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The New Normal Business

The pandemic changed the way every industry does its business.

It shook the usual procedures and forced businesses and even customers to embrace technology. According to a study done by McKinsey, the COVID-19 pandemic accelerated digital transformation within companies by 59%. The results also show that it prompted businesses to digitize their services, shift to more cloud-based business activities and accelerate process automation. To aid this development, certain technologies have enjoyed higher adoption in the company's structure. Businesses have applied AI, automation, no-code, and other exponential technologies to make workflows more intelligent.

Artificial intelligence has taken a more mainstream. Now being included in social media bots, and even e-commerce. Machine learning has been utilized to understand patterns coming from data that came in from newsletter opt-ins, online shopping and so much more. No-code and low-code development was also employed to create programs to benefit various sectors of the business.

As the world slowly returns to normal, some customer attitudes might now be the same. Small businesses also need to digitize and automate to be able to keep up with their customers. Economists are optimistic that the economy can see a global growth of 4%. However, the IT industry has been experiencing skill shortages for the past few years and alleviated by the 2021 Great Resignation. This can cause a gap among businesses that are ready to digitize. With this dilemma, some companies are now turning to no-code development more to fill this gap.

The Emergence of No-Code

No-code also known as no-code development platforms (NCDPs)

No-Code tool is a programming platform that lets programmers and non-programmers create application software through a graphical user interface instead of traditional computer programming.
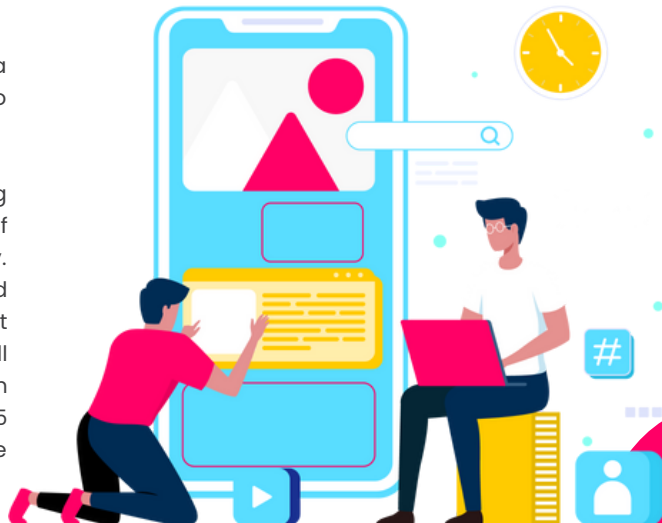
"*Low-code and no-code development are relatively new, and yet countless experts in the field hailed it as the future.* "

Experts are forecasting that it will become a basic life skill for anyone who knows how to use a computer in a couple of years.

The optimism behind it is not surprising given the industry's growing number of users and the innovations created every. Platforms for no-code has also expanded and it can be overwhelming already. Right now, the low-code/no-code market is still lumped together and valued at $12.85 Billion in 2020 and expected to peak at $65.15 Billion by 2027 with a CAGR of 26.1% over the forecast period.

The low-code/no-code movement is fast evolving that some are calling it a renaissance.

More platforms are also getting the support to develop and improve their products for the future no-coders. The democratization of web and app building opens new doors even for non-technical people. The ideas that would have been limited by the skill can now be translated with a simple drag and drop.

No-Code Advantages for Business

The pandemic sped up the need for digitization and automation in businesses.

Businesses of all sizes saw the importance of digitization and automation as we went through the pandemic. Now that COVID-19 has become more controllable and the economy is opening up, we see businesses become more open to utilizing technology. No-code platforms had been gathering speed since last year because it lets you build an app or website easily making launches faster (and more affordable) than traditional coding.

What are the advantages of no-code apps for the business?

Faster Development

A no-code app agency (like us!) can create apps for you at almost 70% cheaper and faster than traditional coding. Traditional coding will usually take weeks and months into planning and create before it can be tested and turned over. Agencies can recommend the right process as you develop the app for you giving you more time for your business.

Since it lets you visualize the design and functions in an instant, it speeds up the development process.

Cost-Efficient To Launch and Maintain

Faster turn-around means more cost-efficient for your business. Since we can build it faster and more affordably, you can start using your app to do its job for your business. This also lets you effectively use your resources to improve other areas of the business.

Maintenance and updates will also cost time and money eventually . Apps and websites built on a no-code platform have reduced if not zero maintenance costs. They can work alongside new and existing systems which will allow developers to easily change or keep whatever is working.

Working on a platform also means there is no need to worry about underlying infrastructure to build an app like servers, instances, containers and databases. This kind of simplification lets you enjoy a lower total cost of ownership.

Switch and Improve Easily

Working on this platform allows you to make changes in applications, add features, or enhance the functions much easier than doing it with traditional coding. Getting apps in the no-code platform has a streamlined development process that can develop your app and prime it for the launch.

On a traditional coding system, shifting gears can take weeks to rebuild and redesign. No-code is the opposite since features can be dragged, dropped, and tested in a matter of days.

In a no-code platform, data is stored in a JavaScript Object Notation (JSON) format which allows for a smoother data loading. This allows you to build immediately and be flexible for any adjustment or redirection if needed.

Easier Collaboration

Since development in no-code is easier and more visual, it can bridge the vision and function for both developers and decision-makers. No-code lets non-technical project members see what's being built in real-time ensuring that the objectives and goals are still being met.

This also reduces the major revisions that might go back and forth for a long time when doing traditional. This results for a more aligned team for your project and better productivity.

No-Code is the future

Experts agree that no-code will only grow from here. With digitization as a core strategy for most businesses, this enables small businesses and startups to leverage technology even at limited resources. Right now, there are growing no-code platforms like Adalo which can create native mobile apps from scratch. Aside from apps, you can also create no-code websites using Webflow that can set up blogs, e-commerce, and so much more. Both platforms produce functional websites and apps comparable to the traditionally coded ones.

What can you do with No-Code?

There are so many things you can do with no-code for your business. With its flexibility and comparably lower costs, it can even help your business if there are major global economic crises.

Stable Website with E-Commerce

Your own website lets customers have a user experience with your brand. You can create a space where you can interact with others and let customers immerse in what the brand has to offer. It can lead to
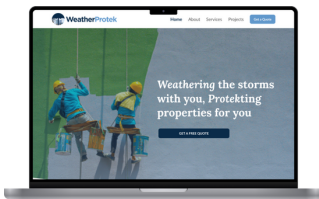
More Sales

Virtual Showroom Open 24/7
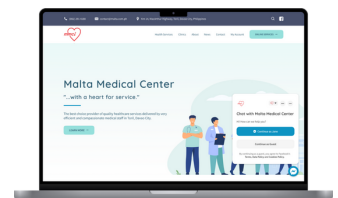
Lowered Cost on Marketing and Operations

Sample Websites You Can Build With No-Code

WeatherProtek
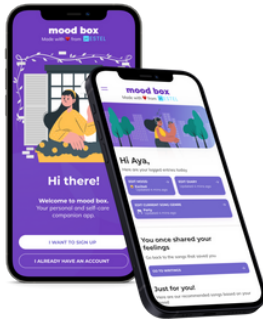www.weatherprotek.com/

CSFI
www.camaraoshekinah.org/

Malta
www.malta.com.ph/

Launch App

In 2021, mobile phones generate 54.25% of the website traffic while desktops at a close 42.9%. According to a report, 90% of millennials have said that they always use their cell phone and six out of the seven billion people globally have mobile phones. Having an app is a great way to jumpstart your new business especially when you are doing a mobile-first approach strategy. With more software being developed through no-code app development, a mobile-first strategy is becoming a fast and easy way to launch minimum viable products (MVPs) and full-fledged businesses.

Sample Apps You Can Build With No-Code

Self-Care App
https://moodbox-by-estel.bubbleapps.io/

LMS App
https://eduhub-by-estel.bubbleapps.io

Automation

No-code development has now offered businesses an affordable way to optimize productivity without the high cost. No-code is not limited to apps and websites but can also do workflow solutions for mundane tasks. With automation,

Increase efficiency
Employees will have more time to optimize other areas of task rather than spending time on things that can be easily automated.

Focus on the bigger task

Employees can have more time on their main job description and even ideate for other improvements. This also allows time for high-level analysis, cross-checking and verification on sensitive matters.

Minimize human error on small but important tasks

One of the biggest advantages is reducing human errors and learning curve mistakes. Automation resolves this by having a program to do precise work.

Why Work With a No-Code Agency

Work with a Certified Team of Expert
Getting an agency frees you some time to select, train and manage a team especially if it is a one-off project. A high-caliber agency can give you a team of experts who knows what they are doing and can present a variety of solutions for your needs.

Utilize the Best Equipment and Software
No need to pay extra for subscriptions and equipment that you may not need in the future. An agency can even provide services that can't usually be accessed by any self-taught no-coder.

Experience
An agency may see the advantages and disadvantages of your preferred solution and how to work around it. Given that no-code is just starting, there might be better solutions that fit your need or circumvent any problems. This may hold true, especially for projects with sensitive data that might be compromised.

Innovation
Since no-code is constantly changing and new platforms are launching. No need to look into everything yourself and try to apply it to your system.

More Time
Skipping the learning curve can be beneficial for your business. You have more time to strategize and analyze rather than do other things. One of the key traits of a good business owner is knowing when to delegate tasks. By getting an agency, your resources are focused on the departments and projects that can move your business forward.

Contact Us

Send us an email:
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Send us a message:
https://t.me/estelitservices

Social media pages
(Please click the icon to be redirected to our page)