Business Acceleration with No/Low Code Platforms

Accelerated Business Development

Large solution development

Large solution development requires i) study & design and ii) development & validation loops to adapt a large application suite to business needs. The application suite provides a rich set of functionality that can be adapted.

Agile software development

Agile software development involves incremental design-develop-release sprints to implement a business-specific application. Custom software requires extensive development and maintenance, but enables unique solutions.

No/low-code platform development

No/low-code platform development deploys a business platform followed by rapid incremental development sprints. Because no coding is required, the business design and deployment of platform functionality gradually becomes a seamless development sprint that can be performed without software development skills.
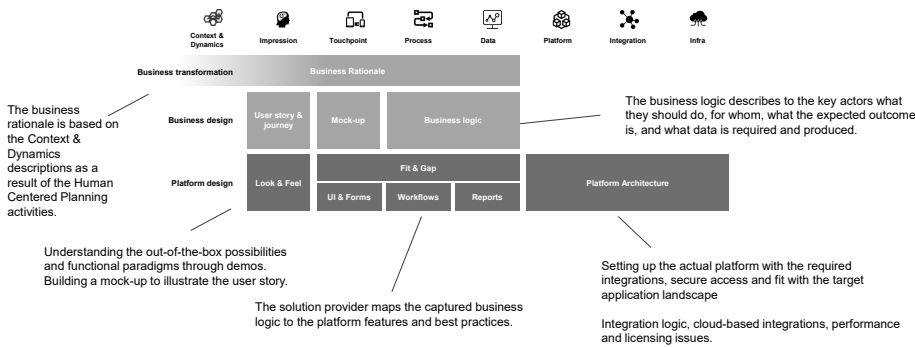
This enables accelerated business development that takes advantage of the best of both worlds: application suites and agile development.

Framework for platform-based business acceleration

Context & Dynamics · Impression · Touchpoint · Process · Data · Platform · Integration · Infra

The business rationale is based on the Context & Dynamics descriptions as a result of the Human Centered Planning activities.

Understanding the out-of-the-box possibilities and functional paradigms through demos. Building a mock-up to illustrate the user story.

The solution provider maps the captured business logic to the platform features and best practices.

The business logic describes to the key actors what they should do, for whom, what the expected outcome is, and what data is required and produced.

Setting up the actual platform with the required integrations, secure access and fit with the target application landscape

Integration logic, cloud-based integrations, performance and licensing issues.

Business transformation — Business Rationale

Business design: User story & journey · Mock-up · Business logic

Platform design: Look & Feel · Fit & Gap (UI & Forms · Workflows · Reports) · Platform Architecture

FIT & GAP

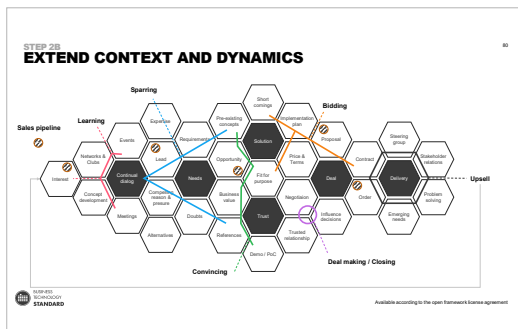| Business design mindset – based on business logic	FIT	Available platform feature set – as proposed by provider
Yes, this works for us	Accept	Fine, our demonstration was clear; and this requires no coding effort from us.
Ah, this is actually the same as what we want	Acknowledge	Good, but we should have explained it better. This feature requires no coding, and the end user can customise the UI themselves
Well, not exactly what we want, but let's compromise, this is good enough	Accommodate	Understood, most of our customers use this as best-practice, so this is a safe bet and again we can configure this, and no coding effort is needed.
If we think a bit more out-of-the-box and combine this with something else, it might work	Adapt	OK, we will provide an example case to show that this works with some minor configuration effort.
No, we really do not see how this works for us, we insist that this needs to be changed	PARTIAL FIT / Assert	Agreed, we understand the competitive benefits this will bring and will provide a proposal on how to realise this.
OK, we understand the impact on the TCO, but our business case justifies this	Appreciate	We can realise this: • with low-code and keep the solution upgradeable, or • customize fully, and upgradeability will be somewhat compromised
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STEP 2B — EXTEND CONTEXT AND DYNAMICS

(Sales pipeline / Learning / Sparring / Bidding diagram)

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BUSINESS LOGIC

Example

I'm the head of sales responsible for my sales organisation

If I know the sales cases having the largest business impact, **I can** focus sales support resources on those cases.

If I know the sales pipeline per salesperson and sales case categorization, **I can** monitor the performance and focus my leadership.
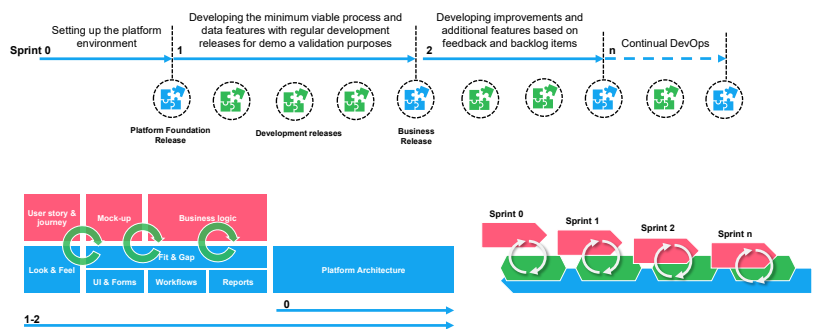
I use these reports:
• Sales cases and their value in the sales pipeline
• Business impact analysis
• Performance analysis

I should give prompt responses to sales support requests, **so that** my salespeople get all the support they need in a timely fashion.

Definitions

We have the **largest business impact** in those customer cases where the deal value is high, or the future potential is high, or the reference value is high.

The **deal value** is the estimated confirmed revenue resulting from the contract when signed plus the estimated first 12 months related to non-confirmed revenue. For example, if the sales case includes a 36 months license deal + 6 months first phase implementation, the deal value is the confirmed 36 months license revenue + confirmed six months implementation project value + non-confirmed estimated revenue for months 7–12.

Future potential is the estimated 12 months revenue for a period starting six months after closing the deal. The future potential has three categories: moderate (less than 0.5 million), high (over 0.5 million and less than 1 million), and very high (over 1 million).

The **reference value** has three categories: moderate (existing customer), high (new customer or new position), very high (becomes a new lighthouse customer)

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Business Design Sprints

New development involves the establishment of a minimum viable setup during Sprint 0 and the deployment of major new modules. Technology development focuses on platform releases and technical updates, ensuring that the underlying infrastructure stays up-to-date and efficient. Continual development encompasses the ongoing work of DevOps teams, handling change requests and maintaining system stability.

Sprint 0 — Setting up the platform environment

1 — Developing the minimum viable process and data features with regular development releases for demo a validation purposes

2 — Developing improvements and additional features based on feedback and backlog items

n — Continual DevOps

Platform Foundation Release · Development releases · Business Release

Roles

IMPLEMENTATION GUIDELINE FOR BUSINESS CAPABILITY OWNER

IMPLEMENTATION GUIDELINE FOR INNOVATION LEAD

IMPLEMENTATION GUIDELINE FOR PRODUCT OWNER

IMPLEMENTATION GUIDELINE FOR SERVICE OWNER

IMPLEMENTATION GUIDELINE FOR BUSINESS OWNER

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