

# THE DIGITAL DISRUPTION SURVIVAL GUIDE

HOW TO THRIVE IN THE AGE OF DISRUPTION

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## PROLOGUE

Many companies have fallen into the trap of believing the software platform that took them to the top will be the same one that keeps them there. But don't be fooled. Companies that won't embrace digital transformation will simply be replaced by those that will.

Low-code app development...cognitive computing, the mobile explosion, all are rapidly changing the way we do business.

Innovation is accelerating at a dizzying pace, shaking up conventional business models, and turning entire industries on their heads.

***The question is, will your industry...your organization...your business be next?***







With disruption accelerating at digital speed, and consumer expectations continually growing, your organization has to evolve just to keep pace.

**This is no time to coast...no time to graze with the rest of the herd.**

***The stakes are too high.***

So how can you harness digital transformation to get ahead of the digital disruption curve? And, if you can accomplish that...how can you stay there?

It's all revealed right here...Read on!

# 1 THE INNOVATOR'S DILEMMA

There's no getting around it. Disruption is pervasive. So much so, that **40% of today's Fortune 500 companies will disappear in the next 10 years<sup>1</sup>.**

In the past, sustaining success was hard enough. In the digital economy, it's even harder. The question is, how do you stay on top? Do you ignore potential disruptors, and stick with the processes that got you to the top in the first place? Or, do you harness new trends to renew your business model, and stay ahead of the disruption curve?

For market leaders, it's tempting to think that if you stand pat, make all the right moves, do everything right, you won't get busted by disruption. But in his book "The Innovator's Dilemma", Harvard professor Clayton M.

Christensen warned that successful businesses lose to disruption, because they get stuck in the groove of the processes that made them successful in the first place.

With the explosion of enterprise applications, if you're running operations on paper-based processes, it's going to be difficult to stay ahead of disruptors.

It takes a modern platform to automate processes, give customers a great experience, and reduce operational costs as well.

**40%** of today's Fortune 500 companies will disappear in the next 10 years

<sup>1</sup><http://www.deloittedigital.com/us/blog/find-your-disruptive-advantage>



# 1 THE INNOVATOR'S DILEMMA (CONTINUED)



For London-based Barclays, optimizing customer experience has been a high priority item for over 300 years. With operations in over 40 countries, Barclays turned to Appian to replace its aging call center software.

Within one month of deploying Appian, Barclays saw a 64% increase in customer satisfaction scores, and an 84% increase in operational efficiency. **(Watch the video)**

Barclays wanted to deliver a consistent customer service experience, whether customers interacted with the bank via smartphone, iPad, or IVR. Appian's interface allowed Barclays to unify data across all of their back-end systems, and create a seamless omni-channel experience for their customers.

## 1 THE INNOVATOR'S DILEMMA (CONTINUED)

The case management functionality of Appian Records quickly enabled Barclays' US team to gain a complete omni-channel view of their customers, with contextual interaction data. This allowed agents to resolve customer problems faster.

App development cycle time has been reduced from months to weeks and, in some cases, days. Before Appian, call center agents had to swivel between multiple systems and screens to service customers. Today, Barclays has unified all of this back-end data into one place. Which simplifies and speeds the problem resolution process, and improves the customer experience for Barclays' customers.

The call center transformation was so successful, Barclays is now using Appian in the US and abroad for Fraud Management, Billing Disputes, Global Commercial Payments and more.

"With Appian," says Roy Aston, Barclaycard Group CIO, "we're on a hugely transformational journey in a low-code environment, where we can build advanced, highly automated workflows and business processes that create value for our customers."





## 2 7 WARNING SIGNS YOU'RE ABOUT TO BE DISRUPTED

Knowing the warning signs of disruption is the best way to get ahead of it.

But that can be hard to do, when you're running an organization on a patchwork of disconnected systems and paper-based processes. Here's the cheat code to recognize the warning signs and step up to a low-code approach.

- 1 All those systems you installed five, ten, twenty years ago? They simply can't keep up with ever-changing customer expectations. This makes it so much tougher to win new customers, let alone keep more of the ones you already have.
- 2 You're on the hook to capitalize on new business opportunities. But, you can't build apps fast

enough to take advantage of them. This is a real headache. And not the kind you want to deal with when your company's growth is at stake.

- 3 You urgently need top-notch software developers. But it's getting increasingly difficult to find and retain them.
- 4 You call the shots on business operations, but you're too busy tracking down data from every corner of your organization to step back and see the big picture. And your employees? They spend what seems like more time looking or finding than actually getting work done.



## 2 7 WARNING SIGNS YOU'RE ABOUT TO BE DISRUPTED (CONTINUED)



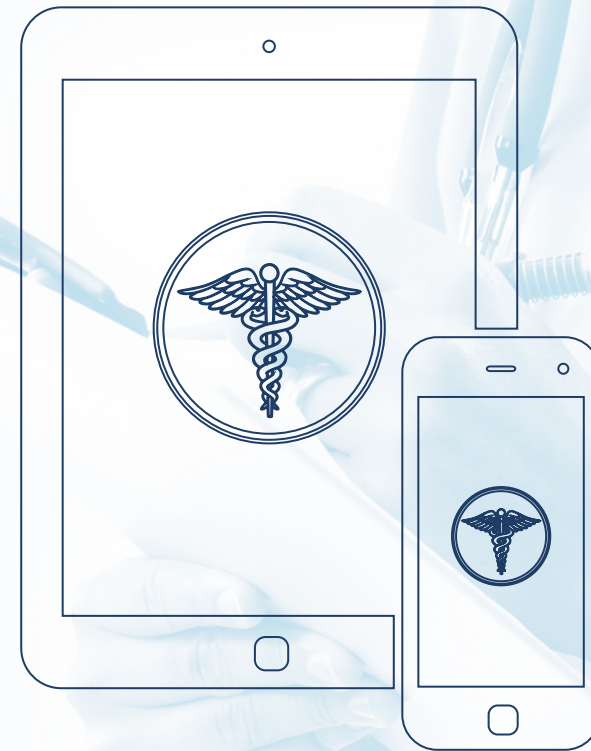
- 5 As a business process leader, your job is to deliver cohesive, mobile, omni-channel user experiences. But, you worry about the fractured customer experiences created by your legacy systems...you know...the ones that don't talk to each other?
- 6 You operate in a heavily regulated industry. And you're struggling to stay on top of fast-changing, complex regulations. This constantly puts your compliance at risk.
- 7 Your IT organization is constantly slammed with business demand. Staff and resources are limited. And you worry about the menace of Shadow IT. It's a real problem.

### 3 RX FOR DISRUPTION

Savvy healthcare companies can inoculate themselves against digital disruption with low-code platforms that allow the rapid roll out and scaling of new care delivery and reimbursement programs.

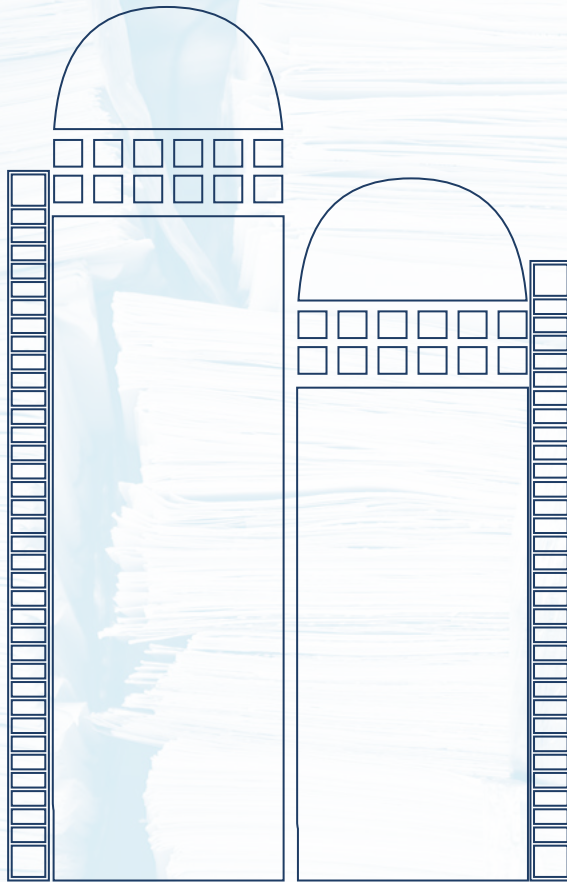
These modern platforms also enable large healthcare payers to share claims and member information in real-time with emergency rooms and authorized providers...and with EMR interoperability across systems.

The opposite of this? Inaccurate data in credentialing, contracting, claims, and document management systems. And, running inconsistent processes across back-office systems, which could potentially put millions of dollars in revenue at risk.





## 4 LOW-CODE IN ACTION



A much better alternative is the low-code approach that put digital transformation on a fast track at a major health care company.

For regulatory reasons, hundreds of account representatives working at the company needed to track the quality of facilities used by more than 170,000 providers.

But, there were issues:

- » The process was paper-based, manual, and slow.
- » Back office systems were disconnected.
- » Data was siloed in emails, spreadsheets, and multiple systems across the organization.

## 4 LOW-CODE IN ACTION (CONTINUED)

To update provider information, representatives had to navigate multiple systems... a slow process that did not offer a holistic view of the data.

With a low-code approach from Appian, the company was able to deliver a fully-mobile site provider inspection app, unify all the data across multiple systems, and deploy a single, simple interface for seeing and interacting with all of it in just four weeks.

Now, account reps can visit a doctor's office or hospital, pull up the mobile app on a phone or tablet, and remotely collect and submit all required information.

Low code also enables health plan representatives to get the instant feedback they need to either

approve or disapprove sites...which saves time... and streamlines operations by eliminating the hassle of going back to the office, to manually re-key data and wait for results.

The new app includes all the required forms, with automated scheduling and tasking for inspections, and full reporting on the back-end as well.

Additionally, low-code simplified the credentialing of new providers, saved significant time for Account Reps, and improved relations with providers by streamlining data management across the organization.

This company's low-code platform now serves as a single point of entry for all recruiting, credentialing, and interactions related to their provider network.

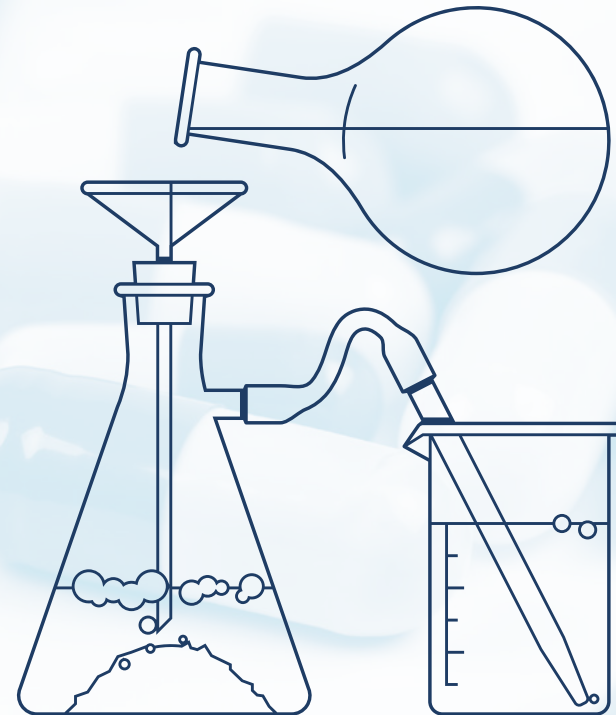


## 4 LOW-CODE IN ACTION (CONTINUED)

In another case, a major brand in the Life Sciences industry also embraced low-code technology from Appian to accelerate clinical trial start-ups, a key competitive advantage for getting new drugs to market.

Using a low-code approach, clinical operations leaders reduced clinical trial startup times from six months to just two months.

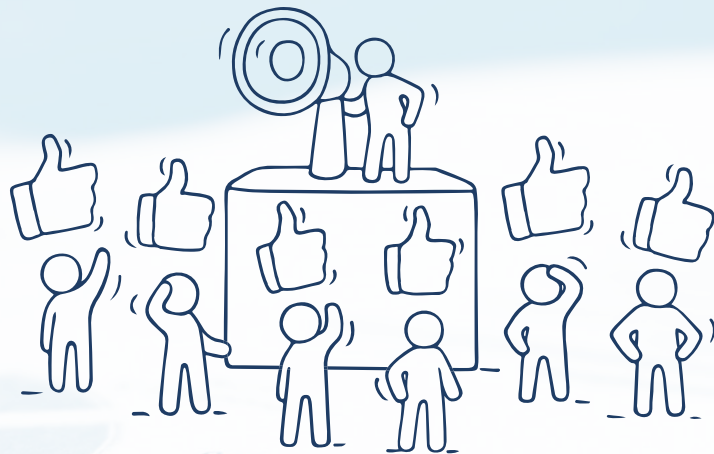
Operations leaders were also able to reduce the company's exposure to compliance risk, with a new, streamlined process that complies with all the strict filing deadlines across many regional governing bodies.



## 5 CUTTING THROUGH THE LOW-CODE HYPE

There are plenty of claims on the web about “best-in-class” app development platforms, “market leader” in intergalactic transformational deployments, and the like.

**It can be challenging to cut through all the hype.**



For an independent take on the best low-code options, check out what top industry analysts have to say about the leading platform vendors. For example, in **The Forrester Wave: Low-Code Development Platforms**<sup>2</sup>, Appian received the highest scores of any vendor in two of the report’s three top-level “Current Offering” criteria, Declarative tooling for low-code development, and App deployment and security features:

***“Appian is the only business process management (BPM) vendor to crack the Leaders category in our Forrester Wave...”***

<sup>2</sup><http://www.appian.com/resources/forrester-wave-low-code-development-platforms-q2-2016/>



## 5 CUTTING THROUGH THE LOW-CODE HYPE (CONTINUED)

Gartner ranked Appian a leader in its **Intelligent Business Process Management Suites Magic Quadrant<sup>3</sup>**.

The report evaluates 15 vendors in the rapidly evolving iBPMS space that Gartner defines as platforms which compress the observation-to-action-to-outcome cycle, and helps business transformation leaders, business process directors and solution architects establish a fluid capability to handle big change.

***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...”***

In 2016, PCMag ranked Appian as the easiest to use low-code platform for creating BPM apps. **[\(Read the article\)](#)**

This year, PCMag gave Appian the nod for its second straight Editor’s Choice award as the best low-code platform for 2017. **[\(Read the article\)](#)**

***PCMagazine: “...low-code veteran Appian transforms app development into a social, collaborative, and productivity-driven experience for business users without a shred of coding experience.”***

<sup>3</sup><http://www.appian.com/resources/gartner-magic-quadrant-ibpms/>



## CONCLUSION

### The digital wave is moving fast.

#### Catch it...or get left behind.

In a recent LTM Research survey<sup>4</sup>, **87% of Global 2000 companies reported having digital transformation projects underway or planned for 2017.**

Additionally, **54% of these respondents ranked digital transformation as their #1 corporate priority.** Which feeds into predictions that in the next five years, there will be an explosion in disruption, driven by the constant acceleration of innovation.

Many company org charts are already getting transformed. **62% of survey respondents reported they are creating new cross-functional units to oversee digital**

**transformation plans.** And, some of these efforts are being led by executives with newly-created digital transformation titles, like Chief Digital Officer.

***“The disruptive impact of this trend is about to be felt in every industry, as enterprises ‘flip the switch’ and massively scale up efforts to secure a leadership role in the digital transformation economy,”***

***- Frank Gens, Senior Vice President and Chief Analyst, IDC***

The researchers at IDC<sup>5</sup> predict that by the end of this decade, the percentage of enterprises with advanced digital transformation strategies will more than double. In the meantime, savvy CIOs

<sup>4</sup><http://www.appian.com/assets/sites/3/trends-in-digital-transformation-survey.pdf>

<sup>5</sup><http://www.businesswire.com/news/home/20151104005180/en/IDC-Predicts-Emergence-DX-Economy-Critical-Period>





## CONCLUSION (CONTINUED)

are already spending 18% of their budget in support of digitalization...a number that's expected to grow to 28% by 2018, according to Gartner<sup>6</sup>.

Here's the bottom line.

For companies that want to harness digital transformation to stay ahead of disruption, low-code is not just an option. It's a necessity.

Perhaps the best way to come out on top is with a low-code digital transformation platform that offers the highest degree of satisfaction... and the fastest time-to-value in the low-code digital transformation industry<sup>7</sup>.

**Want to survive in the new digital world?**

**Want to realize the potential of low-code development?**

**Think Appian.**



<sup>6</sup><http://www.gartner.com/newsroom/id/3481117>

<sup>7</sup><http://www.appian.com/resources/gartner-magic-quadrant-ibpms/>

# Appian



Appian delivers an enterprise platform for digital transformation that enables organizations to revolutionize their customer experience, optimize their business operations, and master global risk and compliance. Powered by industry-leading Business Process Management (BPM) and Case Management capabilities, Appian's low-code approach radically accelerates the time it takes to build and deploy powerful, modern applications, on-premises or in the cloud.

**For more information, visit [www.appian.com/platform](http://www.appian.com/platform).**