servicenow.

Unleash your developers' superpowers

Drive cost savings and agility with low-code and generative AI

Uncertainty inspires success

We live and work in a fast-paced and unpredictable workplace and world. It's an environment that breeds uncertainty.

However, not all uncertainty is bad. Uncertainty helps us reexamine, reassess, and rethink. Uncertainty inspires creativity. It helps us uncover simple solutions to complex problems.

When approached in the right way, embracing uncertainty can be critical to business success.

IT leaders are facing more challenges than ever, and they're looking for innovative ways to solve efficiency problems while simultaneously realizing cost savings.

Enter low-code, an approach that streamlines the development process, enabling developers to build more apps in less time— focusing on innovation and addressing needs rather than minute technical details.

Not only that, low-code combined with generative AI (gen AI) empowers non-developers to create and share their own efficiencies across the business.
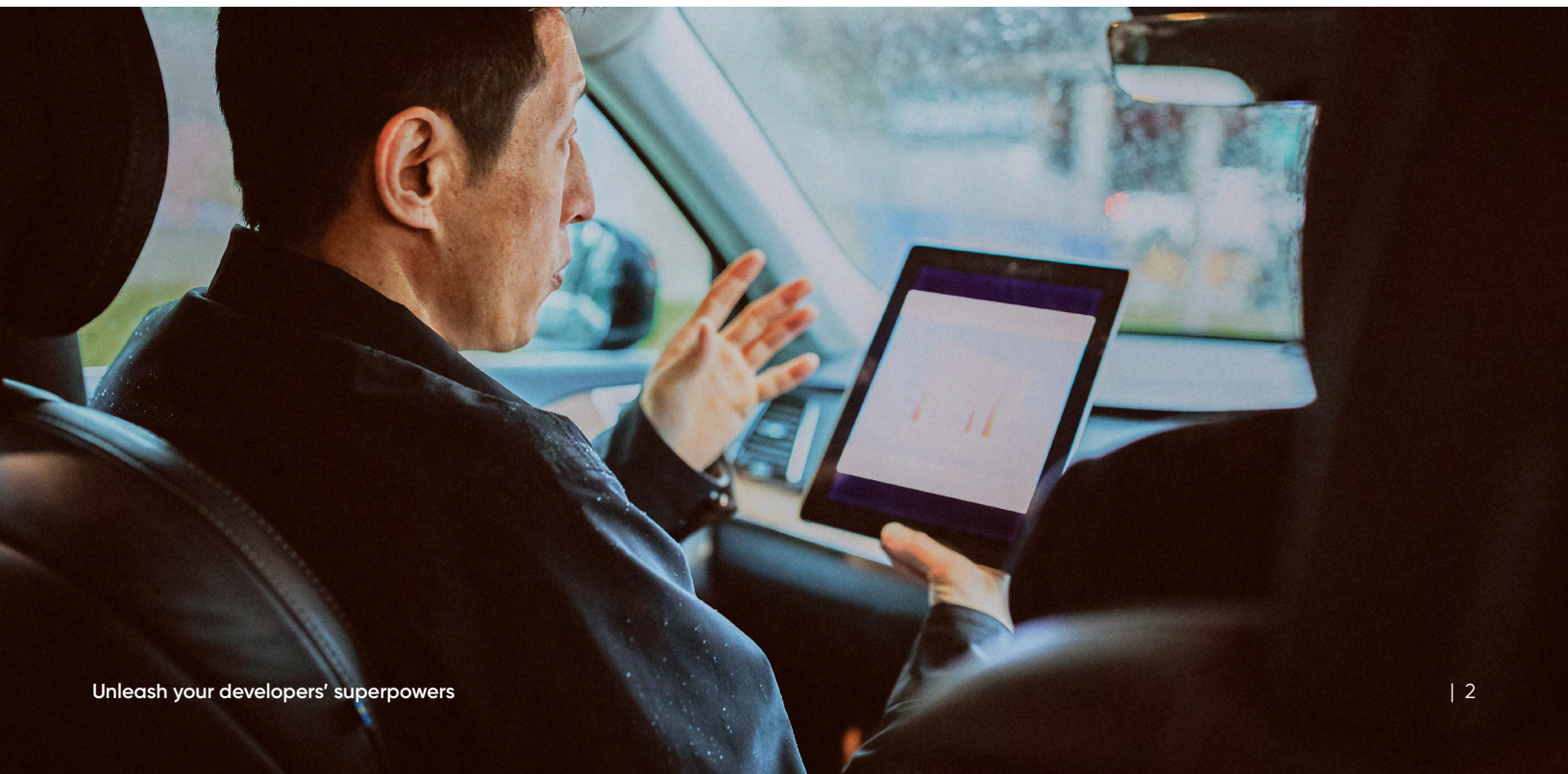
$26.9B

The worldwide market for low-code development technologies is projected to reach $26.9 billion in 2023, an increase of 19.6% from 2022.

Source: Gartner

$148.5B

The global market for low code development is estimated to reach an expected value of $148.5 billion by 2030.

Source: Straits Research

4 critical questions facing IT leaders

IT leaders are expected to innovate and drive higher levels of efficiency—while doing more with less and with a fraction of the budget and resources.

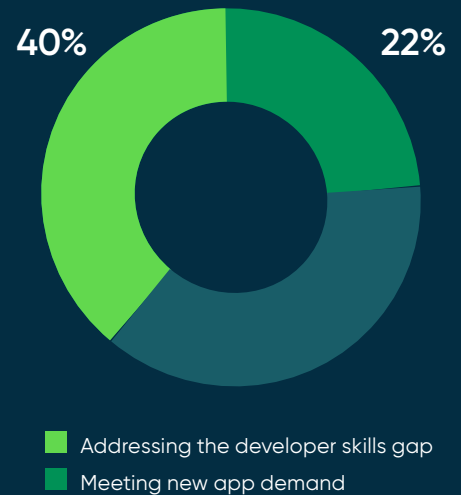Here are some of the most pressing questions facing IT leaders and their teams.

1 **How do we make our existing developer cohort more effective?**

2 **How do we utilize gen AI to empower our people to work to their maximum capacity?**

3 **How do we enable our developers to work on the highest-value tasks that drive the most business success?**

4 **How do we leverage subject matter experts within the business when they're not developers?**

3 major operational challenges facing IT leaders

1 **Managing backlogs**
As stakeholder requirements and priorities shift and change, it becomes difficult to stay on top of everything. There's always more work to do than you have resources for.

2 **Maximizing resources**
If IT leaders possessed sufficient resources, backlogs simply wouldn't exist. But we don't live in a perfect world. As responsibilities mount, resources are inevitably depleted. Great leaders find ways to create more productive employees, helping them focus on the main priorities.

3 **Remaining competitive**
Despite large backlogs and diminishing resources, IT leaders are still under pressure to innovate and provide business solutions to ensure the business remains competitive.

What's your biggest challenge as a development organization?

40%   22%

- Addressing the developer skills gap
- Meeting new app demand

Source: Live from participants during webinar
Unleash the power of your developers with low-code platforms (August 15, 2023)

Get more done with low-code

Accelerate time to value of early-career developers

Begin with momentum

Low-code helps upskill your organization quicker. By using out-of-the-box (OOTB) workflows, your teams can leverage prebuilt templates to fast-track application development for flows.

With the assistance of gen AI, you can remove the barrier of learning all that code and database knowledge to ensure your teams hit the ground running.

Share best practices

Building workflows, reporting, analytics, and notifications—all these low-code capabilities bring significant power to your applications.

With the right platform, success is easily shared across organizational apps, boosting efficiencies across the entire business. Low-code essentially enables mid-level developers to extract OOTB workflows (such as customer or financial management workflows) and extend them throughout the organization.

Govern with ease

In scenarios where anyone can build their own apps, there is a risk of unmanaged app sprawl if IT oversight and controls aren't in place. The right app management platform helps govern the app development lifecycle—from development to testing to deployment to production.

Intake process, approval process, pipeline to deploy and test, usage analytics—all of these can be effectively managed from a centralized location. After all, if you've built a new app, you want to ensure it's actually being used.

"

New developers can hit the platform and start building without five years of experience and have success."

Afsar S., Associate Software Engineer

Efficiently build apps and portfolios fast with mid-level developers

Streamline development with gen AI

What used to take months now takes mere weeks. Building workflows, enhancing reporting and analytics—by creating solutions as your teams discuss and prototype, you're essentially building production on the go.

Gen AI is becoming increasingly popular in app development. Innovative platforms are employing AI-powered tools, such as recommended next actions and text-to-flow, that build custom frameworks based on the flow descriptions you feed into them.

Collaborate with experts

Low-code not only empowers mid-level developers to extend OOTB workflows, but it also facilitates easy collaboration with subject matter experts (SMEs) across the business. After all, developers are experts in their specific field, not other business functions such as HR, legal, procurement, and finance.

The right platform enables developers to share services for cross-functional departments, empowering line-of-business creators to collaborate on apps while simultaneously safeguarding app quality, platform stability, and data security.

Reduce risk with reusability

With low-code, developers can build reusable blocks instead of crafting everything from scratch. This allows teams to quickly customize experiences per persona, reusing organization data to build and update apps securely and at speed.

> "
> This means faster delivery of applications and reduced burden on IT staff. It is straightforward to use, and with the help of predefined templates, applications can be built within a few hours without even writing a single line of code."
>
> Amit P., Developer

Maximize the skill sets of highly skilled developers

Expand your coding vision

Low-code presents an opportunity for senior developers to make more strategic decisions and coding innovations. Without low-code, senior developers often become stuck on low-value tasks that take days or even weeks to test and refine.

The right platform consolidates those tasks into one logical place, making the process more intuitive and enabling senior developers to remain focused and complete mundane tasks quicker (or delegate them to junior employees). This allows senior developers to focus on deeper logic and problem-solving such as system integration—for example, connecting multiple structures to make a system more valuable than the sum of its parts.

Improve app quality

Get the most out of your most experienced developers while enabling mutual support networks between your coding teams and other SMEs within the organization.

Two things senior developers love are speed and structure. Low-code enables senior developers to build, test, and deploy in a guided way. It's a high-velocity process applied to high-value work—the holy grail for development organizations.

Complete upgrades faster

Low-code leverages a gen AI-powered platform or centralized development across all IT operations, enabling your teams to replace manual testing with automated testing. This means your developers can quickly add powerful actions without the need to write script.

What's more, senior developers can create templates that can be reused across the business for the most common app upgrades and tasks.

> "We can build and deploy mission-critical apps to prod in minimum time. We have used it to integrate with an ERP platform and Outlook... With this feature, we can reimagine the complex requirements, and we are saving lots of money by utilizing the amazing features that App Engine has to offer."
>
> Himani S., Software Developer

Ready to innovate? Scale your developer capacity with low-code solutions

As you know, the pace of your organization's innovation is dictated by the developer resources you have available. It's simple. By expanding your pool of developers, you increase capacity to drive more innovation, faster.

Combined with appropriate governance and the proper guardrails in place, you can safely and securely scale that capacity, indefinitely. Low-code helps businesses build apps with less complexity, along with a whole host of additional benefits:

Fuel developer productivity with gen AI

Apply governance that supports growth

Utilize robust prebuilt workflow elements

Grow with proven cloud-native scalability

Accelerate time to deploy applications in production

Unlock cost savings and operational efficiency

Source: Live from participants during webinar Unleash the power of your developers with low-code platforms (August 15, 2023)
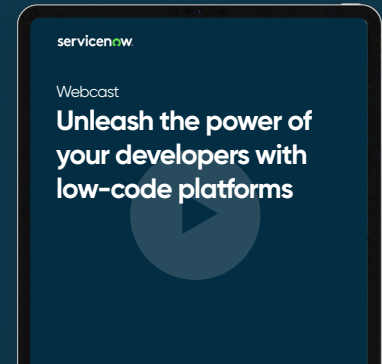
For a deeper exploration of ServiceNow solutions,
we recommend the following content:

Unleash the power of your developers with low-code platforms

Organizations that once placed a premium on experience are now leveraging low-code for increased agility, productivity, and creativity. What happens when real pro coders are set free in a low-code environment? See for yourself.
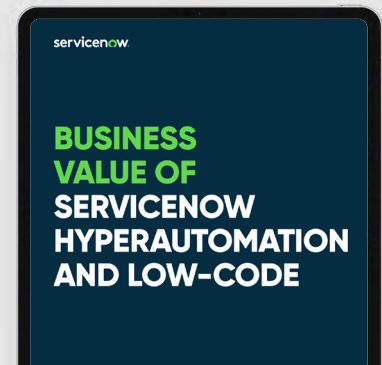
Watch Webinar

Business value of ServiceNow hyperautomation and low-code

Low-code app development empowers your organization to optimize processes quickly. In this ebook, learn how to accelerate innovation, improve productivity, and cut costs with a low-code approach.
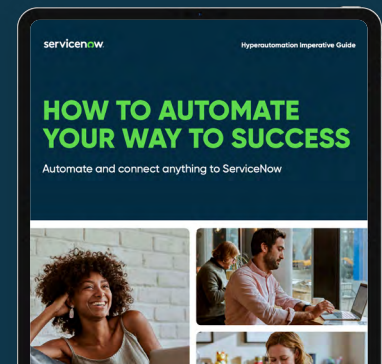
Read Ebook

How to automate your way to success

Have your internal silos created islands of automation? This guide describes how ServiceNow Automation Engine helps you connect to any system and automate routine, UI-centric work—on a single platform.

Read Guide

From the ServiceNow webinar: Innovating for 2023: Gain digitally enabled efficiency and people-powered productivity

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About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit www.servicenow.com.