


# The No-Code Solution to Your Digital Transformation

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A woman with long, wavy brown hair is smiling and looking at a computer monitor. She is wearing a dark t-shirt with a circular logo that says 'FLY FREE' and 'LOS ANGELES'. The background shows a window with a view of a city. The image is overlaid with a dark blue semi-transparent shape containing text.

**The No-Code Solution to Your Digital Transformation explains how to approach your digital transformation if you are a CIO looking to change your organization.**

**Looking for the right tool to power your digital transformation forward? Consider no-code.**

### **Key takeaways**

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- How can we think about digital transformation in a way that makes sense?
- How to approach digital transformation so that it will be a success;
- Why digital transformation is necessary for every organization;
- How to use no-code development to drive effective digital transformation.

# Table of Contents



<b>More Than Just a Buzzword</b>	<b>4</b>	<b>5 Ways Digital Transformation Impacts Organizations</b>	<b>13</b>
Here's what you'll read in this whitepaper:	5	1. More automation = more time	13
This is only the beginning	5	2. A sharper axe	13
It's a new world	5	3. Three second rule	13
The future is now	5	4. More money, fewer problems	14
		5. Paradigm shift	14
<b>Survival of the Fittest</b>	<b>6</b>	<b>No-code: The Rocket Behind a Successful Digital Transformation</b>	<b>15</b>
Are you next?	7	What's no-code?	15
Spoiler alert: Everyone is next	7	Digital transformation is about people, not systems	16
<b>Digital Transformation: Opportunity or Necessity?</b>	<b>8</b>	<b>Flexibility and speed</b>	<b>17</b>
Innovation is human's work	8	Results	17
Transforming because you can	9	<b>Wrapping Up</b>	<b>18</b>
Transforming because you have to	9	Some questions to get you thinking:	18
<b>7 Golden Rules for Digital Transformation</b>	<b>10</b>	<b>About Betty Blocks</b>	<b>19</b>
1. Decide on a starting point	10		
2. Start small and scale up	10		
3. Build a flexible strategy from a stable base	10		
4. Take advantage of demos and prototypes	11		
5. Don't fall victim to launch-and-leave	11		
6. Infuse digitization throughout the whole organization	12		
7. Focus on speed and stability	12		



# More Than Just a Buzzword

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“Digital transformation”: That’s vague as hell. What does it actually mean to “digitally transform”?

At its core, digital transformation is business transformation. It’s the impact of (digital) technologies and the increasing digitization of business processes on people, companies and even society.

The goal is to optimize and automate work. On the one hand to improve business processes, on the other hand because the world is ready for it. Self-driving cars and robots that perform surgeries are a result of innovations through digital transformation, but so are less dramatic workplace improvements like automating paper administration with a simple web application.

A few years ago digital transformation was something for young startups and daredevils. Nowadays you hear it everywhere. Particularly because of the explosive demand for software today that has led some to claim, “Software is eating the world.”

This means that every Most organizations are aware that digital transformation is the next logical step for their business, but some still



see it as something futuristic that doesn't apply to their company or sector. In fact, nothing could be further from the truth.

### **Here's what you'll read in this whitepaper:**

- How can we think about digital transformation in a way that makes sense?
- How to approach digital transformation so that it will be a success;
- Why digital transformation is necessary for every organization;
- How to use no-code development to drive effective digital transformation.

### **This is only the beginning**

Think about everything that has happened technology wise over the last 20 years. In 2000, there was no Youtube. Facebook was only available on university campuses, and bitcoin and blockchain were just words that would've been nixed in a game of Scrabble.

You're probably reading this on a smartphone, while 20 years ago people would've laughed at the idea of a mobile telephone that could connect to information all over the world.

### **It's a new world**

Whether or not you're actually interested in or want any of this, it's going to happen. What's more, it's already happening. Of course, you can

be stubborn and hold on to what you want to keep, but that won't work. The world will move on, with or without you (just ask U2).

### **The future is now**

If you're not innovating yet because you don't want to start without knowing what the technology will look like, we've got news for you: nobody knows.

The only thing we do know is that standing still is not a survival tactic. We live in an era where innovation goes fast. Like really fast. Planning for your company 10 years out is harder than ever, because so much will change. Everything is about speeds and flexibility. In fact, those are the only constants that you can predict. Jobs and even entire branches that fail to adapt will disappear.

The point of all this is not to scare you. It's that we live at a tipping point. On the one hand, the technology we have now is old and reliable, it's "good enough". On the other hand, innovation is about to make things possible that we can now only dream about.

It's about paradigm shifts

Let's look at some examples: Thanks to Netflix and Spotify, we think completely differently about how we consume audio and video. Our view on transportation and accommodation has been completely changed by AirBnB and Uber. But much more is happening. The launch of the first flying car is planned for 2019, and currently a complete village is being 3D-printed in no time for a fraction of the development costs.



# Survival of the Fittest

The best service provider wins and that is how it should be. Today, more and more businesses are leveraging technology to provide, and in some cases redefine, that optimal service.

Just because you've been doing something for 20 years doesn't mean that you should keep doing it for another 20.

Markets are moving in a new direction. Consumers are ready for (and in some cases demanding) change, and entrepreneurs who lag behind will face extinction.

Think of these cases:

**Netflix** didn't destroy the video rental industry. The video rental industry became irrelevant due to late fees and failing to compete with product offerings.

**Uber** didn't kill taxis. Taxis lost business because of high prices and lack of accessibility.

**Apple** hasn't turned the music industry around. Consumers themselves were tired of being forced to buy entire albums and drove new offerings.

**Amazon** didn't destroy retail. Retail did that themselves with staff who couldn't live up to customer service standards.



It might seem as if these changes came about overnight, but that's not how it happened. Each of these examples started small: They began as solutions that are simpler, cheaper, and more accessible, and met the conditions of the future.

### **Are you next?**

Companies shouldn't see digital transformation as a threat, however, but as an opportunity. How will you know it's time to take the leap? The observant eye can see change coming from miles away. If you see one of the following developments in your organization and sector, it is high time to put your spider senses on:

1. Changing customer behavior
2. Falling customer loyalty
3. More investors in your industry
4. Greater pressure on profit margins
5. Startups that are succeeding with a different business model

### **Spoiler alert: Everyone is next**

The fact is that sooner or later ALL businesses will have to deal with technological innovation. And in some cases, as we saw with the likes of Netflix, Amazon, and the rest, figuring out a way to leverage that technology into the product or service your business offers will be the difference between success and extinction.

But before you begin digital transformation, it is important to know exactly how it works, where to start, and where your organization is going along the ride.

# Digital Transformation: Opportunity or Necessity?

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The technology for a successful digital transformation is everywhere and for everybody these days. In the marketing technology landscape alone there are at least 5,000 different software providers and platforms available, covering digitization through workflows, customer database management, and automation. That's FIVE THOUSAND unique products intended to speed innovation and make life easier.

Even so, there are some digital transformations that fail, or that don't even get off the ground in the first place. Even with the "right" tools. You could heavily invest in a new IT system easy to come by, but it just wouldn't work out. If it's not the technology that causes the failure of a digital transformation, then what is it?

## **Innovation is human's work**

A study by Harvey Nash and KPMG finds that 43% of CIOs see that protest is the biggest obstacle in the implementation of a digital strategy.

Every transformation means change, and every human reacts differently to change. One person gets excited by new possibilities, and another steps on the brake completely. "But this is the way we always did it," is their battle cry. The problem is that the people protesting are the





people who have to work with the change, in this case a new technology. But the decision-making process comes from the top.

A transformation can start in two ways: Because it can, or because it has to happen. Undergoing a transformation is a far-reaching event that can call up friction. Especially when this happens in an organization where the current strategy has been successful for years.

There's a fundamental difference between transforming because you can and transforming because you have to. And in that difference lies the deciding factor for a successful transformation.

### **Transforming because you can**

Transforming because you can means that you've run into an opportunity that is up for the taking. Taking this opportunity brings a lot of positives with it: Innovations can be implemented step-by-step, the organization has time to get used to it and can think along about adjustments. It's an especially important process for that 43% of people who turn against change.

When you choose this path you create a buffer (well, 2 actually): A buffer for technology and a buffer for people. It creates a safety margin where there's room for friction, setbacks and changes. It's gradual, and it's practical.

### **Transforming because you have to**

Transforming because you have to comes with a completely different user manual. When transformation happens out of necessity, it's because

the alternative is quitting, or failure. The work pressure is too high, the competition is miles ahead, and the systems are so old that they aren't even functioning anymore. It's a situation similar to a drowning man clutching to a straw for support.

Instead of being busy with innovation and improvement, the focus is on survival. The stakes are high, and so are tensions. The transformation goes too fast and the culture doesn't have time to adjust. The buffer that makes transformation possible is lacking. The result is a failing transformation, with all its fallout.

How to determine the speed limit?

The truth is that we don't always have control over the speed at which something like a digital transformation needs to take place. There are circumstances beyond our control and we don't always have the luxury of choosing to transform rather than doing so out of necessity.

When you don't have the safety net of a buffer zone, just remember that while technology can carry out a digital transformation at the speed of light, success is ultimately determined by the people who have to work with it. So work with them to meet them where they're at.

The growth of IT presence in all industries means a different way of doing business, where organizations need to embrace IT to stay healthy.

How can you carry out a digital transformation at a mindful pace, giving your people and your organization the best possible chance for success? Use these 7 golden rules to guide your path forward.

# 7 Golden Rules for Digital Transformation

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## 1. Decide on a starting point

Before you can start digitizing, you've got to **make it clear what exactly it is that you're going to digitize**. There are several benchmarks attached to digital transformation. One of these is: an IT solution as a replacement or addition to the traditional way of doing business. Think of business processes that are mostly done with paper streams, like order fulfillment or billing.

## 2. Start small and scale up

Digital transformation isn't going to be accomplished in one project. **It's ok if that starting point is something as small** as tweaking existing processes and systems. A step-by-step approach is a much more effective way to create a change that will eventually affect the entire organization.

## 3. Build a flexible strategy from a stable base

Writing a strategic plan for the next three to five years will be impossible. So make sure you've got a good strategic base from which there is room for adjustments. This gives you a good guideline for digitizing and other strategic decisions, but the freedom to make adjustments as needed. **Flexibility has to be the keyword** inside this strategy, your organization, and the IT establishment itself.



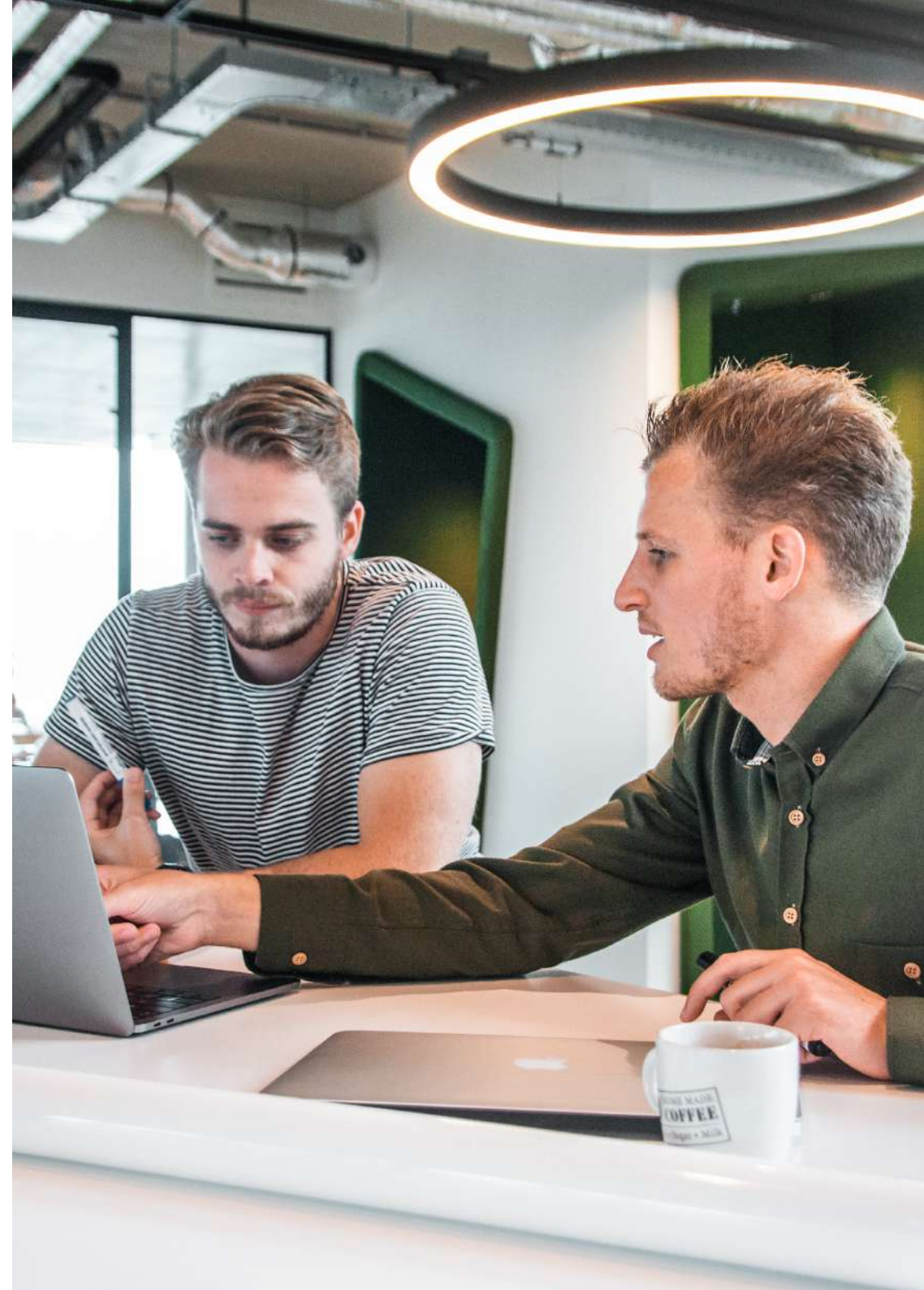
#### 4. Take advantage of demos and prototypes

Digital transformation is an ongoing process of formulating and testing new ideas. In the preparation on the launch of the beta version of your application, you can work best with demos and prototypes. This way, the concept can be shown to users. Furthermore, you can convince users and create support for the project. This is also a good user-test: **Users can point out themselves what they miss or don't understand.**

#### 5. Don't fall victim to launch-and-leave

Normally the success of a project is measured on lead time and budget. A frequent result: when an application is finished, interest immediately moves to the next project. Bummer, because **cultivating support among the user base is the most important part of digitizing successfully.** Think of it this way: if a tree falls in the forest and no one is around, does it make a sound? If nobody uses the application you've just invested precious time and resources to create, did you even create it?

The work doesn't stop once an app goes live. You'll want to measure the digital customer behavior, the key conversion points, formulate KPIs, and determine other success factors after that. **Measure, test, and optimize the digitization process continuously,** and together with the users. It starts with the launch, but doesn't end there!





## 6. Infuse digitization throughout the whole organization

Multiple applications, different user interfaces, and no shortcuts: Very user unfriendly. Next to that, the implementation of new functions gets a lot more complicated for the organization when everything is aligned internally with the different systems.

Digital transformation affects the whole organization, and it's not only the domain of the IT department. **Digitization is not one-off project that stands on its own**, but a continuous process that will show a marked change in the organization and its culture overall. It's essential that the importance of the digitization is felt at the highest level in the organization.


Try letting digital natives work together with decision makers. Digital natives are individuals who were raised on computer games, laptops, and mobile phones, so they are naturally tech savvy and open to new digital programs.

## 7. Focus on speed and stability

You need to set a pace for digitization, because throughout the technical innovations, you'll have to respond quickly to market conditions as well. **Features have to be introduced rapidly.** The technology needs to be adjusted to reflect that.

By embracing new developing methods like a rapid application development platform, organizations can become capable of reacting quickly to opportunities in the market. Thanks to this new technology, **innovating quickly is accessible to every organization.**

# 5 Ways Digital Transformation Impacts Organizations



When in the next meeting someone asks, “So what’s the next step of our organization?” digital transformation is the right answer 99 out of 100 times (buzzword or not). Probably 9 out of 10 attendees will even agree with you, but most of the time the discussion ends there. The actual steps won’t be taken. The “how” and even the “what” of digital transformation (and the results it will deliver) are still pretty vague.

So to be as non-vague as possible, are here five ways digital transformation will impact your organization:

## 1. More automation = more time

One of the most important lessons from author and entrepreneur Tim Ferriss is: “Never automate something that can be eliminated, and never delegate something that can be automated or streamlined.”

Digital transformation means that a lot of processes will become automated, lightening the workload of time consuming tasks that aren’t much more than busy work. The result is an improved working method and more time for tasks which really matter.

## 2. A sharper axe

Abraham Lincoln once said: “Give me six hours to chop down a tree and I will spend the first four sharpening the axe.” Digital transformation is the sharpening of that axe. Once you’ve got a super sharp axe you need fewer people, fewer hits, and the cut is as tight as possible.

Nowadays there are only a few people left who actually go to work with an axe on their back, but we all use tools to do our work. Good equipment is half the battle, so bad equipment doubles the work. Double work plus bad equipment equals frustration, overworked staff and bad service. It’s a vicious cycle which only goes one way: down.

## 3. Three second rule

Peoples’ concentration curve is getting shorter every day. 53% of mobile phone users click away from a website when the loading time is more than 3 seconds. That’s a potential client gone in just 3 seconds. The modern customer demands speed and simplicity.

If you’re capable of meeting expectations and even exceeding them, the opposite will happen. Visitors will respect a sharper platform because it gives them the feeling that their needs are taken care of, which creates trust. You basically say, “We respect your time and make your life easier.” This has a positive outcome.



#### **4. More money, fewer problems**

This one is pretty straightforward. It doesn't matter what kind of organization you're in, profit or non-profit, big or small: at the end of the day money needs to come in. When you're capable of working more effectively and efficiently, happy staff and happy customers will lead to more income. Simple as that, right?

#### **5. Paradigm shift**

This is probably the most important impact of all. Thanks to the new opportunities that digital transformation creates, a different culture and a new vision will follow. What you couldn't achieve at first is now the new standard. "The sky is the limit," so to speak. With a paradigm shift that pushes the boundaries and expectations of what your business is capable of, you'll see some new genius innovations and new opportunities that will change the future completely.



# No-code: The Rocket Behind a Successful Digital Transformation

So now you're ready to get started. You understand that digital transformation:

- Is more about people than technology;
- Will keep businesses from failing by introducing flexibility and speed;
- Needs to be held accountable via results.

But you need tools. Using no-code as a development method can tie these areas together seamlessly and make your transformation a success.

## What's no-code?

No-code platforms enable application development with no manual programming required. Instead of coding, these platforms use visual modeling, where users can drag-and-drop components into logical sequences to create functional applications.

The removal of manual programming from the development process accomplishes two major issues: Coding by hand is an extremely time-

intensive process, besides which there is a serious shortage of qualified developers to meet the current demand for software. And when launching a digital transformation, you need results fast.

No-code platforms can speed development to be 2-16 times faster, depending on the platform. This enables developers to quickly create working prototypes, and significantly reduces the time to market for applications. Because of the speed of development and ease of use, no-code platforms align the business and IT by making it possible for the business to contribute directly rather than waiting for an idea to have its turn on IT's long backlog.

Plus, without the need to master one or more difficult programming languages, no-code platforms' ease of use makes it possible for any tech-savvy employee to master with little onboarding time.

From one-off apps to extremely complex enterprise grade applications, no-code is proving to be a widely adopted method in organizations' IT strategies.

### **Digital transformation is about people, not systems**

What your employees really want are tools that can best facilitate their work. Your clients want a product or service that best fits their needs. The wishes of your people, both internal and external, determine the extent to which technology has to be used. On the one hand might be a completely groundbreaking platform with all the bells and whistles on it. But on the other hand, a simple backend application that digitizes an old-fashioned Excel system might be the happy middle ground that meets everyone's needs.

It's not always straightforward to bring both sides along with the development of your digital transformation. No-code is a development method that is perfectly fit for co-creation. By developing in a visual way, people can think along with the development process without any knowledge about coding. This way you can create side-by-side with the business developer on a web application that fits your people the best, with everyone understanding the full process.





# Flexibility and speed



Developing in cooperation with the people who are going to use the application in the end is a good first step, but it still doesn't guarantee that your digital transformation will be successful. For that you need testing, further development, and re-testing.

The world is changing fast, and the wishes and expectations of your clients go along with it. Our ability to adjust is a crucial factor for success. Difficulty being flexible, cumbersome legacy systems, and a long lead time are the things that really hurt an organization today. When you're finally up-to-date again after a so-called innovation, the next adjustments have already come along. Not very practical.

One of the strongest qualities of no-code is the simplicity and ease with which you make adjustments. With pre-programmed components, you can easily change something in your platform by 'drag and drop'. So much easier. In a few clicks, your platform is adjusted while the system remains stable. Along the way of developing and far beyond, adjusting it is easy to do. This way your web application is always a product market fit.

## Results

A lot of companies set digital transformation as a final goal, but it's actually a process. And you can measure the process with clear results. After all, a digital transformation with no purpose isn't only useless, it's also a waste of investment.

Before you start with developing you have to set a goal that is above "digitally transforming." But why should you start your digital transformation with a no-code platform to achieve this goal, whatever it is?

*Short time-to-market*

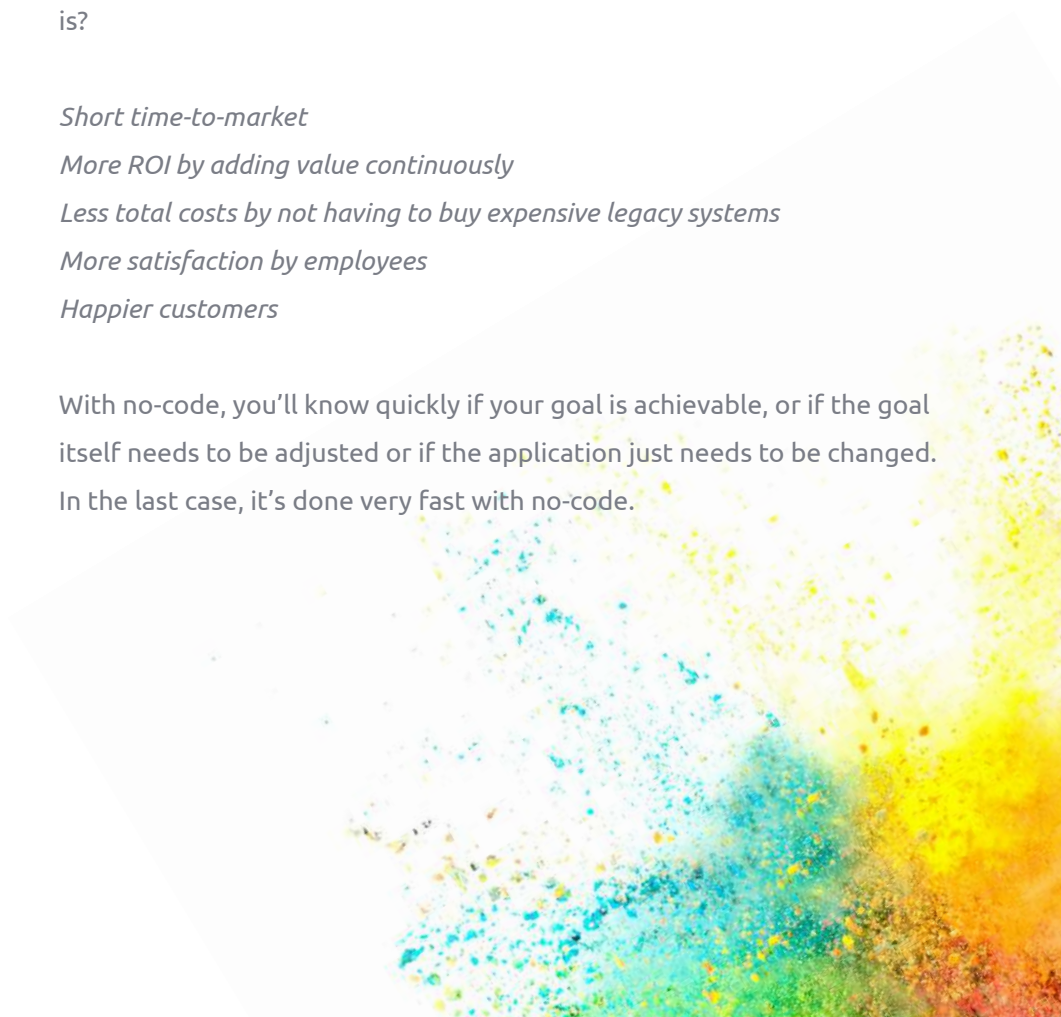
*More ROI by adding value continuously*

*Less total costs by not having to buy expensive legacy systems*

*More satisfaction by employees*

*Happier customers*

With no-code, you'll know quickly if your goal is achievable, or if the goal itself needs to be adjusted or if the application just needs to be changed. In the last case, it's done very fast with no-code.



# Wrapping Up

So now you're hyped to begin your digital transformation. But before you take action, make sure you're asking yourself the right questions so that you set yourself up for the most successful strategy possible.

## Some questions to get you thinking:

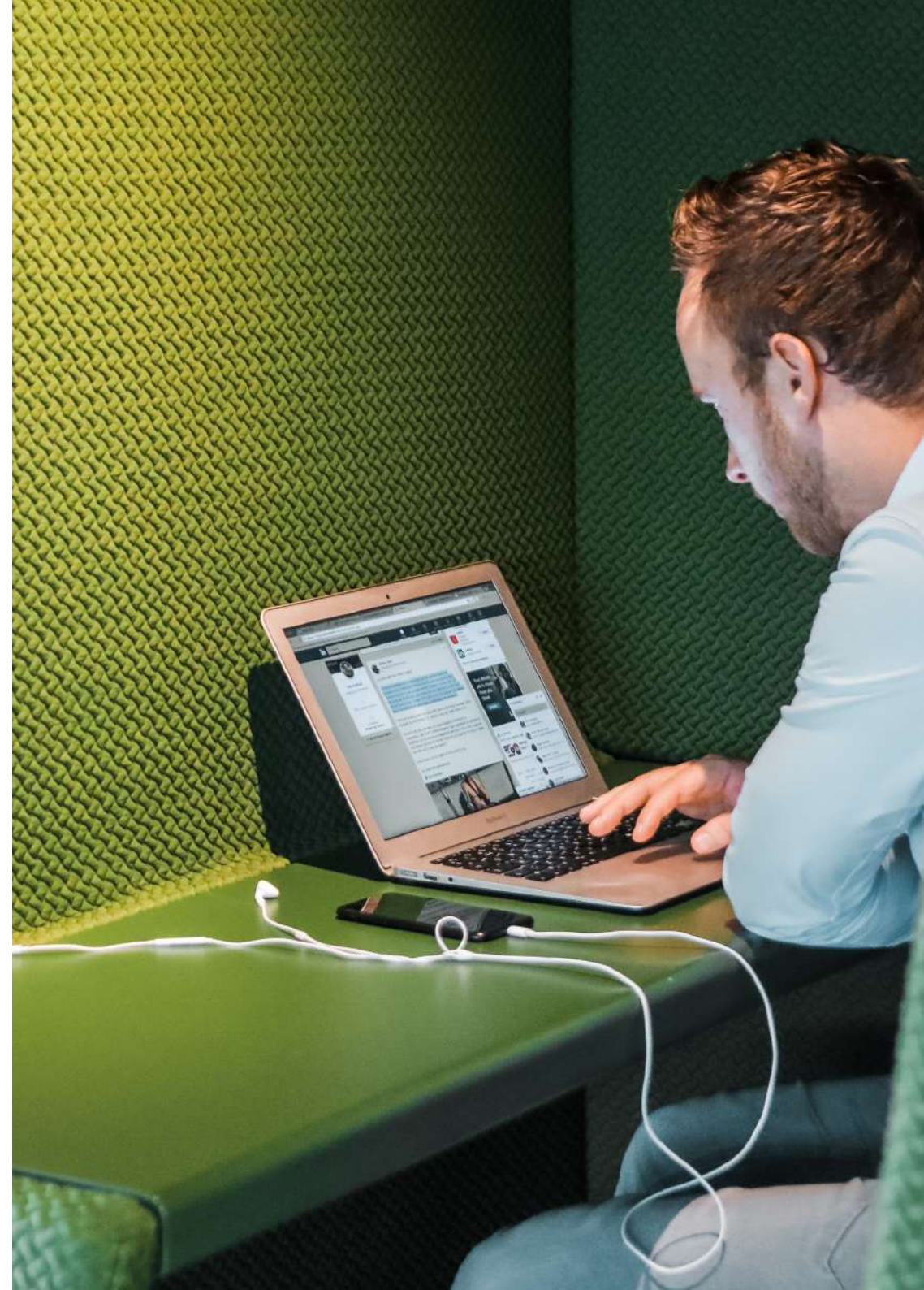
*How much learning and training is required to utilize the technology that will power your digital transformation?*

*What is the value of the technology for the organization? For the employees, the customers?*

*How much return on investment does this technology provide?*

Making steps in your digital transformation starts with understanding what your organization needs to innovate. Before making any investments or carrying out any changes, it is crucial to do 2 things: First, evaluate the needs of the people in your company. And second, consider the realistic possibilities for improvement.

One golden rule is clear: carrying out your digital transformation by focusing on people rather than systems is the way to go.



# About Betty Blocks

Betty Blocks is the world's leading no-code platform. Betty Blocks enables both enterprises and Citizen Developers to build complex, enterprise-grade applications efficiently and effectively without writing a single line of code. With its focus on people, Betty Blocks empowers organizations to experiment towards the right solution and enable the workforce to take control of their innovations. Cloud-based Betty Blocks is available worldwide. The company has offices in the Netherlands, Germany, US, UK, Japan, and South Africa.

Visit us at [www.bettyblocks.com](http://www.bettyblocks.com)



**Dennis Stoelwinder**

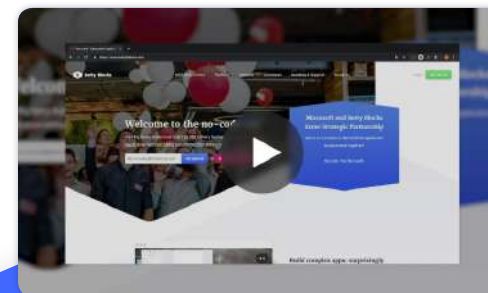
Content Marketer for Betty Blocks



Greetings from the team!

**By now you know why no-code is the way to go.**

Want to find out more about the Betty Blocks no-code platform and how it suits your business case? Discover our feature videos and platform demo right here.



[Check it out](#)