Why Enterprise Must Strike a Balance With NoCode

Content

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As more and more enterprise businesses look for ways to streamline their digital operations, low-code/no-code platforms are becoming a popular option. But is this one of those "too good to be true" scenarios, or does it really work?

According to Gartner, it might work, as the research firm says that By 2024, low-code application development will be responsible for more than 65% of application development activity.

Enterprise companies looking for low-cost solutions love the benefits that come with NoCode programming: less time spent on training and debugging, freedom from having to learn multiple languages, faster development times, and lower upfront costs.
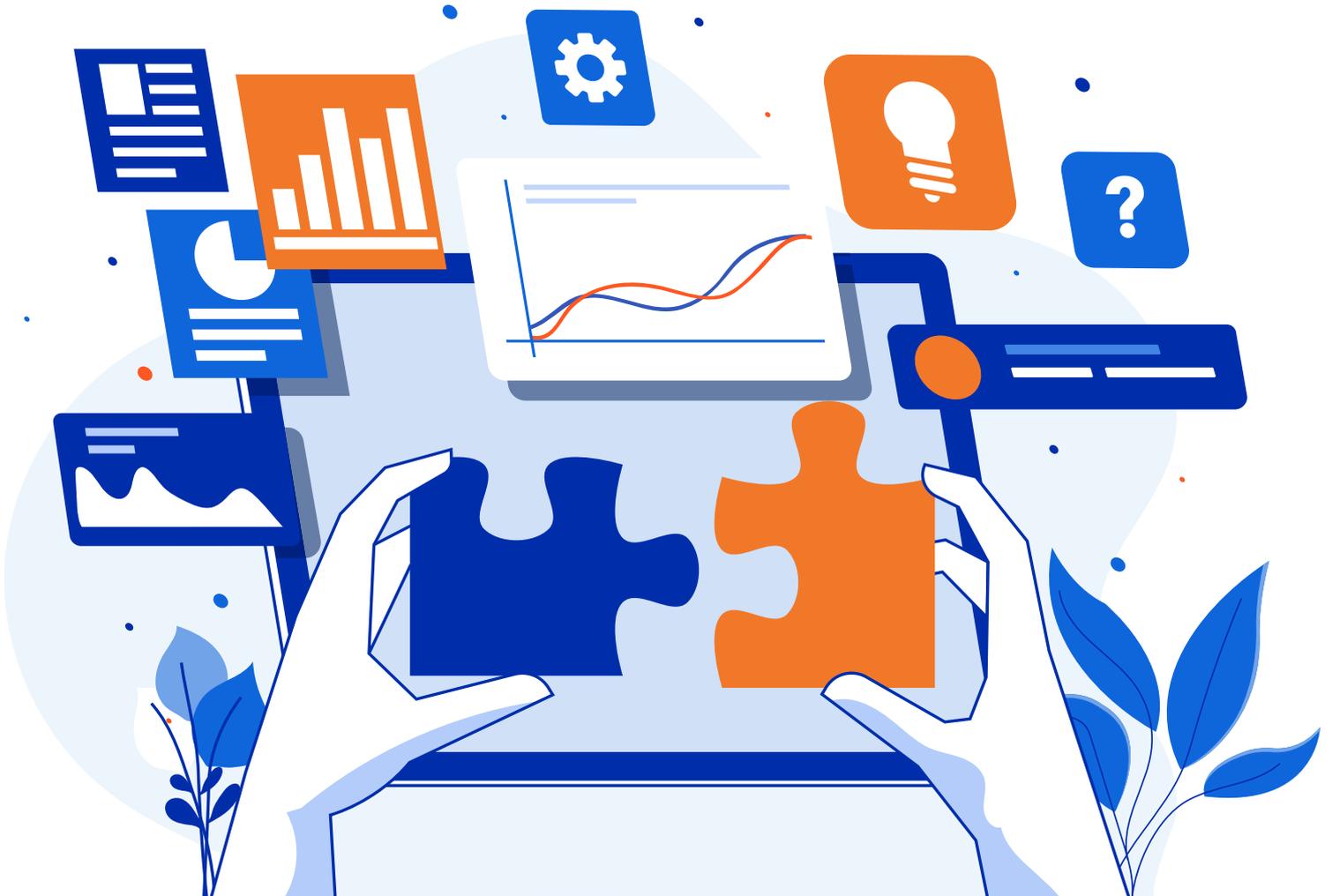
There are also some drawbacks to the NoCode approach, though: security risks due to lack of knowledge about what type of data is being stored; difficulty understanding how changes made by other developers affect the system; and the high technical expertise required to build a NoCode platform that non-technical people can use.

These drawbacks, and some other problems that stem from following a NoCode-only approach, can do more harm than good to enterprises, which calls for a compromise, a middle ground that takes the best of both traditional code and NoCode.

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What is a
NoCode platform?

NoCode platforms are visual software development environments that allow enterprise and citizen developers to drag and drop components and connect them to create apps and websites. NoCode platforms advocate for modularity, an approach that enables developers and non-technical users of diverse backgrounds and skillsets to build and test digital experiences and software products.

NoCode platforms use user-friendly graphical user interfaces (GUIs) and visual editors to drag and drop components to build applications quickly without writing code line by line. NoCode platforms allow users to build user interfaces and instantly preview how they would look on different devices. NoCode platforms use declarative UI to render the same experience across multiple devices, allowing omnichannel content delivery.

Why NoCode became popular

According to Gartner, the worldwide NoCode and LowCode technologies market is projected to reach $13.8 billion in 2021. Also, Markets and Markets revealed that the global NoCode and LowCode market is projected to grow from $13.2 billion in 2020 to $45.5 billion by 2025 at a CAGR of 28.1%.

Numbers aside, what is really driving NoCode adoption is the severe developer drought we're experiencing. The NoCode platforms market has grown to compensate for the lack of skilled developers in the face of the business demands of companies transitioning to a digital model.
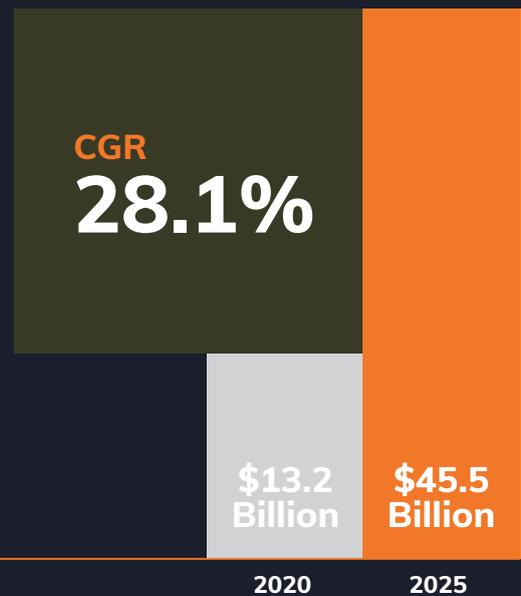
NoCode platforms sharply reduce the amount of time and coding expertise required to translate ideas into tools people can use. With a NoCode platform, users don't need to be developers to build on the internet, empowering all kinds of creators from different backgrounds.

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2021 Worldwide NoCode and LowCode technologies market

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CGR
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2020

2025

Why can't
NoCode alone do it all?

However, despite the gains that NoCode brings and its agility to business users, NoCode isn't the silver bullet for web development. It helps, yes, but it doesn't solve all your problems. And honestly, it's not meant to either. Here are some reasons why:

Lack of customization

In traditional platforms, developers can customize their software and digital experiences to any degree they want. In most NoCode platforms, customization is limited to the platform's options and the plugins or integrations it allows. That means that even if they're easy to use, they can feel limited and too bare-bones for enterprises in need of heavily customized workflows and applications.
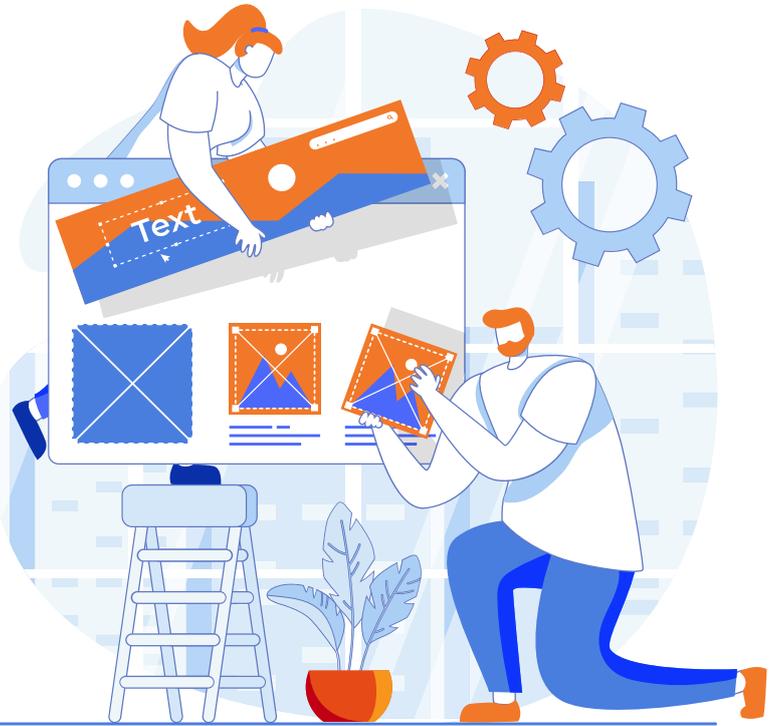
Developers don't like drag and drop tools

While drag and drop tools are great for citizen developers, most technically-oriented developers, especially those in the enterprise world, frown upon drag and drop tools because they place more constraints on how they can approach a specific problem, stifling the creativity of your developer team.

No control over the data structure

With NoCode tools, users don't have control over the data structure. In fact, it's often the case that you will find multiple versions of the same asset or data in different places across your platform. Also, NoCode platforms often have data governance challenges and are susceptible to compliance issues as well as varying and unmanaged data structures of different levels of quality.

Potential shadow IT infrastructure

Shadow IT is a term that covers every software and tool used without the knowledge and approval of a company's IT team. Due to their simplicity and ease of use, NoCode can introduce complexities to your company's tool stack or create personal data silos that hinder the project's progress.

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Why Zesty.io's Content Designer **is the best NoCode alternative**

The good news is that enterprises don't really need to choose NoCode over traditional coded platforms. They can use both and integrate different platforms and tools seamlessly within a single platform. In Zesty.io, we advocate the concept of Flexstack, an approach to building digital experience platforms using the best of both traditional and NoCode tools.

Zesty.io's hybrid tooling enables developers and non-technical users to integrate their favorite code or NoCode tools to build highly modular digital experiences with Zesty's platform. With Zesty.io's Content Designer, our NoCode website builder. marketers and non-technical users can build but never break things as they do it.

Content Designer gives users a drag and drop editor that enables them to edit content blocks and then generates code output in JSON without spaghetti code. It also enables instant content preview on site for greater control over what you're building. However, unlike other NoCode CMSs or page builders, with Content Designer, you can design a page with drag and drop tools and still deploy it using Jamstack tools or the headless approach, which grants developers the flexibility they need to create better business logic or leverage the tools they know and love.

Other NoCode tools sacrifice this structure to make it easy for non-technical users. Still, they end up alienating developers in the process and creating non-scalable solutions, which is something you can't afford to do in the era of omnichannel marketing.

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