



3 PATHS TO FASTER GROWTH WITH LOW- CODE DEVELOPMENT

Create cross-enterprise apps fast while governing for scale



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Build apps with less cost, complexity, and risk

Technology needs are changing quicker than most companies can respond, and the best opportunities come for those who adapt the fastest. To keep up, companies must transform manual processes into digital workflows, while constantly mining their processes for new optimization opportunities. This creates significant demand for new apps, but many don't have enough skilled developers to meet demand, and finding more is getting harder. At the same time, the demand on IT to do more with less and improve ROI is intensifying.

Experts predict that 750 million apps will need to be created by 2025, yet there's an estimated shortage of 4 million developers in the same timeframe.¹ Expanding and optimizing your organization's development environment would enable even non-developers to quickly build scalable apps and help your company survive and thrive.

Creating an AI-powered, low-code environment for your organization increases your developer pool almost immediately, since even non-developers can achieve quick time to value. So scaling to innovate today requires simpler technology, less code, and more creators.

The future of app development:

- **80%** of tech products and services will be built by non-tech professionals by 2024.²
- **70%** of new applications developed by enterprises will use low-code or no-code technologies by 2025, up from less than 25% in 2020.³
- **52%** of IT leaders are getting generative AI tools in users' hands.⁴

¹IDC, [Citizen development in the C-suite: The new frontier](#), ServiceNow blog, 2023

²Gartner, [Gartner Says the Majority of Technology Products and Services Will Be Built by Professionals Outside of IT by 2024](#), 2021

³Gartner, [A Magic Quadrant™ Leader in Low-Code Application Platforms for third year](#), ServiceNow blog, 2023

⁴CIO, [20 issues shaping generative AI strategies today](#), 2023



Reap the benefits of well-governed, low-code development on a unified platform

With the right low-code solution from ServiceNow, developers can quickly build seamlessly integrated apps with less complexity, cost, and risk. The solution incorporates generative AI to simplify app creation for developers of all skill levels and drastically reduce the time needed to build apps.

In addition to streamlined development, the solution has efficient governance built in to prevent sprawl and avoid the risk of exposing company data. This allows your organization to safely scale low-code development without impeding innovation.

Forrester Consulting conducted a Total Economic Impact™ (TEI) study of ServiceNow's App Engine, powered by the Now Platform. Overall, the study shows how ServiceNow App Engine customers increase efficiency and reduce costs.

Some of the outcomes include⁵:

230%

return on investment (ROI)

4X

efficiency of App Engine developers over others

75%

more efficiency in users performing workflow tasks

\$2.1

million in cost savings over three years

In this guide, you'll learn three paths to innovate faster by enabling your teams to build scalable, low-code apps quickly and simply, with a larger creator pool.



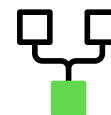
Automate workflows

Modernize legacy processes and digitize complicated workflows to streamline your environment.



Empower developers

Give citizen and professional developers the right tools to collaborate and convert great ideas into great experiences.



Scale safely

Expand development with guardrails across the enterprise—on a single platform.

⁵[Forrester Total Economic Impact™ of App Engine Powered By the Now Platform](#)



PATH 1

Automate workflows seamlessly

Are you able to unify end-to-end processes across the enterprise? With ServiceNow, you can easily connect apps to essential data to speed up process automation—even if that data resides in hard-to-access legacy systems.

Using a low-code platform, your teams can quickly consolidate resources worth keeping, migrate resources worth updating, and retire the rest. With seamless integration, your developers create great experiences and modernize legacy workflows instead of wasting time building custom connections. When you digitize workflows and modernize processes, you can:

- **Create a connected environment** with shared data, processes, and experiences—unlocking synergies, insights, and value across your business.
- **Drive operational efficiencies** through reduced errors and shorter IT delivery times.
- **Build better experiences** with fewer manual workarounds, faster employee request turnarounds, and increased employee satisfaction.

With seamless integration, your developers create great experiences and modernize legacy workflows instead of wasting time building custom connections.

LOW-CODE DEVELOPMENT IN ACTION



Desjardins Group saves millions and simplifies app development

Desjardins Group consolidated and centralized more than 3,500 legacy applications with ServiceNow. The company saved millions of dollars in support and maintenance costs, delivering applications three times faster than before and reducing developer onboarding to 10 days or fewer.

[→ Read Story](#)

“With its cloud-based application platform, ServiceNow made it very easy for us to consolidate our legacy enterprise non-mission-critical applications.”

Jean-Pierre Thibert
RADev Center and Shared Services Director, Desjardins Group

3.5K apps consolidated and centralized

3X faster application development and delivery

<10 days of developer onboarding time



PATH 2

Empower developers at every skill level

The rate at which your organization can innovate is limited by the developer resources you can call on. Expanding your pool of developers increases your capacity to introduce more innovation.

An intuitive, low-code development environment makes it easier for developers of at any skill level to build apps. It enables pro and citizen developers alike to collaborate and rapidly convert ideas into great experiences with pre-built templates as well as the ability to easily create new ones.

Developers have access to:

- **One platform for all use cases**, from simple to comprehensive.
- **Reusable components** to kick-start distributed development.
- **Natively integrated dev features** to help build critical apps faster.
- **Simplified tooling decisions**, making it easier for all developers to complete tasks that would otherwise be out of reach.

Expanding your pool of developers increases your capacity to introduce more innovation.

LOW-CODE DEVELOPMENT IN ACTION



Novant Health unlocks the limitless potential of people

Through a citizen development program with ServiceNow, Novant Health enabled employees at any coding experience level to build apps fast with low-code tools. Non-professional developers received support to complete basic development tasks, allowing professional developers to focus on specialized projects.

[→ Read Story](#)

"Citizen development provides a blueprint that many organizations can adopt to accelerate their digital journeys."

Brian Nuernberg
Director of Service Delivery, Novant Health

40% increase in development capacity

22 days, on average, to develop and launch new apps

84 new workflows built by citizen developers



PATH 3

Scale safely with built-in governance

With a complete view of the full application development lifecycle, you can safely scale low-code development. Developers submit app ideas, invite others to build together, and hand off code to IT for tests and deployments—all of it automated in one environment.

By rapidly building apps and scaling with governance, you'll reduce your app backlog without foregoing quality and control.

With in-platform, delegated development and end-to-end governance, you can:

- **Enable collaboration between IT and line-of-business** on app creation to accelerate business value and innovation.
- **Streamline development and operational efficiency** with app intake forms and built-in release management.
- **Ensure app quality and compliance** with pre-built components and templates.
- **Increase productivity for IT** by securely tapping into domain expertise with guardrails in place.

By rapidly building apps and scaling with governance, you'll reduce your app backlog without foregoing quality and control.

LOW-CODE DEVELOPMENT IN ACTION



Scaling ICE's enterprise solution on a single platform.

The Intercontinental Exchange (ICE) wanted to find the best solution to run their IT infrastructure reliably and securely. IT governance and regulatory compliance were also overriding concerns. With ServiceNow, ICE powers its enterprise operations without losing focus on what's important.

[→ Read Story](#)

"ServiceNow gives us the best of both worlds—apps we can use out of the box and a platform to easily build custom apps with... App Engine to solve our unique business problems."

Bretlan Fletcher
Senior IT Director, Intercontinental Exchange

20+ custom apps built with App Engine

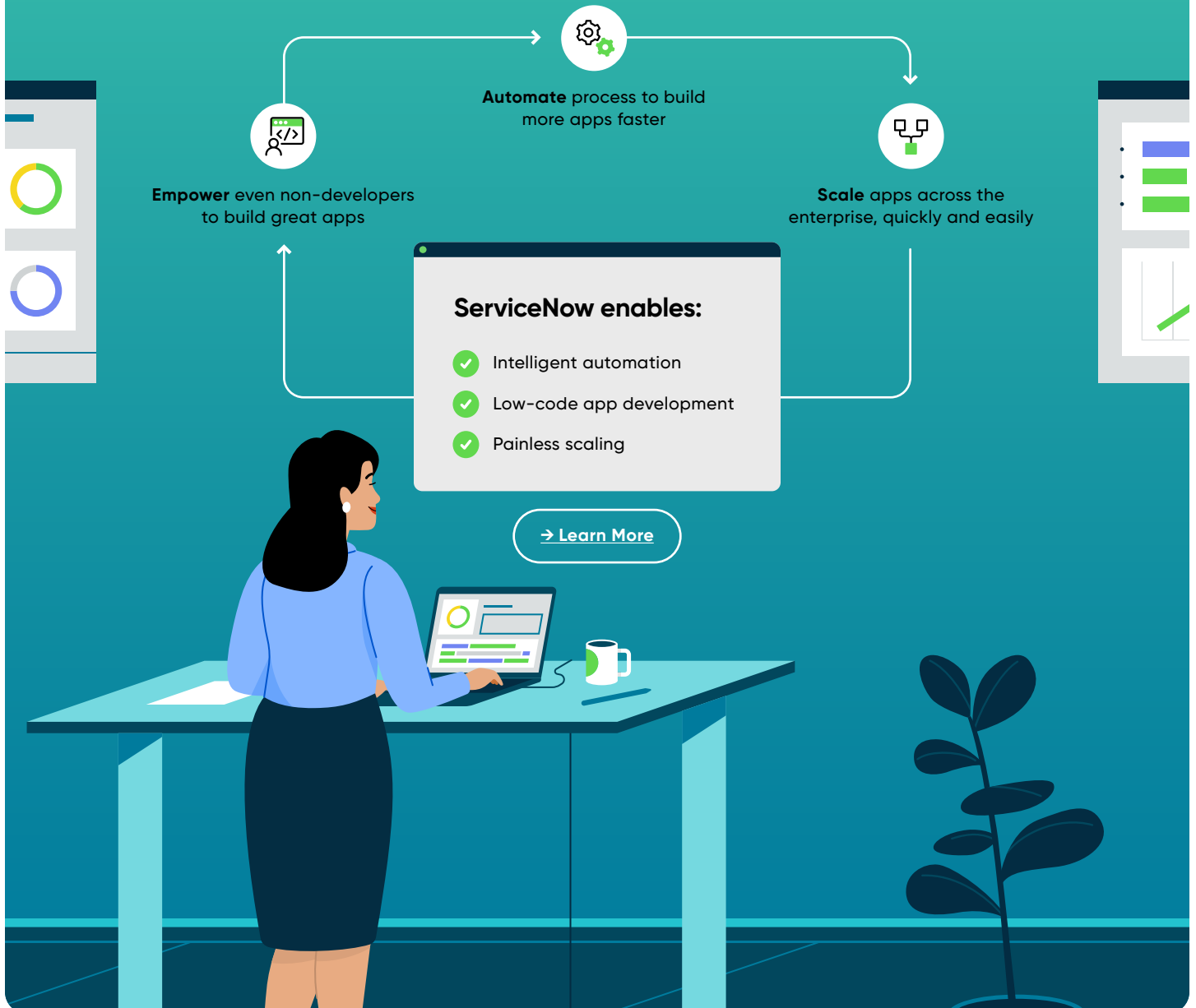
50% reduction in development effort

5 legacy systems replaced with a single application



Let's deliver more ideas—faster

Expanding your pool of developers expands your capacity to introduce more innovation. And with the right governance and guardrails in place, you can safely scale that capacity.

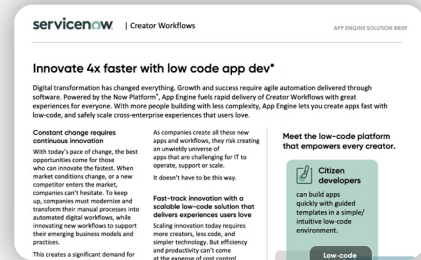


For a deeper exploration of the ServiceNow low-code solution, we recommend these resources:

Innovate faster with low-code app development

Learn how ServiceNow App Engine lets you create apps fast with low code and safely scale cross-enterprise experiences that users love.

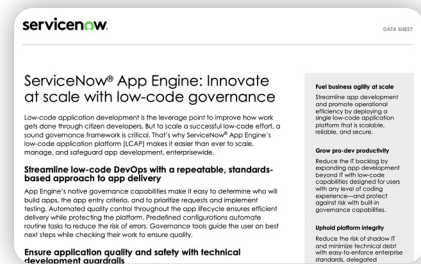
[Read Solution Brief](#)



Innovate at scale with low-code governance

To scale a successful low-code effort, a sound governance framework is critical. See how App Engine makes it easier than ever to scale, manage, and safeguard app development, enterprisewide.

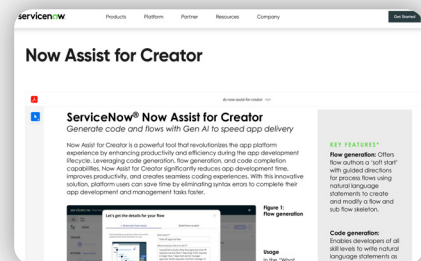
[Get Data Sheet](#)



Now Assist for Creator

See how to generate code and flows with Gen AI to significantly reduce app development time, improve productivity, and create seamless coding experiences.

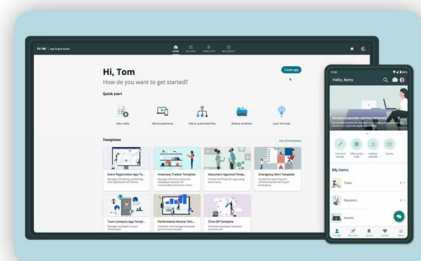
[Get Data Sheet](#)



See what ServiceNow App Engine can do for you

Watch to learn how you can empower developers and builders of all skill levels to create low-code workflow apps with speed.

[Watch Demo](#)



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.

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