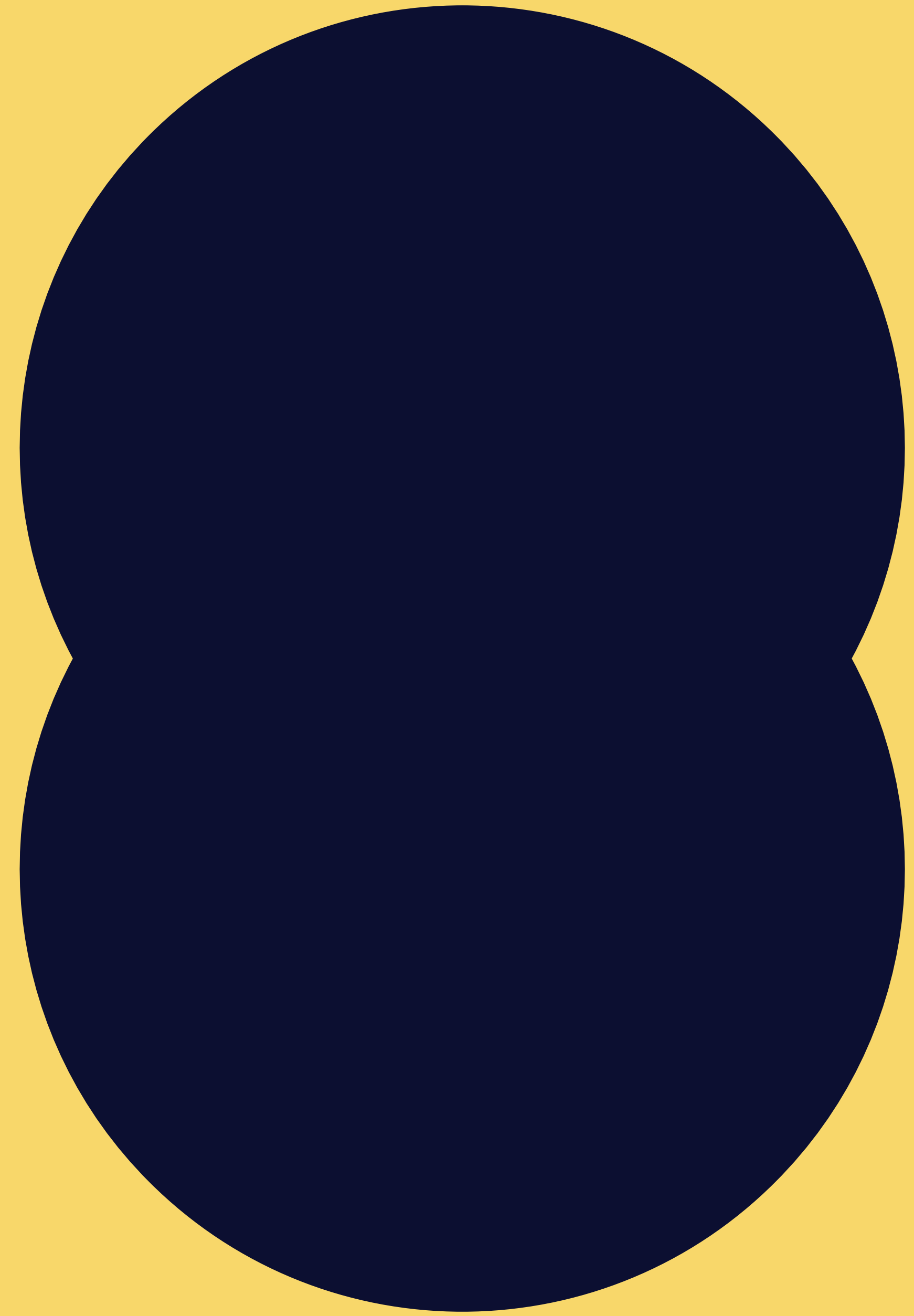


High-performance low-code is designed from the ground up to supercharge the productivity needed to build strategic, mission-critical applications

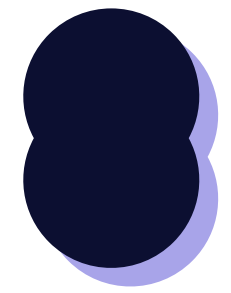


05.

Here's how we help you



Your industry, our ingenuity



Imagine giving your business an app that adds **real value in a matter of months not years.**

Creating an application is exciting stuff. As easy as it sounds with low-code software development, here's what you should know:

- 01. There is a difference between low-code and high-performance low-code
- 02. You can build enterprise-grade and business-critical applications with high-performance low-code

Bringing big, impactful applications to life at scale and in a high-stakes environment calls for technical prowess, development skills and high-performance low-code.

Entrust your **big idea** to people who can.



HERE'S HOW WE **HELP YOU**



Here's how we can help

Transform your business with digital solutions built with the most **complete high-performance low-code platform** by a team that specialises in agility and innovation at speed.

Using the leading OutSystems low-code platform, Systems iO develops bespoke software for diverse industry verticals, allowing our clients to provision adaptable and scalable enterprise-grade apps up to six times faster.

All our people – and we mean all of them – are OutSystems-certified. You can resource your entire project with our architects, tech leads, developers, infrastructure engineers, and business analysts. You will have a dedicated scrum master leading a skilled team of developers and user experience experts. They will build the solution alongside your people and deliver knowledge transfer until your team is self-sufficient.



Services for your needs

When you have too much project work for your existing team to handle, tap into a team that is ready to meet you wherever you are on your journey to digital transformation.

Proof of Value Engagement

Have a working prototype of your application within a week.

If you are not yet sure if low-code will work in your environment or address your particular business challenges, Systems iO will deliver Proof of Value of a simple application concept within a day, and a richer application within a week.

OutSystems Accelerated

Get started with OutSystems fast.

Engaging us at the very beginning will help you avoid costly and time-consuming refactoring work later on. We will implement design and development standards and best practice guides as well as handle all the initial environment setup and infrastructure deployment on AWS or Azure.

Application Realisation

Get a complete solution fast.

Whether it is a traditional or reactive web application, mobile app, API integration gateway, or something much bigger, we excel at building complete solutions at speed.

Training

Onsite and remote training for your team.

Learn the core concepts and features of OutSystems and get started with building your own app in a week.

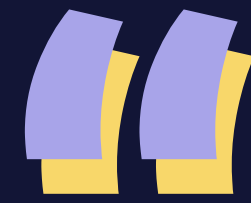
Support and maintenance

Buy the support hours you need.

Let's agree on a number of support hours per month to use for small bug fixes, change requests and enhancements, as well as maintenance of your infrastructure on AWS or Azure.



HERE'S HOW WE **HELP YOU**



Your investment in low-code software won't box you in when those unforeseen future requirements emerge, and they will.

Angus Kennedy, Systems iO



Start building now

High-performance low-code development has come of age. It's the faster, more efficient and cost-effective way to accelerate digital transformation with bespoke, fit-for-purpose applications that address pressing business needs now.

Systems iO specialises in technological innovation at pace, with a composable business mindset. We want to help you prepare for the future of business—a future where things are changing quickly and often, but where you can stay ahead by being flexible enough to change with them.

Learn more about how we can help you build a composable business that is future-proofed against the ever-coming tides of change.

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