

# No-Code Development: Unlocking Your Digital Potential



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# Introduction

Today's enterprise faces an overwhelming constraint on software development resources. Research by [Appian and DevOps](#) reports that 82% of organizations surveyed across the nation are struggling to retain and attract developers. 20% have a backlog of more than fifty application development requests. This has prompted a need for a simpler, more efficient way for an organization to create custom solutions without extensive development resources. That method is no-code application development.

By 2024, Gartner predicts that [75% of software solutions](#) will be built with the help of low-code and no-code practices. It is forecasted that \$187 billion in revenue is expected to be generated by the [Low-Code/No-Code Development Platform Market](#) by 2030.

Given these predictions, it is a safe bet that no-code is already a major component of application development. [Half of those who practice](#) this development process will be individuals outside of the IT department—likely making it part of your future whether you are a developer or not.

Enabling customers to build secure exchange easily and efficiently into workflows is the foundation of DataMotion's core competencies and values. Market conditions and a constraint on customer's development resources prompted our team to take a step back and determine how we could meet the market where it is. To address these challenges, we introduced our [No-Code Experience](#), providing enterprises with a simple and straightforward way to access the DataMotion Platform and embed secure exchange within their workflows.

This approach enables us to meet our customers where and when they need secure messaging and document exchange, regardless of available development resources.

In this eBook we will explore the basics of no-code, its benefits, where it fits into application development, and DataMotion's role in the No-Code Revolution. We will also cover the kind of organizations that are using no-code for their projects as well as some use cases.

## What is No-Code Development?

As defined by [TechTarget](#), no-code is a "software development approach that requires few, if any, programming skills... and instead take[s] a visual approach to software development to enable rapid delivery." No-code development uses a few lines of code to integrate solutions into an application's front or back end. The result is an easy process that requires no software development skills to build a custom solution. Simply drag a few elements onto your workspace, adjust some settings, and you are done. This is the very model of ease of use DataMotion brings to enterprises.



'Ease of use' is often referred to in the context of the [employee and client user experience](#) and the ability to easily log in to a mobile application or portal for secure document and message exchange. No-code expands this concept, applying to the implementation (not just the use) of a simple and secure experience which can be executed by anyone on your team, developer or not.

“DataMotion has strong...flexible technology, a pricing advantage and a proven track record with us.”



# How No-Code Works

No-code applications are meant to be quickly and easily integrated within a system or workflow – without requiring extensive development resources. Because the software vendor has already done the heavy-lifting, those deploying a no-code solution need to just change a few settings and, in some cases, add their own custom CSS to make the solution their own. The following is an example of what this process might look like using DataMotion's No-Code Experience. Keep in mind that the actual steps will vary depending on your specific use case.

**01**

Create a DataMotion account and access the no-code admin dashboard.

**02**

Choose whether your solution uses inbound, simple, or full two-way secure messaging.

**03**

Select your custom branding and pre-defined values for recipients and subject lines.

**04**

Copy the automatically generated code snippet. Paste it within the backend of your mobile app or portal.

**05**

View your customized secure message center within your employee or customer facing portal.



# Build

## VS.

# Buy

Now that we have discussed what no-code is and how it works, let's take a step back and discuss why you want to use a no-code solution. We are going to focus on the build vs. buy discussion: whether a company should build a solution themselves or buy one from a vendor. Both approaches have benefits and drawbacks, so it's often a difficult decision to make. We will briefly discuss each option below.

## Building a Solution In-house

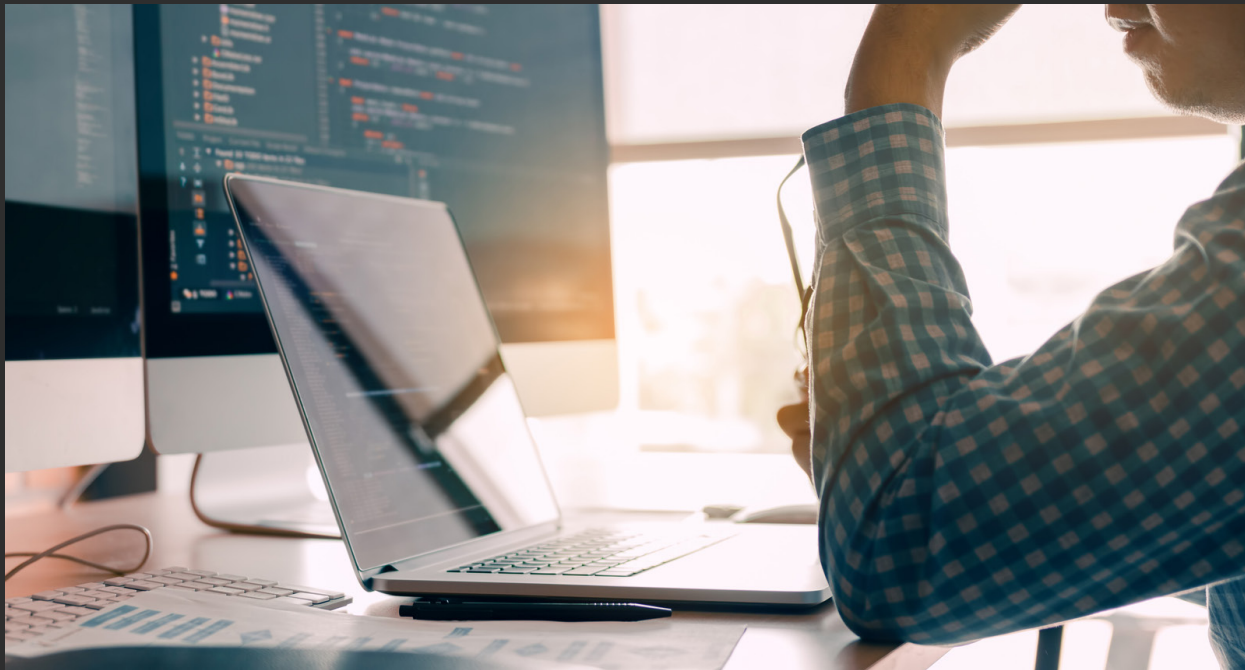
Many organizations seeking to develop a solution that suits their specific and unique use case make the decision to build it themselves. This requires the organization to have the resources and expertise available to generate requirements, develop, QA, release, and support the solution from inception through the end of its lifespan.

There are many examples where organizations create an application with no plan for ongoing maintenance or support. The resulting scenario typically goes something like this:

- **The end user begins using the solution, perhaps in an unanticipated way.**
- **Additional use cases and product improvements are discovered.**
- **Because there was no plan for ongoing maintenance, a new team now needs to be created and trained to support and enhance this solution.**

The moral of the story is this: While building an application provides you the benefit of control, it also leaves your organization with a great amount of responsibility and additional costs. You must take into consideration that you have to support the solution in the long term.





## Buying a Solution from a Vendor

When an organization lacks the resources to build the application themselves, they usually look for a vendor to buy it from. There are many types of solutions available, with their own cost structures, benefits, and drawbacks. Solutions include a combination of SaaS products, PaaS products, as well as off-the-shelf solutions. The differences in alternatives could be an eBook in and of themselves. When considering buying a solution, technology leaders and C-level team members must weigh the cost of the software, the vendor's support model, and any customization that is needed.

For instance, there are many platforms that solve an organization's needs but require the same amount of maintenance and support as an in-house build.

The decision between build vs. buy comes down to the amount of time, money, and resources your organization has and how specific and unique your use case is. But what do you do when you have a specific use case requiring a level of customization that most solutions on the market can't provide, and you also don't have the resources to build it yourself?

**The answer? You seek a no-code solution.**

# Who Uses No-Code Applications?

Many organizations, from enterprise to small and mid-sized businesses (SMBs), utilize and benefit from the ease and efficiency of no-code development. Smaller organizations with limited IT and development resources may use a no-code solution to quickly integrate an application into their front end without utilizing their IT department. Likewise, an enterprise may have a software development team, but this team is juggling multiple priorities. Far too often we have seen teams ready to begin a high-priority project only to drop everything when a higher priority takes precedence. The result is generally a delayed, or even deserted project. These delays tend to cause problems with internal efficiencies and customer satisfaction to worsen. Rather than building a solution from scratch, that same enterprise can quickly and easily integrate a no-code experience into their workflows and systems so they can complete their project and move on to other priorities.



It is not just developers who use no-code solutions. No-code makes the development process simple enough that even those without coding skills can create custom applications. In fact, around **40% of low-code/no-code users come from a business background** and many have no coding experience at all. These individuals are known as “**citizen developers**.” A citizen developer is defined by Gartner as “an employee who creates application capabilities for consumption by themselves or others, using tools that are not actively forbidden by IT or business units.” An example of a citizen developer might be a human resources professional using a tool like Power Automate to digitize new hire onboarding, or a marketing professional using a drag-and-drop tool to build a website. Because of the rise of no-code, these business professionals are now empowered to efficiently build solutions that they would have otherwise had to rely on their IT team to create.



# Use Case for No-Code

## A Large Insurance Organization

We have just finished discussing what no-code application development is, how it works, and who uses it. To better understand why an organization might use a no-code solution, let's look at a use case, using DataMotion's No-Code Experience as an example.



# The Background

An insurance organization communicates with their clients through regular, unencrypted email. When they need to share sensitive information such as an insurance claim, they will often switch to a separate solution to send that information via secure email. This requires separate login credentials and is a disruption for both the employees and the customers communication workflow. The organization wants to simplify the process with a secure self-service portal that includes an integrated secure message center. The requirement is for employees and customers to be able to send and receive secure emails and large file attachments (including videos) with the ability to log and track communications for compliance purposes. The organization has limited developer resources, so they need a quick and easy-to-integrate solution that can be customized to meet their needs.

## The Solution

With DataMotion's No-Code solution, the organization quickly integrates this customizable secure message center with their customer and employee facing portal without requiring heavy-lifting from their development team. Upon signing up for a DataMotion account, the organization simply selected the custom settings for their secure message center, including whether they required inbound or two-way communications, pre-defined subject lines and message recipients, as well as their custom branding. Finally, they simply copied and pasted the automatically generated code snippet into their web page. The result was a rapid development process, a simpler experience for end users, and increased security and compliance.



# No-Code vs. SaaS, PaaS, and Traditional Software Development

As we have discussed throughout this eBook, no-code development is designed for simplicity and timely deployments. In fact, the phrase people use most often to describe low-code/no-code solutions is “ease of use.” In addition, the development practice’s straightforward attributes provide several benefits. To accurately discuss them, it’s important to consider the attributes in relation to other popular types of solutions, such as Software as a Service (SaaS), Platform as a Service (PaaS) and traditional software development, as each has its own set of benefits depending on specific needs. In the following sections, we discuss what each is, their benefits, and then compare them to no-code.



# Software as a Service (SaaS)

SaaS products are pre-built solutions with no development required. End users simply need to purchase the product, typically via a subscription model, and immediately begin using the solution on their device with little to no customization required.

Let's look at video conferencing for example. All users need to do is purchase a license, create an account, and log in to the application. Then, they can join video calls right away. Another example is DataMotion's [secure email portal](#). Anyone can easily create an account and immediately start sending secure, encrypted emails, with no additional coding or development required.



Implementation is one step in the process; updates are the second part of the equation. When purchasing a SaaS product, the vendor oversees managing and deploying updates. For example, because we (as the SaaS vendor) manage the updates for our secure email portal, any update we make is automatically deployed to every user. These updates scale better than if they were built as part of an in-house solution, where developers are responsible for ongoing updates and support.



# Platform as a Service (PaaS)

PaaS solutions are defined by [InfoWorld](#) as an “offering in which a service provider delivers a platform to clients, enabling them to develop, run, and manage business applications without the need to build and maintain the infrastructure...” Software developers often use this type of solution to save time and easily integrate a specific functionality into an existing or new system. Like SaaS and no-code solutions, the advantage of a PaaS solution is the ability to leverage the features and benefits that your vendor has already developed and tested. For example, many organizations leverage DataMotion’s PaaS solutions to take advantage of our platform’s zero-trust architecture, third-party certifications, and ironclad security – without using extensive resources. On the flipside, because a greater amount of coding and expertise is required compared to a no-code or a SaaS solution, a development team is often required.



## Traditional Software Development

Unlike SaaS, PaaS, and no-code products, [traditional development](#) practices require significantly more resources. This process requires developers to write code for the solution they are building as well as assume responsibility for managing future product updates. In order to simplify the development process, save time and add additional features, they may leverage APIs, such as our [secure message center APIs](#), [other connectors](#), or even a no-code solution as needed. While the number of resources required for this type of development is higher, developers have the benefit of building a custom solution that meets their specific requirements.



# How Do These Compare to No-Code Applications?

Now that we have defined the basics of SaaS, PaaS and traditional software development, let's dive into the benefits of no-code as they compare to each of these types of solutions:



## SPEED

Developing a project from scratch can take up to a year or more. Like a SaaS solution, no-code applications allow quick implementations – usually in less than a month – and can reduce development time by 90%.



## Convenience

No-code makes it easy for those without development expertise (and even easier for those with coding skills) to implement solutions, regardless of available resources.



## Customization

SaaS solutions offer few customization opportunities. Conversely, there are ample opportunities with traditional software development. No-code provides both a customizable and ready-to-use solution that is quickly integrated into systems and workflows.



## Flexible and Scalable

Solutions built via traditional development are often highly flexible. On the other hand, the flexibility and scalability of SaaS solutions is limited to what the vendor supports. No-code applications are easily integrated within existing and future systems so that they can rapidly scale to an enterprise's future requirements.



## Security and Compliance

DataMotion's no-code solutions employ ironclad security methods, including military-grade encryption and a zero-trust policy. We perform rigorous security testing and acquire third-party validations, so you don't have to.

SaaS, PaaS, no-code, and solutions built with traditional development share common benefits and have their own drawbacks – below is a table providing a brief comparison of these approaches:

	SaaS	Traditional Development	PaaS	No-Code
Rapid Implementation	YES		YES	YES
Easy Integration				YES
Ample Customization		YES	YES	YES
Flexible and Scalable		YES	YES	YES
Verifiable Security and Compliance*	YES		YES	YES

**\*Note:** Not all SaaS, PaaS, or no-code solutions provide security and compliance. If you are seeking a SaaS, PaaS, or no-code solution for securely exchanging sensitive information, please research your vendor to verify that they have performed extensive security testing and have acquired third-party accreditations. To learn more about properly vetting your vendors, please [read more on our website](#).

# Bringing Your Enterprise into the Future

Now is the right time to rethink the secure exchange practices your enterprise has in place. Knowing and understanding emerging technologies (and their applications and best practices) is key to keeping your customers satisfied and staying ahead of your competition.

## Ask yourself these questions:

- Does your enterprise's mobile app or web portal have secure, bi-directional customer data exchange?
- Can customers easily log in to your portal?
- Is the portal up to date and addressing your needs?
- Can your portal scale as your enterprise's customer base expands, while providing a simple, secure, and compliant experience?
- Are you happy with your secure exchange provider?

If you answered no to even one question, it's time to consider your options. Contact our [team of security experts](#) to learn more about how [DataMotion's no-code experience](#) helps your enterprise without requiring development resources. Be sure to [subscribe to our monthly newsletter](#) for the latest tips, news, and best practices surrounding secure exchange, software development, and more.

## Additional Resources:

[The No-Code Movement: What You Need to Know](#)

[DataMotion's No-Code Experience](#)

[DataMotion: A Zero Trust Model You Can Trust](#)

[Flexibility, Ease, Security and Compliance: Meet DataMotion's Secure Message Center](#)



## ABOUT DATAMOTION

DataMotion provides a secure digital exchange platform that redefines how organizations communicate, collaborate, and share information with their customers and partners. Leaders in financial services, insurance, government, healthcare, and call center markets leverage the DataMotion platform to accelerate their business processes. In the healthcare sector, DataMotion allows for the easy exchange of medical records that facilitate modern clinical exchanges for telehealth, homecare and large-scale solutions, enabling nationwide exchange with over 2.5 million clinical end points. DataMotion provides a suite of self-service APIs and connectors enabling enterprises, developers, software vendors and system integrators the power to create easy-to-use applications and services, seamlessly enhancing their solutions with flexibility and compliance built in. DataMotion Direct Secure Messaging and the secure email platform are HITRUST CSF® certified.

(800) 672-7233

[info@datamotion.com](mailto:info@datamotion.com)

[DataMotion.com](https://datamotion.com)

[LinkedIn](#) | [Twitter](#)