



# The Modern Enterprise Application Platform

Reorienting business and IT to drive innovation, together.

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Hockey Hall of Famer Wayne Gretzky once famously said, “You miss 100% of the shots you don’t take.” This is a statement that rings true in today’s business environment of rapid and continuous digital change. Modern enterprises are constantly challenged to adapt to new technologies, new industries, and new business models. Those that fail to adapt are quickly left behind, while those that do, achieve success in short order. And those organizations that fail often do so because they don’t heed Wayne Gretzky’s advice: they never take that shot at transforming their business.

## At a glance.

### Key challenges.

Organizations that are successful in highly competitive environments know they must become increasingly agile to stay ahead of the technology innovation curve. Businesses need software and technology solutions that can help them better differentiate themselves from the competition. It’s challenging to rapidly respond to new business opportunities with custom software solutions that drive value and maintain enterprise standards for security and scalability. Add to this a shortage of developers, and the rate of business innovation is bound to slow down. It is only through aligning business and IT teams that organizations can stand out in our technology-driven economy.

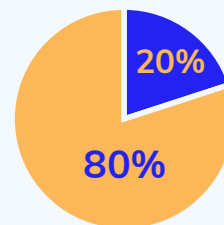
### The solution.

Enter: the unified low-code platform. The software enterprises use to build custom applications has changed. No longer are base development tools relied upon to give organizations the speed and reliability they need. A new class of enterprise

platform technology has emerged that brings together core elements to quickly respond to new business opportunities with custom software applications. Appian offers a unified low-code platform that empowers organizations to easily build custom applications with powerful features and capabilities to amplify what sets them apart and gain a competitive edge.

### The tech debt burden.

Over the past three decades, software technologies have become a cornerstone of every business. Organizations have invested significantly in building custom software solutions that offer new ways to engage with customers and help them stand out in a competitive, crowded market. But, each investment comes with a maintenance burden, also known as “technical debt,” that must be paid down.



Studies have shown that as much as **80%** of today’s IT dollars go toward maintaining the software solutions of yesterday. This leaves just **20%** of IT spend to allocate toward innovating new business solutions to drive growth.

The disproportionate focus of IT dollars on maintenance erodes trust between business departments and their IT counterparts. As more money is funneled toward maintaining yesterday's applications, business stakeholders increasingly view IT as out of alignment with organizational strategy. That's not surprising when much of the total money spent on IT goes toward features and capabilities that rarely support business growth, including upgrading servers, applying security patches, and fixing bugs.

If IT is going to become relevant in the eyes of business stakeholders, an effort must be made to refocus IT spending on innovation rather than maintenance.

### The challenge to innovate faster.

Expectations of business stakeholders are sky-high and only getting higher. With increasing market pressure to create new and differentiated customer experiences, businesses demand their IT organizations rise to the challenge and deliver solutions faster.

To adapt to these demands, IT departments must rethink their development strategies and focus on platforms that enable more rapid business innovation.

### Meet the challenge with a unified platform.

Appian is leading the way in this new generation of enterprise software platforms. Our goal is simple: to bring together industry-leading workflow, automation, and process mining capabilities in a unified low-code platform.



As organizations increasingly look to standardize on a smaller portfolio of development tools, a solution that can serve as both a DPA platform and a low-code platform is very appealing to many.

**The Forrester Wave™: Digital Process Automation Software (Q4 2021)**



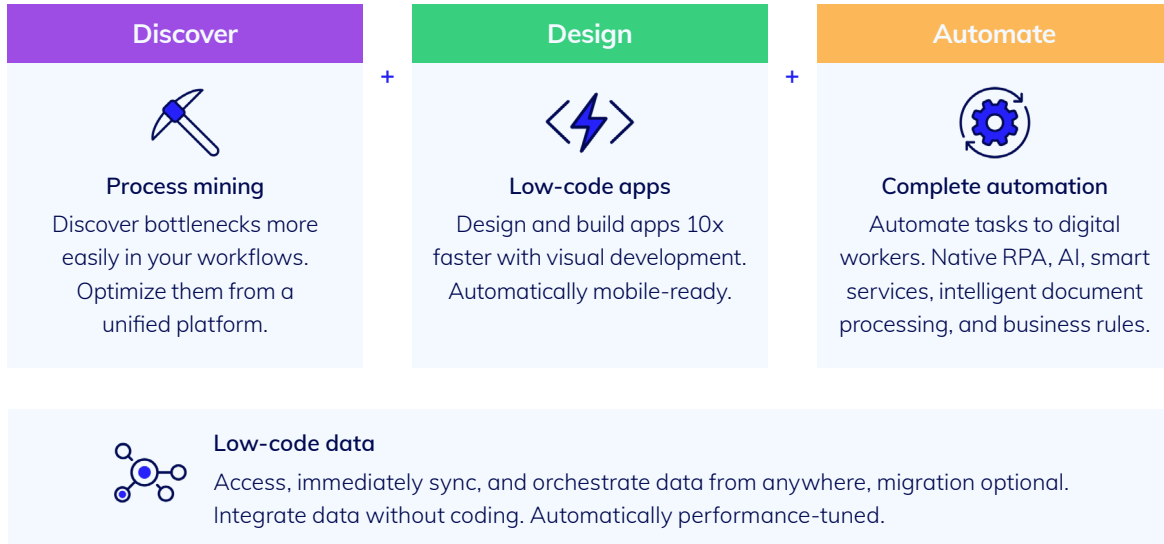
By 2025, 70% of new applications developed by enterprises will use low-code or no-code technologies, up from less than 25% in 2020.

**Gartner Magic Quadrant for Enterprise Low-Code Application Platforms (September 2021)**

Appian uniquely allows you to **discover, design, and automate** workflows and applications to accelerate business transformation:

- With Appian Process Mining, you'll **discover** process bottlenecks and inefficiencies as well as opportunities for automation.
- Appian lets you **design** low-code apps and workflows in a visual, drag-and-drop interface that's accessible to both professional and citizen developers. In fact, with Appian you can build your apps 10 times faster than with traditional development—and all apps built on Appian are automatically mobile ready.
- After you've discovered process inefficiencies and designed new and improved workflows and applications, **automate** everything end to end. The Appian platform has complete automation capabilities, that is, a set of unified, native automation technologies, including robotic process automation (RPA), intelligent document processing (IDP), artificial intelligence (AI), and more. That means with Appian, customers get to choose which technology is the right fit for each of their unique needs.

And, underlying all of these activities, providing the foundation for solving complex business problems, is low-code data. With Appian, you'll never have to worry about data migration. Easily access all your data from internal and external sources, automatically performance tuned to save you time and resources.



## Why Appian?

### Easy.

Easy starts with aligning business and IT stakeholders with a common interface that uses an intuitive, visual design paradigm. Building solutions in Appian is as simple as drag-and-drop or point-and-click. The visual design interface looks a lot like a flowchart, making it easy for business users to understand how a custom application will function.

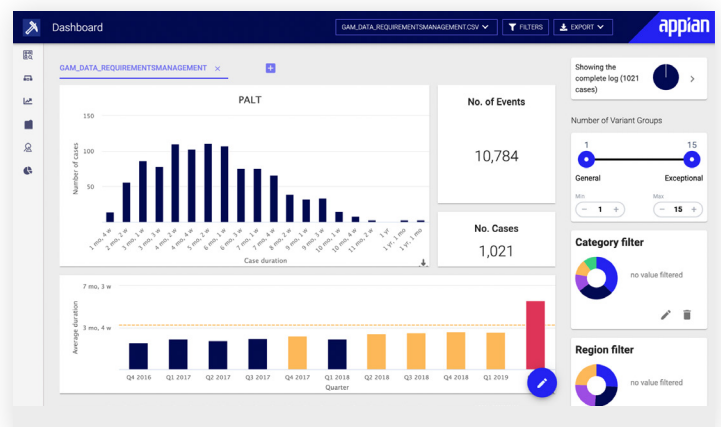
And making changes or updates to apps is just as easy. As business operations change, you can easily modify applications and workflows by selecting from a set of prebuilt components. Each change is version-controlled, preserving the option to revert back to an earlier design pattern. Appian provides packaged reports that show you analytics on process performance following each change, allowing designers to see how changes are impacting the business in real time before fully implementing them.

### Powerful.

Powerful is a platform that supports global scale, maintains the highest level of security, and automatically keeps up with the latest devices and technologies. The architecture of the

Appian platform is designed to meet the demanding needs of modern enterprises, now and into the future. Successful solutions need high scalability and security from the start.

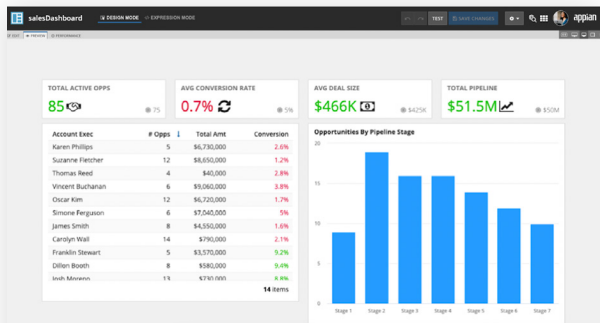
Appian contracts with third-party security firms to proactively and continuously test security, giving customers confidence that their solutions employ the latest security best practices. In addition, each component of Appian is designed to scale fast, allowing simple solutions to scale to millions of transactions—no additional coding required.



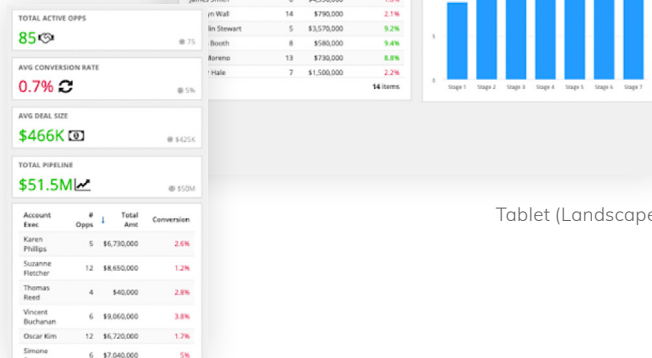
## Mobile.

Mobile is about building once for mobile compatibility across devices. Business users demand any application operate on the latest devices. Powerful solutions must evolve naturally, allowing organizations to adopt the latest mobile or wearable devices into their operations without needing to redesign their applications.

Appian apps are automatically mobile, so there's no need to build and maintain distinct web and mobile applications. Layouts get automatically rearranged to take advantage of the large screens of desktop and tablet devices or reduced to fit cleanly inside a mobile phone. Appian interfaces are adapted to use native-mobile controls, making for a fluid, natural, and intuitive user experience on any device.



Desktop



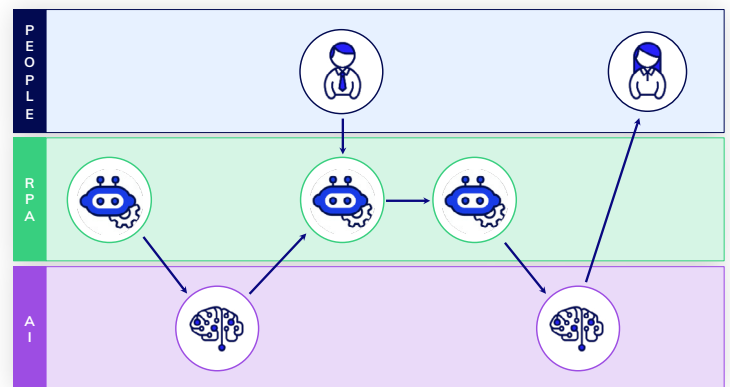
Tablet (Landscape)

Mobile

## Unified.

Unified means Appian delivers a single, unified platform with all the key components required for enterprises to build custom applications, including process mining, workflow, and automation. Efficient, automated business workflows are key to creating successful customer engagements and establishing trust that each interaction will be a great experience. Low-code data capabilities are also essential—Appian Records unites data from across disparate systems to give users a 360-degree view of any topic, allowing them to make more informed business decisions.

Unite these diverse capabilities of Appian to accelerate your business, all from a single platform: case management, process mining, analytics, data integrations, robotic process automation (RPA), artificial intelligence (AI), intelligent document processing (IDP), native mobility, business rules, reports, and collaboration.



## Cloud native.

Cloud native means all solutions built on Appian may be deployed through either the Appian Cloud or a self-managed installation. Full portability of solutions allows businesses to choose the right deployment model to meet their needs.

Customers that employ the Appian Cloud enjoy distraction-free development of their custom applications. Maintenance, operation, and upgrades to the platform are automatic with the cloud architecture. With an uptime score of 99.998%, world-class security that is proactively monitored by third-party security firms, and international hosting options to meet your legal and privacy requirements, Appian Cloud truly is a great place to start your application development.

## Conclusion.

Today's businesses must shift their IT strategy to allow for more innovation and proactive pursuit of business opportunities. With legacy IT that causes overspending on maintenance and allows little time for innovation, organizations that don't embrace new technologies will struggle to remain competitive.

Appian is the unified platform for change. It represents a new generation of enterprise low-code software platforms that is leading the way in agile and rapid application delivery.

The Appian platform accelerates your business by discovering, designing, and automating your processes. By combining the key capabilities needed to get work done faster, Process Mining + Workflow + Automation, in a unified low-code platform, Appian aligns business and IT to quickly transform new business ideas into real business impact. The unified platform is designed for enterprise scale and security and to keep pace with a fast-changing technology landscape.

Take your shot to digitally transform.  
Visit [appian.com](https://appian.com) to get started.



Appian is the unified platform for change. We accelerate customers' businesses by discovering, designing, and automating their most important processes. The Appian Low-Code Platform combines the key capabilities needed to get work done faster, Process Mining + Workflow + Automation, in a unified low-code platform. Appian is open, enterprise-grade, and trusted by industry leaders. For more information, visit [appian.com](https://appian.com).