



Unleashing Digital Creativity to Accelerate Digital Transformation

"In the new world, it is not the big fish which eats the small fish, it's the fast fish which eats the slow fish."

—Klaus Schwab, founder and executive chairman, World Economic Forum

WHAT DOES IT TAKE TO BE A LEADER IN A DIGITAL ECONOMY?

The difference between digital leaders and digital laggards is clear: Leaders are digital natives already successful with digital transformation; laggards struggle with it. The divide is not theoretical; it is a business reality.

According to a recent Harvard study, over a five-year span, digital leaders achieved a revenue growth 5X higher, an operating profit 8X higher, and a return to shareholder value 2X higher than digital laggards.

The difference is due to digital leaders' ability to deliver compelling customer experiences, create innovative and connected digital products, and constantly optimize operations. Digital leadership is now synonymous with business leadership.

WHAT'S CHANGED: THE CLOUD, THE ECOSYSTEM OF EVERYTHING, CONSTANT INNOVATION

Ten years ago, there were three domains that differentiated leaders from laggards: customer experience, optimized operations, and innovative products. Management consultants would tell you these capabilities drove the value of the business, but that you could only excel in one at a time.

But successful digital brands find excelling in all three domains is not only possible, but required, and to do so, speed and cloud capabilities are imperative. The value of The Cloud in business today is its support for operational excellence, accelerated innovation, digital evolution, and collaboration. It is the only way to transform, and TIBCO can help.

Digital transformation has changed business. Now, an interconnected ecosystem of systems, people, and devices generate and consume data. These ecosystems empower organizations with converged knowledge, a data-driven mindset, and IT. In addition, digital transformation has brought with it new analytic capabilities that allow for the most intelligent decisions. However, because there are no barriers to entry anymore, you must constantly develop ways to stand out. So, in addition to speed, the ability to customize processes (software) to support a dynamic, highly capable customer journey is essential to survival.

SURVIVAL THROUGH APPLICATION DEVELOPMENT

Digital transformation is no small feat. You are going to need new and updated applications to get it done, and obstacles stand in the way:

- Expectations from the business are accelerating.
- App development backlogs are growing, as reported by Forrester: “On average, large corporations have at least 10 apps in their backlog.”
- Productivity is hindered by traditional approaches to app development.

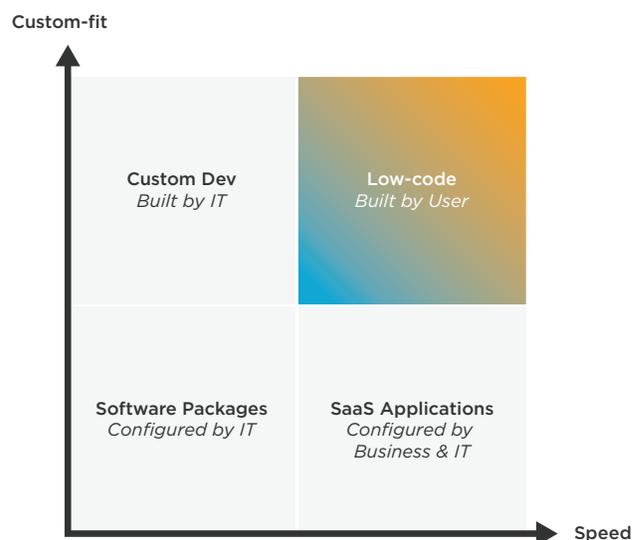
These challenges are forcing companies in every industry to think about alternatives to traditional app development. The gap between the need for developers and those available for hire is just too large. You need a way to develop, change, and update apps faster, and easier, while integrating and extending existing systems without heavy IT involvement. Traditional app development and management fall short in answering these needs.

TRADITIONAL APP DEVELOPMENT

In the 80s and 90s, software packages gained popularity, but often had to be expanded by custom development to fill gaps. After Y2K, SaaS applications emerged, often procured by a line of business needing fast solutions to circumvent the IT backlog.

When SaaS applications first emerged, customization was very limited. Everyone had the same solution and had to adapt their business processes to it. Today, customization has become a little easier, but remains very limited in scope. The time and skill needed to write code beyond simple formulas or simple scripting has been a major roadblock for business.

The deployment and delivery of apps



LOW-CODE, THE NEW APPROACH

In 2014, Forrester started to recognize the low-code market for its potential: rapid delivery of business applications with minimal coding and little upfront investment in setup, training, and deployment. Gartner also started to focus on this market and coined the term citizen developer to describe end users motivated to create new business applications and consume a wide range of time- and work-saving services. They are problem-solvers with the drive and determination to engage in app development even though they lack traditional coding skills. They want to improve processes to solve current challenges.

TIBCO CLOUD LIVE APPS

Low-code development platforms are the citizen developer's dream and essential in fueling digital transformation. Low-code platforms will help deliver creative, innovative, and connected digital products for compelling user experiences. They support fast development and fast time to market, and allow for custom solutions to be implemented in record time.

To empower the citizen developer to tackle app development challenges head-on, TIBCO developed TIBCO Cloud™ Live Apps. This SaaS offering provides an intuitive and easy to use platform for citizen developers to rapidly create and deliver low-code smart business apps. With Live Apps, users can build a smart app in minutes — five questions is all it takes to create applications from the ground up.

INTEROPERABLE

Live Apps interoperates with TIBCO and other third-party systems. The approach is not cloud-wash but cloud-native to turn an idea into an app in just minutes. Secure and reliable connections to on-premises, cloud, or hybrid systems are just a few clicks away. Processes can now quickly unlock data and bring it to life in minutes to deliver contextual insight.

FAST AND EASY

Instant access and ease of use are key tenets of the Live Apps user experience. Application development is expedited using visual representations of all app components: data, process, and user interface. Simple drag-and-drop interactions and guided wizards let users visually configure applications, resulting in faster time-to-launch. Visual modeling replaces typing long strands of code, which is not only difficult, but time consuming and error prone.

Apps can be created without spending a lot of time thinking about end to end business projects. The data and case-centric design lets user quickly capture actions, process goals, and underlying data incrementally and perform independent updates in a few clicks.

Problem-solving is made easy so that time remains for creativity and innovation. Live Apps is a safe environment to ideate, try, and test, making innovation simple. It is the perfect way to unleash the creativity of citizen developers and create a catalyst for digital transformation.

ENTERPRISE-READY

Last but not least, Live Apps are enterprise-ready. It includes all the necessary capabilities to scale large deployments. Security certifications, role-based access, and authenticated application deployment are just a few examples of its built-in security features. The platform is also designed with a strong focus on scalability and performance.

WHY TIBCO?

For more than 20 years, TIBCO has provided the platform of choice for digital transformation with technologies that interconnect everything and augment intelligence. This unique combination delivers faster answers, better decisions, and smarter actions—making TIBCO uniquely qualified to serve low-code needs. The TIBCO Cloud platform supports creation and delivery of high performance and scalable smart apps that are focused, connected, contextual, nimble, and enterprise-ready. Use them to transform and differentiate.

Live Apps avoids the one size fits all approach by offering competitive and scalable pricing and licensing models.

Experience how Live Apps can help you differentiate and build applications in just minutes with a [free 30-day trial](#).

The [TIBCO community](#) is a great place to engage with TIBCO experts and thousands of your peers. Many resources in the community will help you learn.



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