

HARNESS THE POWER OF DIGITAL TRANSFORMATION

OPERATE YOUR BUSINESS AT DIGITAL SPEED

A person wearing a dark cape and mask is shown in profile, flying horizontally over a dense urban landscape. The person's arms are extended forward, and their legs are straight. The background is a high-angle view of a city with many skyscrapers and buildings, all rendered in a dark blue monochrome palette. The overall image conveys a sense of speed and agility.

VOLUME 2

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THE SECRET TO CRUSHING YOUR DIGITAL TRANSFORMATION GOALS? **THERE IS NO SECRET.**

From an operational standpoint, it's about building and deploying cutting-edge apps 10x faster. In the past, you could take weeks, months or longer to build apps. But that just won't cut it anymore. Nope, success means operating at digital speed. The best brands do this by:

- >> Rapidly building apps to keep pace with fast-changing consumer expectations.
- >> Moving fast to integrate and optimize process and data to sustain growth.
- >> Aligning app development with business goals.

Sure, You could choose to custom-code an application to step up your digital game. But that can be a lengthy process with uncertain outcomes and downstream maintenance nightmares. You could also try to adapt an off-the-shelf software solution. But they tend to be inflexible. And repurposing them could put your digital transformation plans at risk.

Or, you could supercharge your app development process with a low-code digital transformation platform.



1 ALIGNING APP DEVELOPMENT WITH BUSINESS GOALS

Low-code platforms are easy, powerful and user-friendly, with drag and drop functionality. This allows you to harness the power of citizen developers. Hence better collaboration between business and IT. Which minimizes Shadow IT. And ensures app development is aligned with your business goals.

Let's face it. In large enterprises, it can be a real challenge to quickly connect process and data across multiple systems. You could spend tons of time and money searching for data across your organization, and tracking down information buried deep in legacy systems.

Compare this to a low-code platform approach, which enables you to converge information on any topic from systems across your enterprise, and then take action on that topic—in a single location, regardless of where the data resides. This kind of

fast, easy, actionable access to complete, accurate, information is indispensable to digital transformation success.

That's the appeal of Records, a feature of the Appian low-code platform. Through a single social interface, Records allows you to easily manage, access and update data from across your organization to make faster, smarter decisions.

Imagine this scenario. You are the business process leader for a major healthcare company. Your job is to manage the provider relationship life cycle—from recruitment and contracting to credentialing and claims payment. And it's not just that. Your company is about to acquire a large healthcare plan with millions of members. And you're on the hook to quickly integrate massive data management systems on the back end, to keep the acquisition on track.



1 BREAK DOWN SILOS. ACCELERATE PERFORMANCE

What would you do if your legacy data base management system wasn't up to the challenge? This is a risky situation, with lots of moving parts. And many opportunities to fail. In a similar scenario, why a major healthcare provider chose Appian to integrate five legacy systems into one. For company representatives, the big challenge was a regulatory obligation to manage site Inspections for over 100,000 providers in a large Provider network.

Before Appian, this process was paper based, manual and slow. With data fragmented in emails, spreadsheets and several systems across the organization. Updating provider information meant navigating multiple systems – none of which offered business process leaders a big picture view.

In just 4 weeks, Appian delivered a fully-mobile Site Provider Inspection app that unified all of the data from these fragmented systems. And also delivered a single, simple interface to work with the information. As a result, company representatives can now visit a doctor's office or hospital, pull out the new mobile app on a phone or tablet, and approve or disapprove the site, in real-time. For account representatives, the mobile app eliminated the hassle of going back to the office to re-key data and wait for results.

For this healthcare provider, Appian streamlined the credentialing process for new providers. Saved significant time for company representatives. And made digital transformation a success.



2 IN THE DIGITAL ECONOMY, SPEED MATTERS. **A LOT.**

With the explosion of the mobile lifestyle, consumer attention span is shorter than ever. The experts say it's just over 8 seconds, which is shorter than the attention span of a goldfish.

Yep, consumers are impatient. They'll bounce at the drop of a hat. Don't give them the apps they want, and they will defect to brands that do. A frustrated consumer here. A ticked off customer there. Pretty soon, it all adds up.

Fortunately, low-code app development could be your best hack for this problem.

In fact, in the age of diminishing attention spans, low code's speedy, iterative delivery of customer-facing apps can be the difference between failure and success.



3 GET AHEAD OF THE CUSTOMER EXPECTATION CURVE...

And stay there. No question, a low-code app development platform will turn your back office into a high-performance digital machine. But it will also help you innovate faster, so you can stay on top of fast-changing consumer expectations.

This is the customer-value aspect of low code, which focuses on transforming the customer experience. Creating happier customer interactions on web, social, mobile, whatever. The best low-code solutions help you do this with powerful new business apps that make customers feel like their time is valued.

It's tempting to downplay the importance of this. But it's hard to ignore the math. 73% of consumers say that making them feel like their time is valued, is the most important thing you can do to provide them with good service, according to the experts at [Forrester](#).

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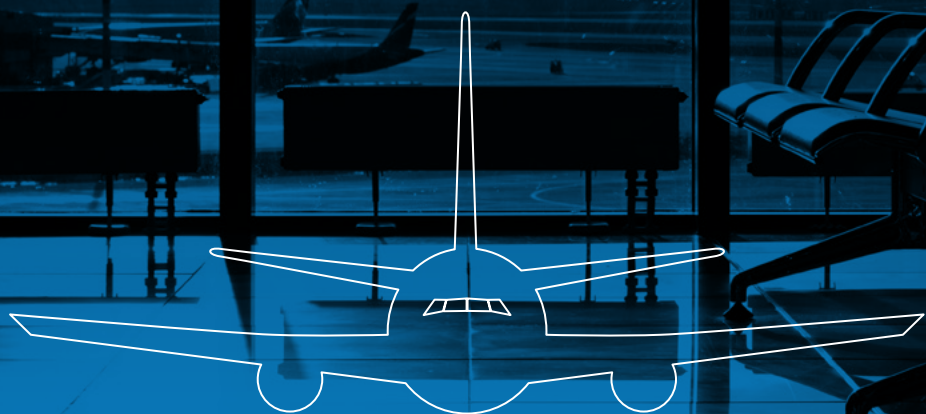
③ IF DIGITAL TRANSFORMATION IS AT THE TOP OF YOUR WISH LIST...

You are in the right place.

With the help of the Appian low-code platform, the CIO of a major airport and his IT operations crew rolled out over 30 business applications in just 18 months. This cut paper use in half. Centralized operations, and added mobility functionality, so airport staffers can access back office operations anytime, anywhere, on mobile devices.

Case in point:

“We went into the cloud with Appian because it allowed us to do things faster,” said the CIO. “We needed to ensure a quick return on investment... Appian allowed us to achieve process efficiencies and make faster, quicker decisions.”



3 ENABLE BUSINESS CHANGE. OPTIMIZE OPERATIONAL PERFORMANCE

In another digital transformation success story, the VP of Business Process Improvement at a global retailer used Appian to reduce remodeling time for his company's retail outlets by an amazing 60%. This retail honcho also boosted on-time product delivery by over 40%. And cut cycle time for new product registrations in half.

Which is pretty remarkable, considering that product registrations ran across a catalog of over 20,000 products, with tight schedules to make delivery deadlines in the US and abroad.

Before Appian, company staffers used spreadsheets to manage process and data. But products were not getting to the shelves fast enough. And every delay represented a loss of potential revenue. Which is why this tech-smart VP decided to ditch his spreadsheets for Appian Records. As a result, his on-time product delivery rate now exceeds 90%.





3 DIGITAL TRANSFORMATION SUCCESS STORIES



Backbone app for new
Direct2You mobile store offering

**Application delivered
in three weeks**

[Download
Forrester Case Study](#)



Mobile apps transform the
truck rental experience

**50% reduction in rental
transaction times**

[Learn
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Claims processing application
for federal crop insurance

**Claims processing time reduced from one
month to 3 days for 1.2 million policyholders**

[Read
Case Study](#)



App suite for airport operations, customer
service, and revenue management

**Complete airport digitization with
36 apps delivered in 18 months**

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Wind turbine service
management application

**\$300M+ ROI in
just 24 months**

[Read
Case Study](#)



Invoice dispute
management application

**50% reduction in
dispute resolution time**

[Read
Case Study](#)

4 GARTNER: APPIAN, BEST IN CUSTOMER SATISFACTION

Scan the web, and you'll see lots of chest-thumping about "best-in-class" app development platforms, "market leadership" in low code. Yep, it can be challenging to cut through all the hype. For an unbiased evaluation, check out what Gartner had to say about Appian in the 2016 Magic Quadrant for Intelligent Business Process Management Suites Report:

"Appian customer references indicated a higher degree of satisfaction with the Appian platform, compared with other vendors surveyed... Appian customer references reported a median-time-to-production implementation of less than three months, the lowest of any vendor surveyed..."

In the Forrester Wave: Low-Code Development Platforms, Q2 2016 Report, Appian is the only business process management vendor to crack the Leaders category.

It's also worth noting how Appian stacked up against other low-code platforms, in a recent PC Magazine review:

"...Appian was the most mature, easiest to use low-code platform we tested..."

What it all comes down to is this. If you want to fast track your digital transformation. If you want to innovate faster and work smarter. If you want to compete and win, Appian is the perfect solution.

Appian

