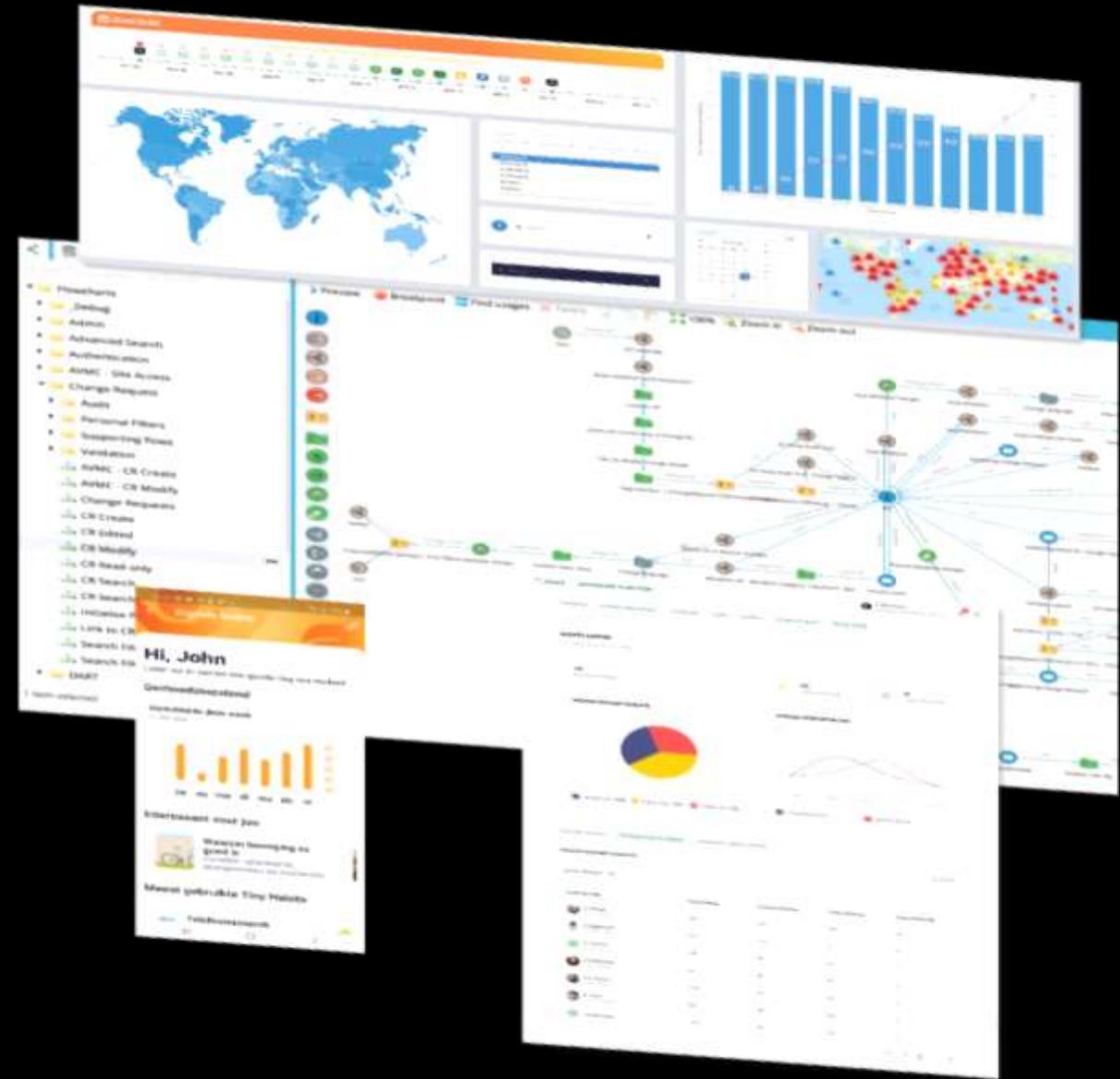




# S-Square - LowCode/NoCode (LC/NC) Enabling Technology Presentation

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VP, Sales & Customer Success

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# Current Challenges in Traditional Application Development

## Long Development Timelines

- Custom development with standard SDLC processes
- Long incubation period before seeing a MVP
- Minor changes require long turn around time for design, build and testing.

## High Capital Expenditure and Operating Costs

- Investment in Software platforms and Infrastructure for custom development
- Higher support costs due to diverse support requirements

## Disparate Technology Landscape

- Multiple small projects using disparate technologies
- No uniform platform to manage small developments

## Developer Shortages

- Developer shortages and skill-set challenges
- Multiple small productivity projects get deprioritized

# 6 Generations of Programming Languages

First generation (1GL) - machine-level programming language used to program first-generation computers

Examples: machine-level programming languages

Second generation (2GL) - assembly languages. Examples: Assembly

Third generation (3GL) - more machine-independent (portable) and more abstract therefore more programmer-friendly than previous generations of languages

Examples: Fortran, COBOL, BASIC, Pascal, C, C++, Perl, Python, Java, JavaScript, Ruby, PHP, C#

Fourth generation (4GL) - include support for database management, report generation, mathematical optimization, GUI development, or web development. Examples: ABAP, Unix Shell, SQL, PL/SQL, Oracle Reports, R

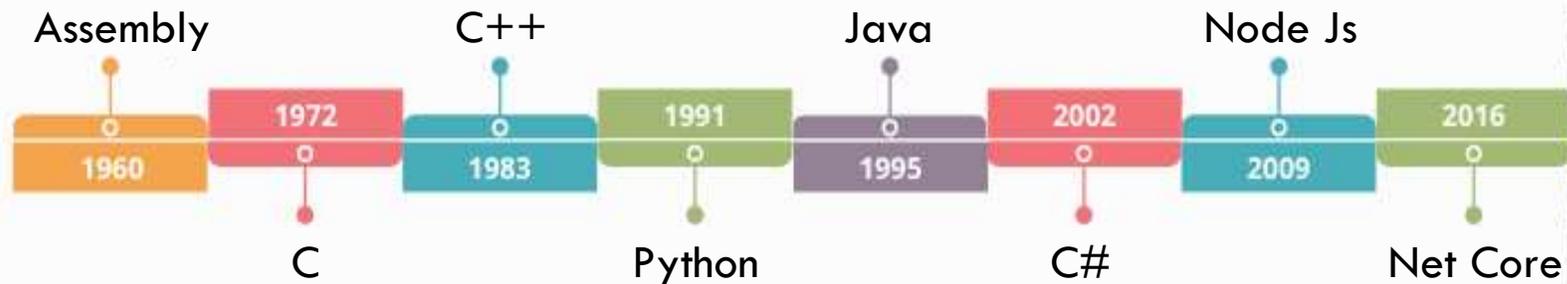
Fifth generation (5GL) - any programming language based on problem-solving using constraints given to the program to make the computer solve a given problem without the programmer, rather than using an algorithm written by a programmer. Examples: Prolog, OPS5, Mercury

Sixth generation (6GL) - programming language based on visual development. The overall umbrella term for these is "NoCode". Examples: Appian, WEM.io, Bubble.io

# Reinventing Software Development

## Traditional Coding

Requiring expensive, hard to retain code-linguists



Traditional computer languages require programmers to translate their thinking process into code built for the CPU and memory

## No-Code

Empowering transforming support to employ business-knowledgeable techno-functional resources



Optimized for how we humans think. Converting natural thinking process into working software

Digital Transformation.  
Legacy Modernization.  
Business Velocity.

80%

COST REDUCTION

Empowers employing business knowledgeable (techno-functional) resources instead of costly, hard to retain code-linguists to build, deploy and maintain secure scalable enterprise-grade software.

10%

FASTER TIME-TO-MARKET

View app development in real-time. Deploy and update applications with a single click. Deliver software 10 times faster than traditional programming methods.

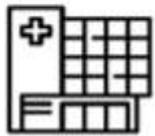
100%

ALIGNED TO BUSINESS

Translate innovative business ideas to custom software built with no code app builder at the speed of, and fully aligned with, business requirements.



Banks,  
Financial  
Services and  
Insurance >



Healthcare >



Telecommunication  
>



Education &  
Training >



Manufacturing  
>



Public Sector  
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Automotive  
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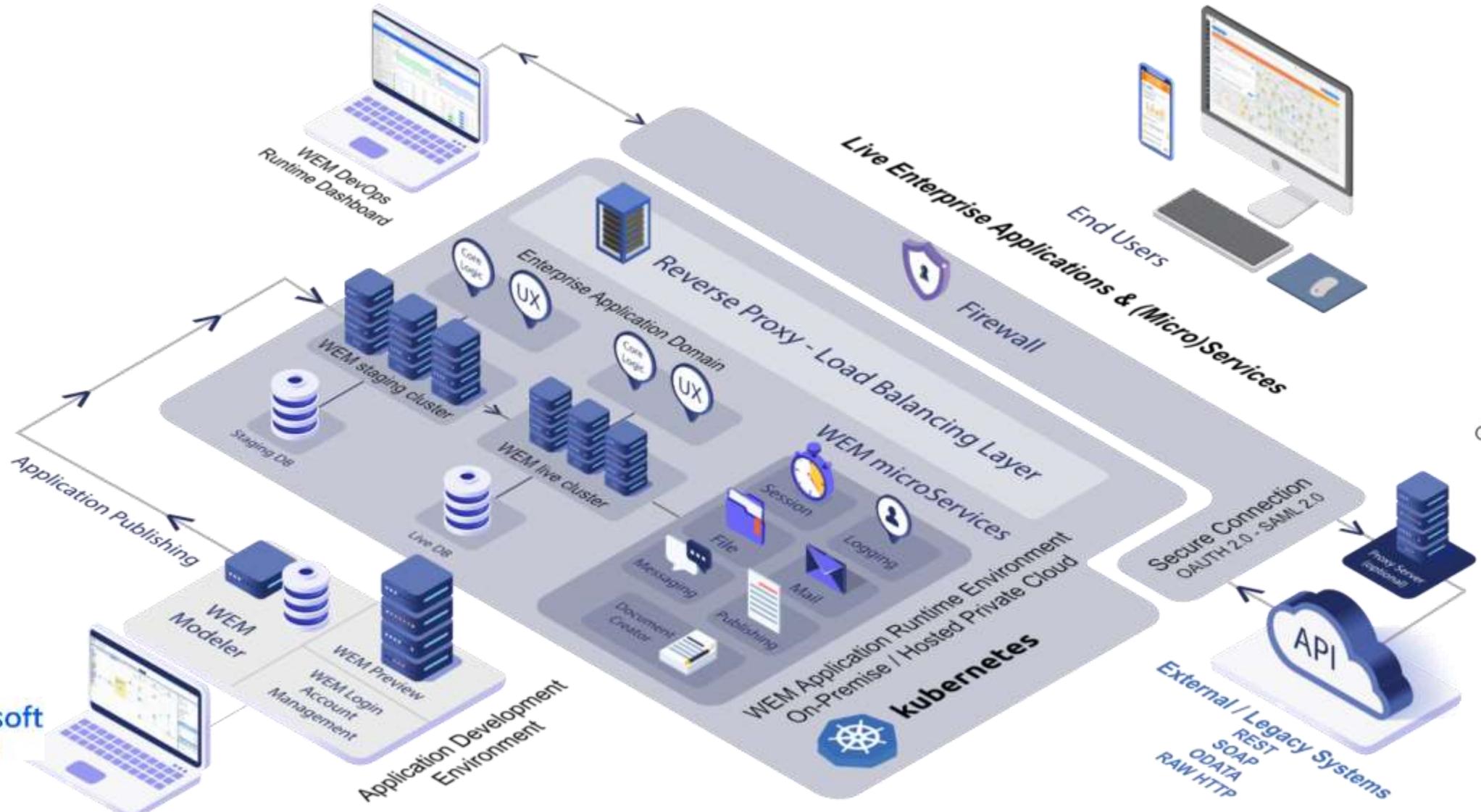


Real Estate  
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# SCALABLE, SECURE CLOUD ARCHITECTURE



Google Cloud Platform



FLEXIBLE DEPLOYMENT OPTIONS FOR SHARED HOSTING, ON-PREMISE APPLIANCE AND PRIVATE APPLICATION CLOUD

# 3<sup>rd</sup> Party LCNC Marketplace Product Evaluation



Criteria	WEM	Betty Blocks	Power Apps	OutSystems	Mendix
Category	No Code	Low code	Low code	Medium to high code	Low code
Platforms	Web, native apps	Web apps	Web, native apps	Web, native apps	Web, native apps
Data Model	Drag & Drop	Visual Editor	Tables	Visual Editor	Visual editor
Visual Editor	Web-based	For backend apps	Web-based	Many designer	Web-based, desktop-based
Workflows	Drag & Drop	Action Modeler	MS Flow	Visual modeler	Visual modeler
Look & Feel	Custom templates	Custom js/css/html	Customizable	Custom js/css	Custom js/css
Environment	Public, private cloud, on premise	Public cloud, on premise	Public, private cloud, on premise	Public, private cloud, on premise	Public, private cloud, on premise
Release Management	Fully	Fully	Partially	Fully	Fully
Integration	All API standards	JSON, SOAP/REST	Office365, REST	SOAP/REST	SOAP/REST

# Use Case –Digital Transformation of B2B Sales Qualification Process

This is an Australian sales consulting company providing sales consulting and sales support tools to assist B2B sales organizations to achieve top-line revenue growth.

## PROBLEM

The existing sales qualification was conducted using a spreadsheet to respond to a set of questions exploring the opportunities a sales team would pursue. The outcomes would be an indicator of the strength of the success of the opportunity. The team wanted to build a more extensive tool that not simply measured an opportunity strength of success but would also provide various supporting functions to assist the organization to improve upon its strengths and thereby increasing the chances of their success in winning the deal.

## SOLUTION

The sales qualification application became a tool that could be used by multiple customers each with multiple opportunities and multiple members in the team to assess the opportunity strength and to then set activities and comments for the team to act upon. It enabled the assessment of the organization and also with identifiable stakeholders within that organization. It also included the ability to assess competitors using the same criteria to determine a strategy of action to improve their position against the competitors. In addition to this, the administration of the question sets applied in the assessment and the formulas required to calculate the assessment conclusions were also included. It also provides a comprehensive sandbox environment for the company to test and develop new features before they are introduced into the main release of their live application.

### CUSTOMER CHALLENGES

- Determining the most appropriate set of analytics to be available and how these should be presented for ease of understanding.
- Integrating with Salesforce as a companion system providing CRM functionality.

### WEM ADVANTAGES

- **Rapid availability of the application and especially the customization for improvements to the features provided in the application**
- **Ease of integrating to Salesforce**
- **Agile development, week to week results, short time to market**
- **Use of existing data from legacy systems/integration with legacy systems**
- **Cloud solution offers flexible workspaces (not tied to a location)**
- **Easy to extend the application**
- **Fast return on investment**

# Representative WEM Enterprise Customers



# Thank You

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**S-Square**

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