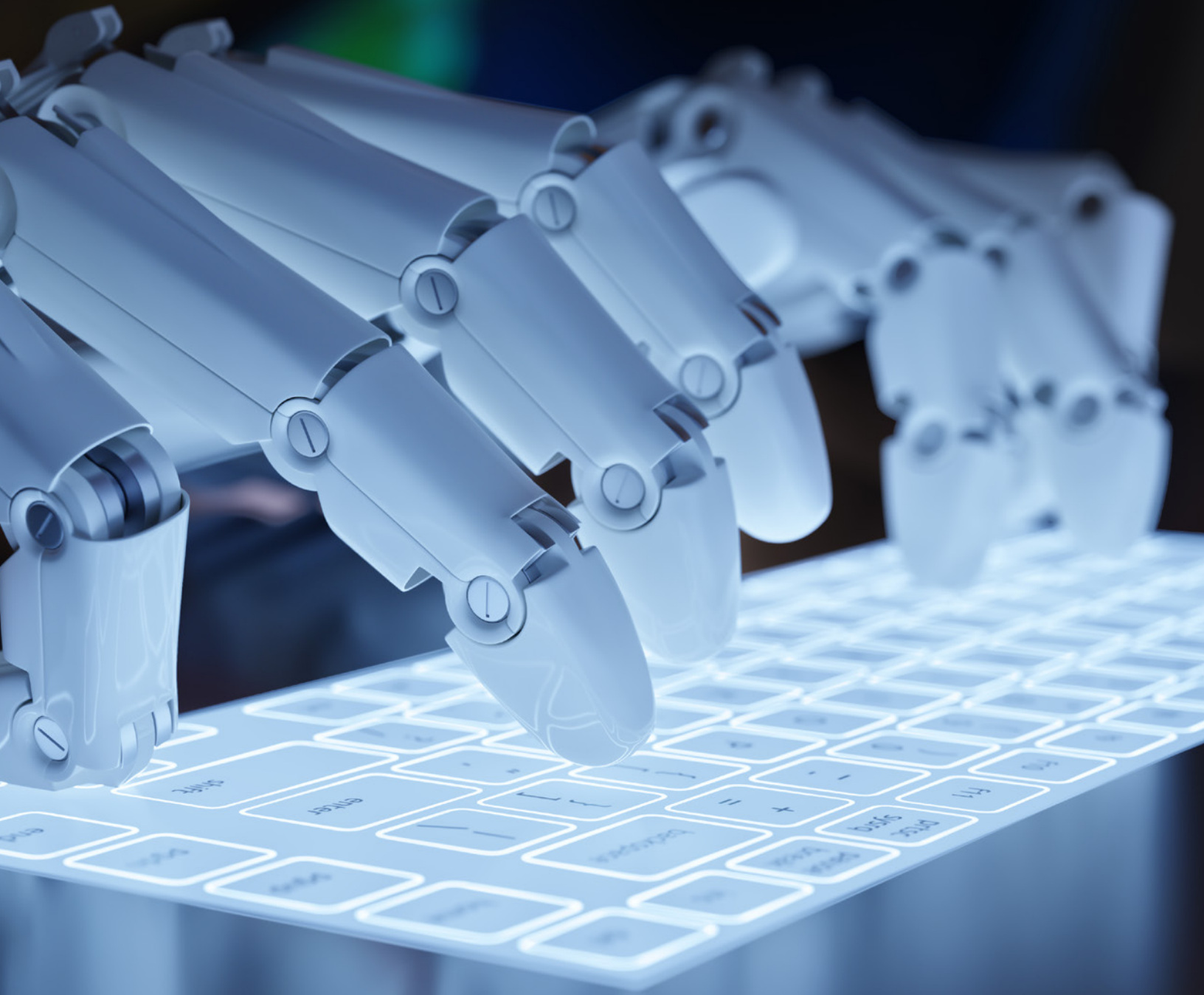




Why **Low Code?** Why **Newgen?**

| it's all about speed!

“

The modern enterprise is built on knowledge workers, who spend far too much time just tracking down the resources and information they need. Support their needs, cut down on confusion, and improve employee productivity through a fully integrated service portal providing frictionless access to the full extent of your organization's resources.¹

- Forrester Research

The modern enterprise is all about speed.

The sense of urgency to respond to strategic and competitive threats is unprecedented.

Cue: Apple, Google, Facebook, Amazon, Alibaba, and Starbucks were nowhere in banking radar couple of years back. Today, they are a threat to all traditional banks.

This phenomenon is not just limited to banks and financial institutes but also to all other industries.

You need to act, fast.

Let's consider some of the driving factors:

- Customer experience is a fundamental expectation, not only for your external customers, but also for your employees, partners, suppliers, and extended ecosystem.
- Your B2B customers expect an experience that mimics their B2C interactions.
- Your strategy-to-execution speed determines not only competitive advantage, it could become a matter of existence.
- Product life-cycles, across the board, are shrinking from years to months.
- Fast changing customer behaviors are forcing enterprises to tune-up on quarterly basis, or even faster.
- Certain customer-urgent areas of your business mandate an idea-to-execution speed in terms of hours (PR, marketing campaigns, recall situations, for instance).
- It is becoming critical for you to involve and empower your knowledge workers for sustainable customer-centricity and innovation.
- Technology is permeating into every aspect of your enterprise, causing urgency to support a broad spectrum of business application needs with speed.

Your strategic speed is directly impacted by your ability to develop (or change) your business applications rapidly. On top of that, you are under constant pressure to induct cutting-edge technologies in your business application landscape.



Speed bumps, any?

Speed bumps, aplenty!

Since technology is a key driver for speed today, a lot depends on how effectively and efficiently organizations leverage technology. However, that's where organizations face hurdles today.

The IT capacity chasm

The key bottleneck to speed is the ever-widening gap in IT capacity to deliver.

Gartner predicts that market demand for app development will grow at least five times faster than IT's capacity to deliver through 2021².

Organizations are getting stuck between a rock and a hard place, with increasing pressure to deliver faster on one hand and shortage of high-skill IT resources on the other. The trend is never getting better with more to do with every passing day and ever-increasing IT skills gap.

DevOps: Jumping through the hoops

The premise of DevOps lies in improving the ability of technology teams to deliver applications and services through best practices and IT tools. However, organizations find it inadequate to meet the daunting demands of digital transformation. You need more than traditional DevOps to meet these demands of speed.

Unleveraged knowledge worker engine

Organizations that succeed in innovation often do so through empowerment their knowledge workers. Your front-line employees and knowledge workers are often in the best position to determine what is needed.

By the time, these requirements translate into the technology-driven solution, it is often too late, or worse, the purpose gets lost in translation.

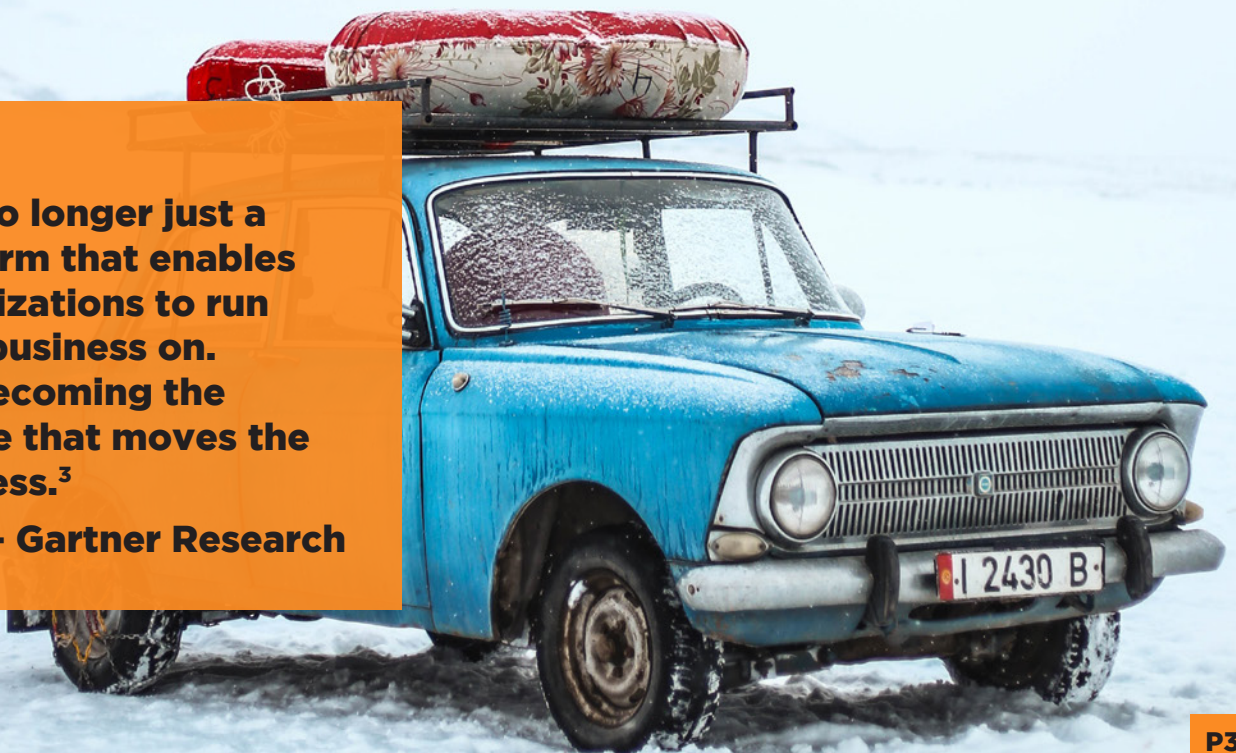
Organizations need to leverage these knowledge workers in three ways:

- By automating mundane tasks to free up knowledge workers to enable them to focus on smart work
- By improving collaboration between business and IT teams
- By empowering knowledge workers to develop applications in a citizen-development environment with minimum IT dependency.

“

IT is no longer just a platform that enables organizations to run their business on. It is becoming the engine that moves the business.³

- Gartner Research



Enter 'low code'.



The translation of business requirements to business applications consumes time and effort. Hence, a large set of immediate, even important, business needs remain unaddressed, despite the best intent and effort of technology teams.

The impedance is created because typically organizations have been translating business requirements to applications through code.

To really make the transformative shift to deliver speed, we need a paradigm shift from coding to delivering.

If you consider IT as a factory that delivers value through applications, the focus will shift from “code-build-compile-integrate-deploy-maintain” to “deliver-through-composition”.

Take a cue from the manufacturing industry in how they transformed to demand-driven manufacturing to be more agile and responsive to market needs. Or, consider how some companies can erect a house in a day. They don't lay bricks. They package pre-built frameworks together on the site.

Coding is not the game. Delivering value through composition and integration is.

A low code platform, with a high level of abstraction reduces the translation effort from the business requirement to the business application, through modeling-driven point-and-click application development that can support both citizen developers and pro-code developers.

“

By 2024, low code application development will be responsible for more than 65% of application development activity.⁴

- Gartner Research

| why low code?

A low code platform enables speed in multiple ways:

- **Enable citizen development:** Businesses need many situational and supportive applications that cannot wait for a full-fledged pro-level programming. A low code platform enables citizen developers to translate requirements into applications without any prerequisite of pro-grade IT skills.
- **Reduce IT dependency:** Low code, by virtue of its technical and functional abstraction, enables automation without IT having to jump through every hoop to make it happen every time.
- **Support variety of business and technological needs:** IT faces a diverse set of business and technological needs - mobile apps, workflows, straight-through transactions, collaboration, customer communication, business rules, content management, and so on. A low code platform with a well-designed functional capability enables you to fulfill these needs.
- **Rationalize application portfolio:** A low code platform also helps IT to avoid introducing multiple point-solutions in the mix, as it helps develop a variety of business-critical applications (small as well as large) quickly and confidently.
- **Prevent shadow IT:** Organizations cannot afford the proliferation of applications without the requisite level of IT governance. It's critical not only from the point of sustainability of such applications but also from the point of view of information security and enterprise integration of processes. A centralized low code platform provides you such governance capability and guardrails (set by IT), without hindering innovation.
- **Support application lifecycle management and DevOps:** A low code platform ensures adherence to quality standards and architectural requirements. It also enables DevOps through support for multiple application development life-cycles (including agile), continuous integration / continuous delivery (CI/CD), and automated testing, version control and release management.
- **Enable, even catalyze, change:** Many applications outgrow themselves over time with external demands and changing market dynamics. A low code platform facilitates change with traceability, thereby ensuring long term sustainability of your business applications.
- **Support pro-grade development:** Business applications do not fall in distinct buckets of low-code or pro-code binarily. There are occasional needs for pro-developer level intervention and customization during development. Also, as applications grow and become part of the wider organizational fabric, more complex functionality may need to be added, often requiring pro-grade development, albeit minimal. A good low code platform helps you maintain that balance.



| what do you need?

In order to realize the promise of low code, you need certain capabilities in the platform, summed up below:

- Modeling driven development: A wizard-driven visual composition, based on modeling through drag-and-drop and point-and-click configuration, that allows you to design the process (i.e. workflow), forms, business rules, data model, integration adapters and so on.
- Business Process Management: Most of the business applications have a workflow ranging from minimal and simple to complex. Your low code platform needs comprehensive process management capabilities (across development, execution, monitoring, administration and optimization). What's more, you also need to have seamless integration with RPA for the last-mile process automation in context.
- Business Rules: You need flexibility and speed through abstracted business rules management system, with the ability to decouple business rules and plug them into the process and application logic.
- Enterprise Content Management: Today, it is unthinkable to create business applications without digital documents and content (of various forms) flowing through it. Furthermore, business needs a content management platform to develop small document-centric applications with a simple workflow, for internal or external collaboration.
- Multi-experience development: Mobile applications are not separate, but rather an extension of business processes. The platform should support multi-experience low code development, where you can create mobile and web/desktop versions of the applications in the same process.
- UI composition: You need built-in mechanisms to address various user interface functionality, such as work-list queues, task lists, calendars, dashboards, search, social collaboration tools, customizable to the role. Additionally, extensible smart forms that allow developers to create screens with ease, is critical for great customer experience.
- Ease of Integration: It is a given that any enterprise application needs to be integrated. However, in the case of a low code platform, you need to simplify integration through ready-to-use adapters, along with the ability to perform complex integration to legacy systems through pro-grade development, if needed.
- Communication and messaging: The ability to engage with customers (internal as well as external) through a built-in communication framework is critical to complete the customer journey.
- Intelligent reporting and analytics: Business should be able to configure reports easily through a wizard-driven report designer. These reports need to be actionable with intelligence supported by AI and machine learning technologies.

While necessary, this list of features is not exhaustive. For instance, the platform needs to support security, scalability and hybrid deployments.

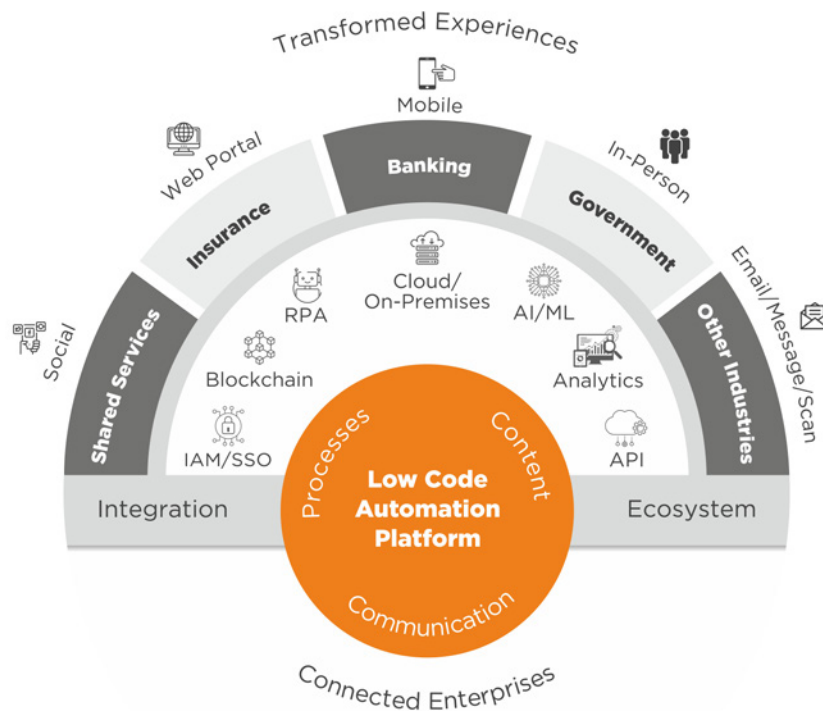
| newgen's low code automation platform.

Newgen offers the only low code platform that integrates various capabilities needed to build business applications across the spectrum, through our flagship products in intelligent digital automation (BPM), contextual content services (ECM), and omnichannel customer engagement (CCM).

On one hand, our platform helps you transform experiences by bridging (process, content, and communication) silos in your organization.

On the other hand, our micro-services architecture helps you with flexibility and scalability. It helps your organization become more agile for sustainable and continuous improvement, thereby future-proofing your enterprise.

What's more, our philosophy of innovation enables us to leverage cutting edge capabilities to keep us (and hence, you!) ahead of the curve. Such capabilities include mobility, digital sensing, analytics, cloud, artificial intelligence, machine learning, robotic process automation, and blockchain.



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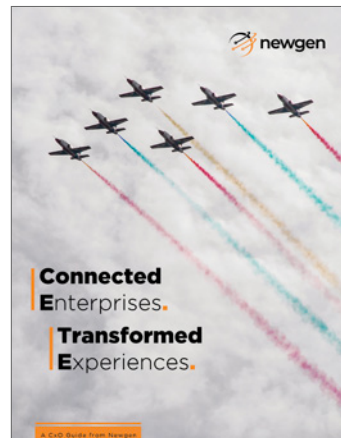
Business workflows, machine learning, and low-code platforms are key differentiators. Solutions that provide prefabricated business-oriented service modules, advanced analytical capabilities and machine learning, and easy-to-use platforms for workflow development are well positioned to deliver transparent and efficient service experiences to their customers.⁵

- Forrester Research

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Newgen is a leading provider of low code digital automation platform. Globally, successful financial institutions, insurance, government, and shared services organizations rely on Newgen's industry-recognized products and applications—to manage their processes (BPM), content (ECM), and communications (CCM)—for connected operations. From customer onboarding to service requests, from loans and deposits to underwriting, and many more, Newgen's industry applications transform business-critical operations with agility. Newgen's cloud-based platform enables digital transformation initiatives for superior customer experience, optimized costs, and improved efficiencies.

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