Beyond Low Code to Zero Code

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The need to find an alternative to traditional development models is being driven by a rapidly expanding digital economy. Competitive pressures from new market entrants are causing traditional businesses to seek solutions to protect their market share. Companies such as Amazon, Airbnb and Uber are examples of how technology is disrupting traditional business models.

To find an answer to delivering and iterating product offerings more quickly, companies are looking beyond traditional software development techniques. Writing code from the ground up is no longer an option where time to market is an imperative. Gaining access to highly skilled development resources has become difficult and expensive while offshoring development doesn't address the time to market issue.

Enter the low code era, where code automation takes care of the more common development tasks such as database creation, workflow and basic user experiences. This gets you to a point where developers can focus on the 'last mile' - the requirements that are typically too difficult to automate. The challenge now though is you're back doing development and although you've accelerated the delivery to a point, it's typically the last mile requirements that cause project delays anyway. It sounds good in theory but the reality is not so different from writing the code from scratch.

The solution? Moving to a zero code era. This isn't a new concept, it's been the vision of the software industry for decades. There have been numerous attempts at making it work, but most have failed. The single biggest issue was that most have approached the problem by creating reusable components constructed to perform specific function. By combining these components you could create an application in a zero code manner. The problem is that these type of applications don't deal with the last mile issue seen with the low code products. Even worse, this approach often leaves you with no ability to write code around the limitation. This results in your application being unable to meet real business requirements.

What would it mean if you had a zero code platform that didn't have limitations? What if you had a zero code product that could meet whatever business requirement you needed to address, and do it in a timeframe that met expectations? At Metavine, we've done just that. The Metavine product is a true zero code platform without limitation. We have customers running mission critical, complex solutions in industries such as banking, retail, manufacturing, technology and more.

Metavine is the only zero code product where you aren't reliant upon software developers to build sophisticated business applications. It addresses the last mile problem and completely removes the dependency upon highly skilled resources. It transforms a business from being a digital economy follower to a digital economy leader.

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