LOW-CODE: THE MISSING PIECE FOR MACH-X SPEED AGILITY

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In today's competitive environment, no large enterprise can afford to lean back when it comes to digital velocity. It's all about better, stronger, faster – that's why headless microservices have become table stakes for organizations that want to continue to lead the pack.

But success doesn't rest solely on MACH-X and DevOps.

On average, 41% of employees within an organization are considered "business technologists" – team members who are involved in technical projects but are not part of the IT group. This league includes product managers, UX designers, marketers and ecommerce managers. Business technologists gather requirements, influence the roadmap, and are highly dependent on IT to support their objectives.

Arguably, it's business teams that feel the most pain from IT bottlenecks. Even in a microservices environment, they're used to being told "not this quarter" by developers working at full capacity. Likewise for IT, too often the important makes way for the urgent, and developers must prioritize routine tasks ahead of innovation and complex, high value projects.
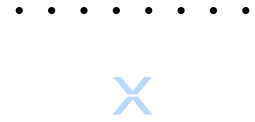
Both sides of the house want to move faster. While adopting MACH-X certainly improves business agility, adding low-code technology to the mix sets speed on fire. Low-code tooling can save up to 90% of development time and cost, and fosters stronger collaboration between Business and IT, enabling true BizDevOps.

What is low-code?

Low-code is a development approach that enables users to craft applications and front end experiences without technical skills. Low-code applications translate flow charts, wireframes, and layouts into production grade code. They do for feature delivery what the content management system did for web publishing.

Essentially, a low-code platform is a WYSIWYG tool with a graphic user interface that makes development as simple as dragging and dropping elements on a canvas. Really good low-code apps enable control over business logic and rules. The best apps work with real data, fully integrated with your microservices (such as Catalog, Pricing, Promotions and Inventory).

Low-code is rapidly gaining traction, and becoming indispensable to product teams. According to analyst firm Gartner, low-code adoption will nearly triple by 2025, with 70% of organizations using it (compared to less than 25% in 2020).

Who benefits from low-code?

Business and product teams

Low-code apps democratize development. This means product managers, UX designers and even merchandisers and site admins can take more ownership of digital experiences. Product managers can preview and fully test new designs and features as if they were live, early in the process. Designers and admins can experiment with layouts and flows without breaking the live site.
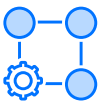
IT teams

A common misconception is that low-code is a threat to IT departments. While in many respects, low-code apps do the work of a developer, they're not a replacement for skilled technical talent. Rather, they offload the routine, simple and mundane tasks from coders, freeing them to focus on complex and strategic work. This is especially helpful when it comes to cross-device and cross-browser development and testing.

Enterprise leaders

Another misconception is that low-code is not fit for large enterprise. Because most of the first-moving commercial platforms were built for scrappy startups and SMBs, many assume they're best for orgs with low digital maturity and budgets. On the contrary, low-code solutions help large enterprise the most. CTOs, CMOs, CXOs and executive leaders all benefit from increased business agility to reach new revenue targets, continually reduce cost and innovate faster than the competition.

Decentralized business units

Many large organizations have digital portfolios that span multiple business units, serving different markets, geographies, channels and brands. Even with highly centralized systems, decentralized teams can suffer if they fall outside the 80/20 of "how business is done." Teams with tighter budgets, fewer development resources or highly bespoke requirements can easily fall out of sync with more enriched groups.

The right enterprise low-code platform can solve for this challenge. Within a MACH-X architecture and with real, integrated microservices data, each business unit can share and reuse experience "blueprints" across properties. They can adjust each experience for localized context and business rules, and publish updates in minutes.

Low-code benefits everyone

Enables new features and functionality to go live in days or weeks, rather than months or quarters

Empowers business users to react more quickly to customer feedback, competitor moves and commercial opportunities

Reduces IT backlog, freeing skilled developers to focus on complex and strategic coding projects

Builds efficiency into processes and workflows
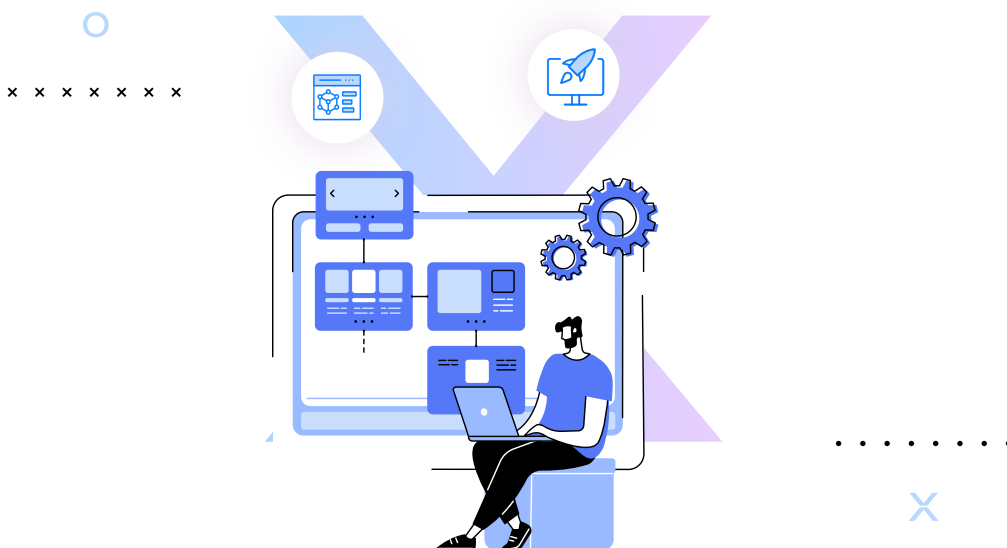
Fosters stronger BizDevOps relationships

Simplifies and streamlines the management of large digital portfolios

Reduces friction between business units competing for constrained IT resources

If you are already taking advantage of MACH-X for DevOps agility, pairing microservices with low-code experience management can take you to the next level of speed.

Introducing Infosys Equinox Studio

We built Infosys Equinox Studio, our low-code cloud-native experience software, to help you unlock even more business value and agility from your headless, microservices architecture. With Infosys Equinox Studio, even non-developers can shape, publish, manage and evolve composable human experiences as simply as drag, drop and deploy.

Responsive low-code builder

From a rich library of premade components, building an experience is as simple as dragging and dropping elements on a canvas. Non-technical users can model fully functional experiences and publish instantly with production grade code. Layouts instantly reflow for any browser or device, from smartphones and tablets to store kiosks and large screens.

Ready-to-use blueprints

Want to move even faster? Infosys Equinox Studio ships with pre-integrated, fully assembled reference experiences called "blueprints." Find ready-to-use blueprints for your industry (or draft your own). Use blueprints to centrally manage large digital portfolios at scale, and update multi-geo and multi-language sites in minutes.

Integrated data nuggets

Infosys Equinox Studio ingests real data from your microservices, transforming it into variables that you can embed directly into your design. Flat layouts come alive, enabling you to fully preview and test experiences without a staging environment.

MACH-X ready

Infosys Equinox Studio is built on the same extensible, microservices architecture as Infosys Equinox. Integrate with any service oriented application, and leverage pre-integrated composable services from payments and tax to AVS and shipping providers.

Hyper-human targeting

Connect Infosys Equinox Studio with Infosys Genome (or bring-your-own consumer data platform) to capture a 360 degree view of your customer, and tailor content and offers to a "segment of one." Infosys Equinox Studio holds your deck of experiences and targeting rules, so you can serve commerce in context and deliver more personal, human-centric experiences.

Built for enterprise

Unlike other low-code tools, Infosys Equinox Studio was designed by enterprise for enterprise. From day one, our focus has been on meeting the demanding requirements of a modern enterprise, from compliance and security, to performance and resilience.

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