BE YOUR OWN SOFTWARE DEVELOPER

**How to Improve Your Productivity
With Visual Programming**

kintone

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HOW TO IMPROVE PRODUCTIVITY WITH VISUAL PROGRAMMING

IT'S A SOFTWARE-DRIVEN WORLD OUT THERE

Software is integral to the way we work. **On average, enterprise-level businesses have 464 custom applications in use.** Business spending on software has grown at an average of 7% per year over the last 25 years. In 2018, the average enterprise was projected to develop and deploy 37 new applications year-over-year.

With more specialized software solutions being launched every year, **managing this growing number of business apps costs time and money.**

It also introduces complicating factors like:
- Who manages these software solutions?
- How will they be maintained?
- Do we buy out-of-the-box or make something custom?
- If we design it, do we hire a software team in-house or go with a vendor?

Put simply: businesses need more quality software. And employees, who depend upon it to do the various complicated, sophisticated tasks for their work, do, too. **But getting and maintaining good business software seems daunting**: most of us feel forced to choose between out-of-the-box solutions that kind of fit what we need or we have to hire an expensive third-party developer to create a solution we won't have from months until now.

Fortunately, there's now a third option for good, custom business software: become a software programmer.

BECOME A SOFTWARE PROGRAMMER? THAT'S NOT MY FIELD.

We aren't suggesting you throw out your existing skills and dive into a coding bootcamp. Actually, that's the last thing you should do. Instead, we're suggesting a point of adaptation: keeping your existing knowledge while at

ABOUT KINTONE

Kintone is an all-in-one workplace platform that allows highly collaborative teams to build, share, and automate custom workflows and processes to get work flowing. Learn more at www.kintone.com.

BECOME A SOFTWARE PROGRAMMER?...CONT.

the same time, learning how to build the business software you need to do your best work—as an account executive or a content marketing manager or a customer success rep.

In other words: it's not about getting comfortable with new technology for your work. *It's about rethinking your relationship with it.*

And with the way things are going, this change isn't just a nice-to-have. It's imperative for businesses to survive the technological age.

MORE SOFTWARE, NOT ENOUGH IT PROFESSIONALS TO SUPPLY IT

For a long time, businesses have relied on programmers and other IT professionals to develop the software that helps us get things done. But as the demand for technological growth has increased, IT has struggled to keep up. As IT demand continues to increase, the gap will only continue to grow.

Software demand is outpacing the speed at which we are producing developers, and there's a widening gap between the supply and demand of digital skills. Despite the cute names the media gives it—e.g., the developer drought, the programmer shortage, the battle for tech talent— this is a serious problem. According to Forbes, as of 2019 there were "over 920,000 unfilled positions for software engineers in the U.S. alone and only 165,000 potential applicants."

But the answer to it isn't more computer science majors. It's eliminating the knowledge barriers to learning to code. How is this possible? Through a process called **visual programming.**
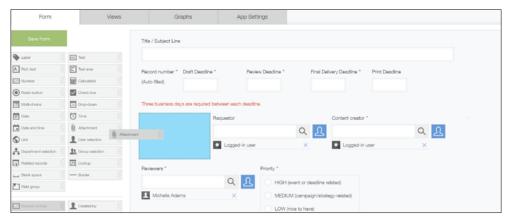
HOW YOU'RE GOING TO BECOME A SOFTWARE DEVELOPER WITHOUT WRITING ANY CODE

Even if you don't realize it, you've probably done some visual programming before. Visual programming tools don't fill your screen with lines of code text. Instead, the user interface is, as the name suggests, visual. **The act of programming consists of dragging and dropping graphics**, just like you do in many of your favorite consumer websites, social media tools, and apps.

While inline text editors or WYSIWYG editors and similar tools are a form of visual programming, in this case the technology is being reapplied. **You're no longer using those tools to add cute lines and colors to text—you're using them to build powerful, customizable databases and workflows optimized to meet your specific needs**. And, you can start using them the second you're done building them.

Here's an example of no-code, visual programming—the left side panel shows all the various field options, which can be dragged onto the app form on the right and then customized.

By using drag-and-drop features, you'll customize your own applications. You'll build database tables, reports, and workflows to uniquely fit your business data. **Visual programming won't just make your life easier, it'll make your work better.**

And it'll turn you into a software developer (or a "citizen developer") at the same time.

THE BENEFITS OF BEING YOUR OWN DEVELOPER

Forrester estimates that visual programming methods can develop software up to 10 times faster than traditional methods, and that doesn't even take into account the sheer number of people who will be able to do it.

Visual programming gives you and everyone you work with a chance to fundamentally reimagine the way you do work—and the way you use technology to do it. You can personally design a system that works for your role, for your company, and for your field, rather than struggle within systems made by developers with no knowledge of your day-to-day tasks and responsibilities. In short: no more workarounds, unnecessary extra steps, or confusing interfaces. Just efficient, clean workflows for all your tasks designed by you, and fast.

For the first time in history, we're all getting the opportunity to create software from scratch, and optimize it to fit our jobs. The era of the citizen developer has arrived.

HOW ONE CITIZEN DEVELOPER SAVES $7,000 A MONTH USING SOFTWARE BUILT IN KINTONE

Michael Callahan and Associates is an accounting, tax and payroll services firm based in Winchester, Virginia. When the firm's employee and client base began to grow, Michael Callahan began looking for a no-code platform to streamline operations and enable future growth.

Callahan turned to Kintone to build what he needed for each department and quickly found that it gave him everything he wanted: "I can build exactly the business apps I need, the way I want, in Kintone." Now, when he finds an area in his business that could be improved with software, **he researches all types of software related to his problem and re-creates those tools in Kintone.**

HOW ONE CITIZEN DEVELOPER SAVES $7,000...CONT.

"We have at least 10 different enterprise software applications I've rebuilt in Kintone. The math came out to over $7,000 a month in savings. Now I get every kind of solution I want, and I get them all in one platform," says Callahan.

Click this image to view an infographic showcasing some of the tools Michael Callahan was able to build in Kintone.

IN SUMMARY

No-code/low-code software development tools mark a new era for businesses—and a new opportunity for business professionals. They offer a way for teams to get the software they need without having to string together a dozen disparate software tools or hire traditional software developers.

WHAT TO READ NEXT

Want to learn more about the possibilities with no-code? Read about the 7 Ways No-Code Platforms Can Drastically Improve Your Workflows**.**

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