Rapid Application Development Platform Trailblazers: Top 14 Start-ups in Low-code Platforms – Taking the Code Out of Coding

Application Services

Market Report – May 2020: Complimentary Abstract / Table of Contents

Our research offerings for global services

▶ **Market Vista™**
Global services tracking across functions, sourcing models, locations, and service providers – industry tracking reports also available

▶ Application Services

▶ BPS | Banking & Financial Services

▶ BPS | Healthcare & Life Sciences

▶ BPS | Insurance

▶ Catalyst™

▶ Cloud & Infrastructure

▶ Customer Experience Management Services

▶ Data & Analytics

▶ Digital Services

▶ Engineering Services

▶ Enterprise Platform Services

▶ Finance & Accounting

▶ Human Resources

▶ ITS | Banking & Financial Services

▶ ITS | Healthcare

▶ ITS | Insurance

▶ IT Services Executive Insights™

▶ ITS | Life Sciences

▶ Locations Insider™

▶ PricePoint™

▶ Procurement

▶ Recruitment & Talent Acquisition

▶ Service Optimization Technologies

Membership information

- This report is included in the following research program(s)
  – Application Services
- If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at info@everestgrp.com

More about membership

In addition to a suite of published research, a membership may include

- Accelerators™
- Analyst access
- Data cuts
- Pinnacle Model® reports
- PriceBook
- Virtual Roundtables
- Workshops

Custom research capabilities

- Benchmarking | Pricing, delivery model, skill portfolio
- Peer analysis | Scope, sourcing models, locations
- Locations | Cost, skills, sustainability, portfolio – plus a tracking tool
- Tracking services | Service providers, locations, risk
- Other | Market intelligence, service provider capabilities, technologies, contract assessment

Everest Group® RESEARCH

Table of contents

Everest Group®
RESEARCH

Introduction and overview

Background of the research

- Low-code platforms, as their name suggests, can be defined as platforms that minimize the coding-by-hand needed to rapidly develop and deploy applications, and further minimize investments in time or cost to train resources, and set up and scale applications

- Application or software development is experiencing a shift towards an increasingly Agile and DevOps-oriented world, as more and more organizations seek digital transformation. The deployment and delivery pace is expected to speed up even further, and organizations want to avoid the costs associated with this acceleration. Low-code apps have emerged as a solution to cope with this changing environment, with utility seen right from launching an MVP by a start-up to running individual business processes for large enterprises across eCommerce, analytics, and business intelligence (BI), SaaS, IT managed services, etc.

- Recognizing this market need, the past decade has seen the emergence of multiple low-code start-ups. They are constantly innovating to help increase the productivity and accuracy across requirements, right from database handling to complex user interface creation, self-service portals, automated response systems and queries, to enhanced customer service applications, and so on

- Leverage of next-generation concepts such as Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP) will help enhance capabilities of low-code platforms, further reducing the need for coding

- In this research, we present an assessment of start-ups offering low-code application development platforms, primarily focusing on their innovation, growth story, and the impact they have created in the market. We present an assessment and detailed profiles of 14 low-code application development platform start-ups. Each start-up profile provides a comprehensive picture of its technology capabilities, achieved market growth, and the perceived confidence from investors

- The assessment is based on secondary research and analysis

Scope of this report

- **Technology:** Low-code application development platform start-ups

- **Geography:** Global

- **Companies:** 14 leading low-code application development platform start-ups

Everest Group®
RESEARCH

We analyzed 70 low-code start-ups to shortlist the top 14 low-code application development platform trailblazers

Dimensions used for prioritizing start-ups

Initial data of 70 start-ups, founded in or after 2010, was collected based on market interactions and existing research.

Comprehensive evaluation was done to identify the high potential start-ups. These have shown market traction, garnered recent and significant funding/investments, and leveraged innovative technologies for problem-solving.

Further assessment of high potential start-ups led to the identification of low-code application development platform trailblazers. These start-ups play a significant role in the application development landscape and have a high probability of success.

Start-ups focused on solving key adoption issues

70

High potential start-ups

39

Trailblazers

14
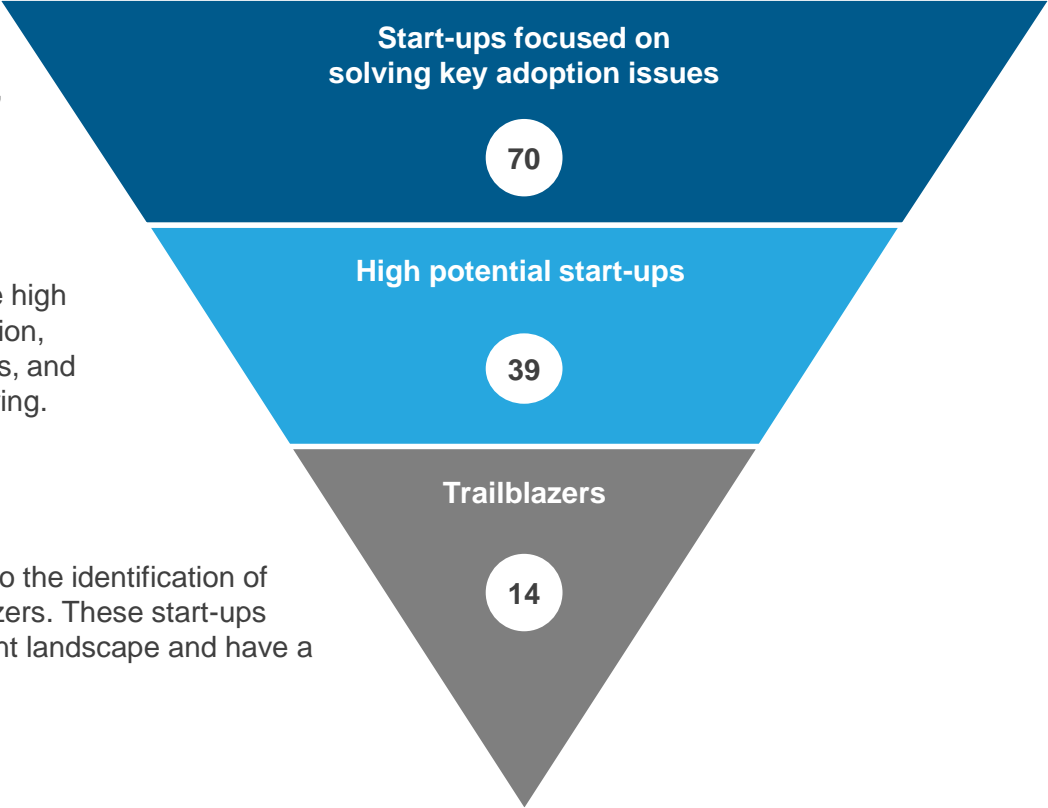
Investor confidence

Market traction

Technology capabilities

Everest Group®
RESEARCH

We identified top 14 low code application development platform trailblazers based on their technology capabilities, market traction and investor confidence

Enterprise assessment for adoption of low code application development platforms

Given the pros and cons associated with low-code development, it is imperative for enterprises to assess the situation in a well-rounded fashion. Following are some considerations for enterprises as they look to explore adoption of low-code development

Avoiding shadow IT

It is imperative for organizations to formulate low-code development guidelines across the software development organization to avoid adoption in pockets and a shadow IT situation. An Agile-/DevOps-backed ecosystem with a product management approach will ensure seamless working of the proposed application architecture

Choosing the best platform

Given the large variety of platforms, each with its own sets of advantages and shortcomings, it is important to perform a thorough assessment before zeroing in on a platform; best low-code solutions are the ones that are flexible and framework-/language-/syntax-agnostic

Analyzing feasibility

From an investment perspective, it is important to assess if the application portfolio proposed is in line with ROI expectations and business goals, and to determine if the organization has enough projects that can be efficiently completed with the platform of choice

Analyzing the customization needed

For flexibility to customize their applications as required while still opting for low-code platforms, organizations can consider adopting some open-source low-code platforms that offer full access to the source code rather than most commercial no-code or low-code platforms that operate as black boxes

Evaluation Methodology

Evaluation parameters: Investor confidence, Technology capabilities, Market traction
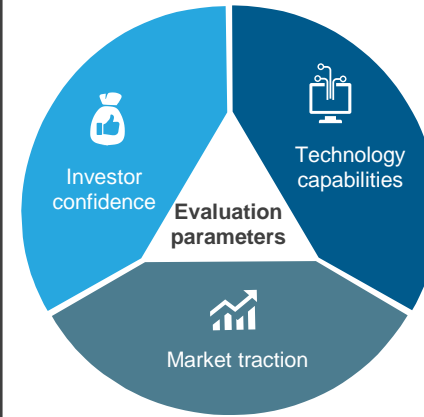
Evaluation criteria

- To what extent has the start-up created new/innovative solutions using technology?
- What is the impact of the solution provided?
- How does the solution compare to those by other start-ups in terms of ease of use?
- To what extent does its low-code platform support integrations and compatibility with other applications?

- Has the start-up achieved market growth in terms of increase in customer base?
- Does the start-up have ecosystem partners for its go-to-market strategy?
- Do the start-up and the low-code application feature prominently in market discussions?

- How much trust have the investors shown in the start-up?
- What was the last funding round series, and what is the cumulative funding raised so far?
- What is the strength of the founders and management team of the startup?
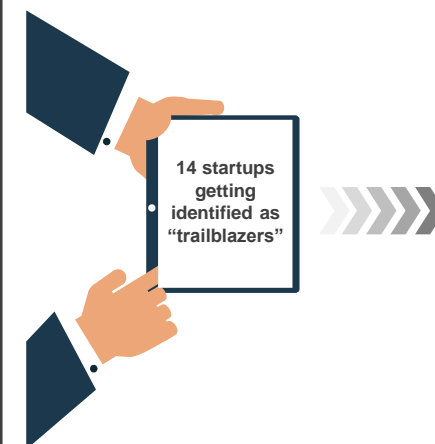
Detailed assessment of startups

Evaluation of shortlisted low code aaplication development platform startups

Legend: Trailblazers | Low | High

Shortlisted startups	Technology capabilities	Market traction	Investor confidence
Startup 1	■■■□□	■■■■■	■■■□□
Startup 2	■■■□□	■■■□□	■■■□□
Startup 3	■■■■□	■■■■□	■■■■□
Startup 4	■■□□□	■■■□□	■■■■□
Startup 5	■■■■□	■■■■■	■■■■□
Startup 6	■■■□□	■■■■□	■■■■□
Startup X	■■■■□	■■■■□	■■■■□
Startup Y	■■□□□	■■□□□	■■□□□
Startup 13	■■■□□	■■■□□	■■■□□
Startup 14	■■■□□	■■■□□	■■□□□

Top 14 low code application development platform trailblazers

14 startups getting identified as "trailblazers"

Airtable, appypie, Betty Blocks, .bubble, DECISIONS, GYANA, inVISION, IONIC, SettleMint, thunkable, UNQORK, VANTIQ, Voiceflow, webflow

Everest Group® RESEARCH

Research calendar – Application Services

Flagship Application Services reports	Release date
Next-generation QA Services PEAK Matrix® Assessment 2020	November 2019
Application Transformation Services PEAK Matrix® Assessment 2020	December 2019
Application Transformation – Business Pioneering the Agenda – State of the Market	January 2020
Next-generation QA Services – From Mundane Existence to Innovation Engine	February 2020
Cloud-native Application Development Services PEAK Matrix® Assessment 2020	Q2 2020
Application Services – State of the Market	Q2 2020
Application Management Services PEAK Matrix® Assessment 2020	Q3 2020

Thematic Application Services reports	
Future Proofing Your IT Services Model – Outsourcing for the Digital Age	October 2019
Breakthrough Transformation	October 2019
Talent Readiness for Next-generation IT Services PEAK Matrix® Assessment 2020	December 2019
The Future of Talent in Quality Assurance	February 2020
Upcoming Contract Renewals – Application Services 2020	March 2020
Clients Can't Get No Satisfaction: What is Holding Back ROI in Digital Transformation	April 2020
Rapid Application Development Platform Trailblazers: Top 14 Start-ups in Low-code Platforms – Taking the Code Out of Coding	**May 2020**
Application Migration to Cloud	Q2 2020
Robotic Process Automation in the Software Development Lifecycle	Q3 2020

Note: For a list of all our published AS reports, please refer to our website page

Everest Group®
RESEARCH

Additional Everest Group research references

The following documents are recommended for additional insight on the topic covered in this report. The recommended documents either provide additional details on the topic or complementary content that may be of interest

1. **Software Product Engineering Services PEAK Matrix™ Assessment 2019: Engineering for the Digital World** ([EGR-2019-40-R-3305](#)); 2019. Software is playing an increasingly important role in helping enterprises bring innovation across products and services. It is enabling enterprises deliver a superior user experience as well as introduce new and intelligent products to the market. In this research, we present fact-based trends impacting the software product engineering services market, along with the assessment and detailed profiles of 25 service providers featured on the software product engineering services PEAK Matrix™

2. **AI Trailblazers: Top 16 Startups in Software Development Life Cycle (SDLC)** ([EGR-2018-32-R-2715](#)); 2018. AI is transforming lives and businesses everywhere. In this research we present an assessment of startups utilizing AI in the field of software development, primarily focusing on their innovation, growth story, and the impact they have created in the market. We present an assessment and detailed profiling of the 16 AI startups across the stages of requirement, development, testing, deployment & maintenance, and security. Each startup profile provides a comprehensive picture of its technology capabilities, achieved market growth, and the perceived investors' confidence

3. **Top 20 IoT Trailblazers: Startups crossing the chasm**([EGR-2017-4-R-2171](#)); 2017. Internet of Things (IOT) is heralded as the next revolution in the information age, which will change how we communicate and leverage machines around us. In this research, we present an assessment of IOT startups primarily in the enterprise IOT landscape. The report contains detailed profiles of 20 IOT startups across data analytics, platforms, security, and network provisioning. Each startup profile provides a comprehensive picture of its technology capabilities, achieved market growth, and perceived investors' confidence

For more information on this and other research published by Everest Group, please contact us:

Yugal Joshi, Vice President: yugal.joshi@everestgrp.com

Preetam Koka, Practice Director preetam.koka@everestgrp.com

Tanya Srinath, Senior Analyst tanya.srinath@everestgrp.com

Website: www.everestgrp.com | Phone: +1-214-451-3000 | Email: info@everestgrp.com

About Everest Group

Everest Group is a consulting and research firm focused on strategic IT, business services, and sourcing. We are trusted advisors to senior executives of leading enterprises, providers, and investors. Our firm helps clients improve operational and financial performance through a hands-on process that supports them in making well-informed decisions that deliver high-impact results and achieve sustained value. Our insight and guidance empower clients to improve organizational efficiency, effectiveness, agility, and responsiveness. What sets Everest Group apart is the integration of deep sourcing knowledge, problem-solving skills and original research. Details and in-depth content are available at www.everestgrp.com.

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

New York
info@everestgrp.com
+1-646-805-4000

Toronto
canada@everestgrp.com
+1-416-388-6765

Stay connected

Website

www.everestgrp.com

Social Media
@EverestGroup
@Everest Group

Blog

www.everestgrp.com/blog/