SUPERCHARGE
YOUR DIGITAL TRANSFORMATION PLANS

MASTER THE ART OF DIGITAL TRANSFORMATION, WITH A SUPER LOW-CODE PLATFORM.

This quick guide arms you with the information you need to compete and win, in the age of the digital consumer.

VOLUME 1

Appian

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The guy up front mumbles a few unintelligible words. Then, before you know it, you're thrust into the back of your seat by acceleration that's way too fast. And the rest of the trip is an endless nightmare of turbulence and near misses.

Then, the taxi drops you off at the airport.*

The punchline is funny, but true. Flying commercial is safer than driving to the airport. The fatality odds for automobile travel are 1 in 113, compared to 1 in 96,566 for commercial flights, according to the National Safety Council.

And yet millions of people fear flying more than driving. The fear just doesn't match the facts. It's akin to the fear of digital transformation, which afflicts skeptics who choose to ride legacy systems into the digital economy.

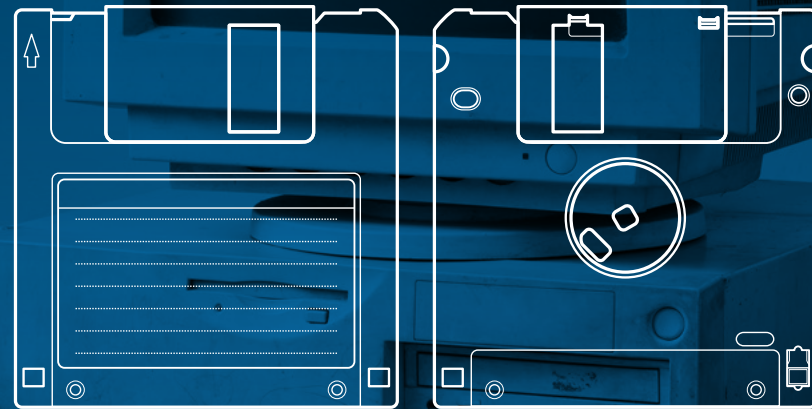*(Props to comedian Dennis Miller for the fear of flying joke.)

This fear, this skepticism, this wait-and-see approach may also explain why many organizations devote most of their IT budgets to legacy software maintenance. Not to mention the 70% of all business transactions that are still processed in COBOL, a software language designed in the 1950s (Informationweek).

This digital affliction also hampers innovation in the public sector, where legacy IT investments are becoming increasingly obsolete. In the federal sector, many agencies are using outdated software languages and hardware, according to a recent GAO report. Think 8-inch floppy disks and other retro components that date back to the 1960s.

If any of this sounds familiar, strap yourself in for a bumpy ride.

70% of all business transactions are processed in COBOL, a software language designed in the 1950s.

In the Age of Digital Transformation, Fast, Customer-focused, App Development is a Critical Success Factor.

In the past, there was no fear of digital disruption, cyber attacks, or rapidly rising consumer expectations.

But times have changed.

Today, the need for speed dominates the digital economy. Digital consumers are impatient. They want what they want, and they want it now. The notion of real-time interaction resonates with them.

Here's the thing. With the best digital process management platforms, you can drive faster development of customer-focused data management, analytics, mobility, social collaboration, and cloud-based applications. Which fuels faster, more personalized customer interactions. Which improves customer experience. Boosts digital revenue. And increases the lifetime value of your customer base. From a business value standpoint, what could be more important than that?

And yet, only 27% of businesses have customer-focused digital strategies, according to Forbes. The scary part is that 46% of business leaders believe digital will impact nearly half of their sales and revenue by 2020, according to Forrester.

This is why savvy business process leaders embrace low-code platforms to implement digital transformation plans. Case in point: A major international airport that handles over 1,500 flights per day and 60 million customers per year.

The airport's CIO aspired to turn his busy transportation hub into "the airport of the future." But first, he had to overcome the challenge of writing and rewriting over 30 applications required to achieve his digital transformation goal.

With the Appian low-code Platform, this business process leader cut paper use in half. Centralized airport operations. And, gave the airport's back office pros the capability to run operations from a desktop or mobile device.

46% of your peers believe digital will impact nearly half of their sales and revenue by 2020, according to Forrester.

(1) LOW CODE SPEEDS APP DEVELOPMENT

Fast forward 18 months. The CIO and his team successfully deployed over 30 applications, and connected 2,000 airport employees to processes, data, and each other.

Today, airport employees are fully mobile. They also have better visibility into the status of back-office operations, and the airport's more than 200 shops and restaurants. Staffers can even use Appian to track birds near runways to minimize the risk of bird strikes.

Here's another digital transformation story worth talking about. It involves a global provider of claims management solutions for the insurance industry. With the help of the Appian Low-Code Platform, company officials increased back office efficiency by as much as 80%.

In the past, the company's legacy desktop system required 174 points of data entry per claim. The new Appian solution requires only 33 system touches per claim. Plus, it has also improved invoice processing speed by a remarkable 70%.

**70%** improvement in invoice processing, with Appian.

③ BRIDGING THE GAP IN CUSTOMER EXPECTATIONS

In financial services, there's a gap between consumer demand and the level of service digital customers expect. Here's the math, according to the IBM Institute for Business Value:

›› **62%** of bank executives believe they deliver excellent customer service. But only 35% of customers agree.

›› **45%** of bank executives believe they provide personalized service. But just 30% of customers agree.

›› **96%** of bank executives believe their customers trust them more than nonbank competitors. But just 70% of bank customers agree.

45% of Banks Say They Provide Personalized Service. But only 30% of Customers Agree
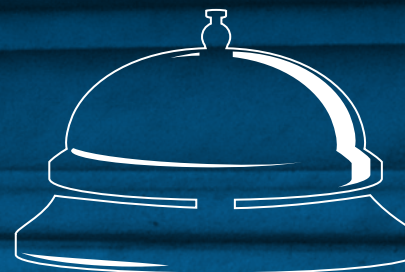
4 CREATING **CUSTOMER VALUE** AT DIGITAL SPEED.

At a major Australian bank, officials used Appian to quickly deploy over 30 enterprise applications to run everything from ATM, Credit Card, and Fraud Management processes, to Loans, Mortgages, and Merchant Services.

With the Appian Platform, customer data is pulled together by Appian Records—the data management functionality in Appian. Then, this information is shared with other bank applications, which facilitates faster, more personalized customer interactions.

The bank's customer service leader wanted to make the customer journey completely seamless, regardless of where and how customers interacted with the bank. He also said that the speed at which Appian helped the bank develop and deliver mission-critical applications made Appian the ideal partner to bring this customer experience vision to life.

For more information about low-code platforms, check out The Forrester Wave: Low-Code Development Platforms, Q2 2016 report. In this expert evaluation, Appian is the only business process management vendor to crack the Leaders category in the Forrester Wave.

Gartner's 2016 Magic Quadrant review of the top digital platform vendors also ranks **Appian as a leader..**

CONCLUSION

Gartner: *"…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…"*

For business leaders, here's the takeaway. To compete and win at DIGITAL SPEED. Look to the leading low-code platform—Appian.

"Good evening passengers, this is your captain speaking…

We've reached our peak cruising altitude…

You're now free to undo your seatbelt and move to the digital zone."