S-Square

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CERTIFIED NMSDC MBE 2018

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

Jeff Friedman,
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

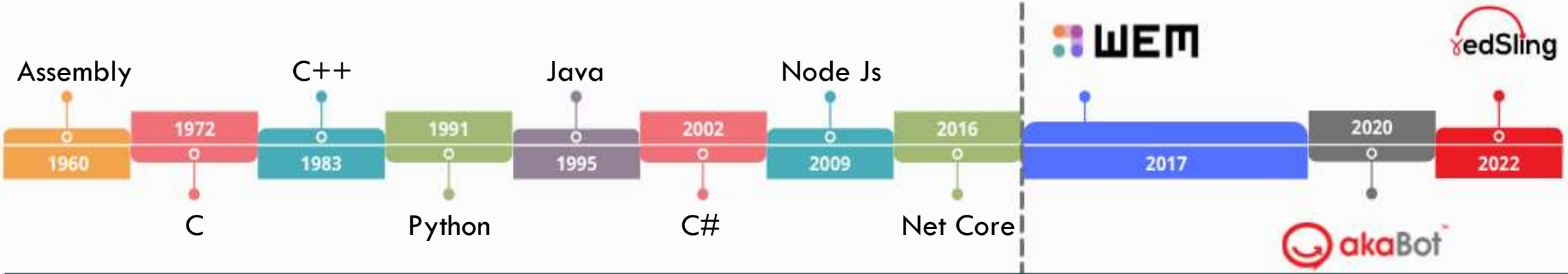
Reinventing Software Development

Traditional Coding

Requiring expensive, hard to retain code-linquists

No-Code

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



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

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-linquists to build, deploy and maintain secure scalable enterprise-grade software.

10%

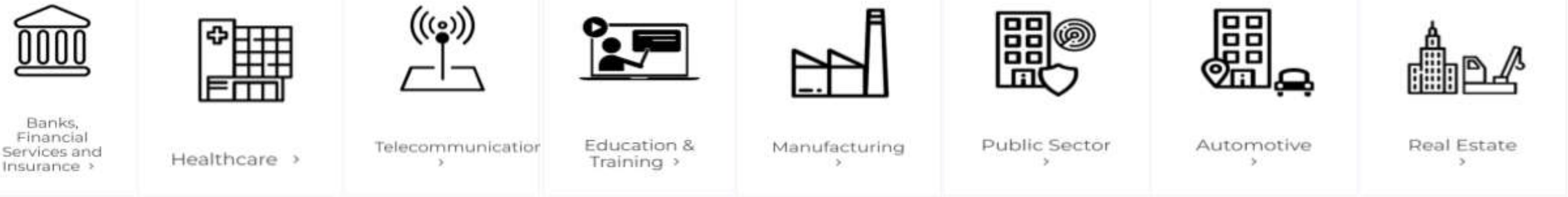
FASTER TIME-TO-MARKET

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

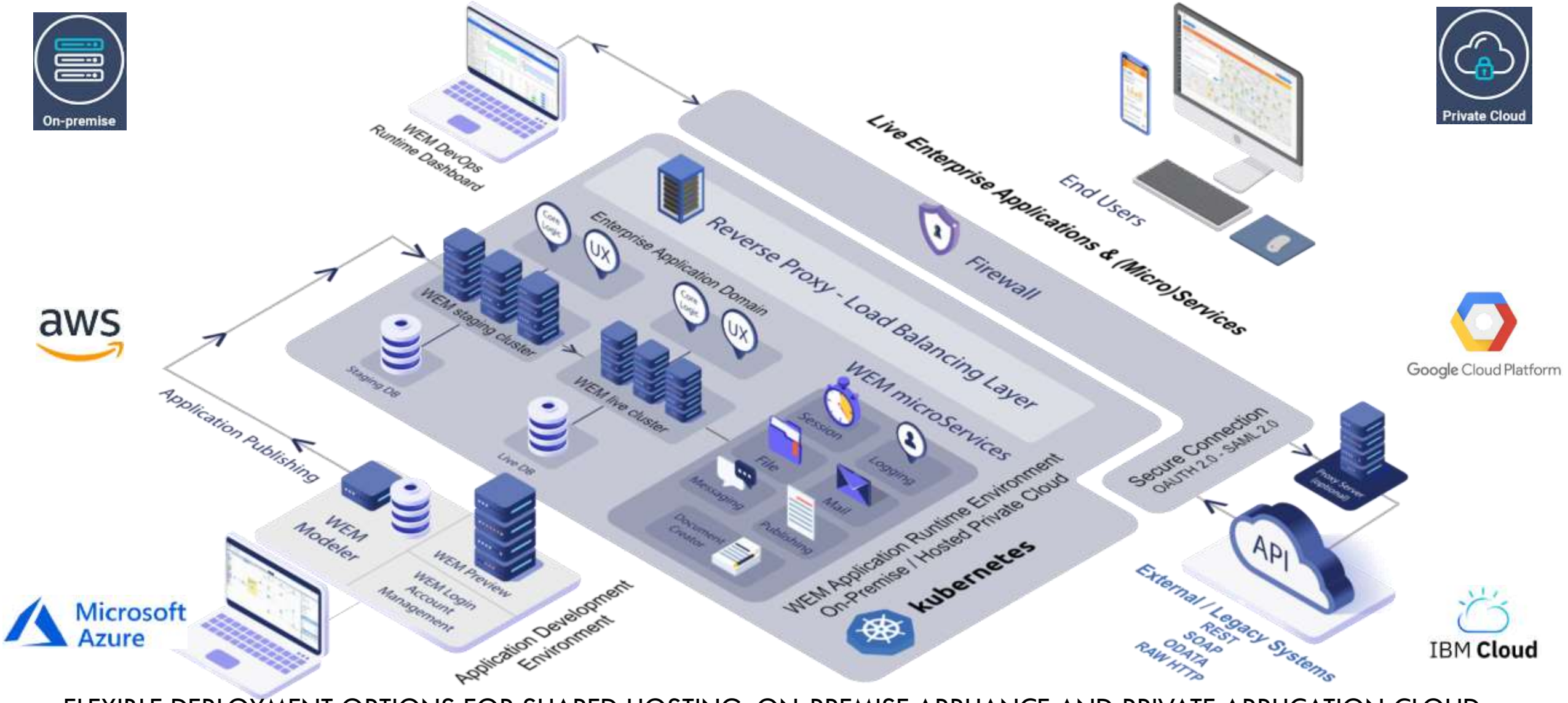
100%

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.



SCALABLE, SECURE CLOUD ARCHITECTURE



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

3rd 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 – Pharmaceutical Digital Transformation

This pharmaceutical company is one of the largest companies driving to change and defeat diabetes and other serious chronic conditions. It is a global healthcare company with more than 90 years of innovation and leadership in diabetes care. This heritage has given the company experience and capabilities that also enable them to help people defeat other serious chronic conditions like hemophilia, growth disorders, and obesity. The company is headquartered in the Nordics and employs approximately 42,100 people in 79 countries and markets its products in more than 170 countries.

CUSTOMER CHALLENGES

- The enormous amount of Excel 'applications' (shadow IT) had to be replaced by easy to use and easy to maintain applications
- The company needed a powerful and easy-to-use application for mining a large amount of customer, sales, medicinal, and law and regulation data
- Integration with various partner systems
- User interaction had to be very simple and easy to use for all employees (skilled and unskilled)
- The system had to have optimal performance

WEM ADVANTAGES

- **From a complex and difficult to maintain Excel spreadsheet(s) to a clear, easy to use, and no-code environment**
- **Use of existing data from legacy systems**
- **Integration with various partner systems**
- **Agile development, week to week results, short time to market (in production in a few months)**
- **The cloud solution offers flexible workspaces (not tied to a location) Application is also available on mobile devices**
- **Easy to extend the application**

PROBLEM

The company has been doing all its sales, CRM, acquisition, and management reporting with complex and hard-to-maintain Excel spreadsheets. Every month employees had to come to the office to fill data into Excel sheets. Management had no insight into the activities of the various departments.

SOLUTION

The company was introduced to WEM and the applications were built on the WEM platform in a phased manner.

- Application 1: Sales funnel: By creating and using this solution, employees could manage their funnel while being on the road. As a result, management had real-time insight into the funnel and employee workload and could respond accordingly. Also, employees are much more efficient, because they no longer needed office visits to do their administration. After this application, 2 more projects were started:
- Application 2: Deviant medicines: With this, key account managers were able to track trends on the market and maintain all info on the various purchase managers. The application is also used to stay up-to-date on all relevant laws and regulations. By combining these data, the company can quickly respond to the ever-changing market.
- Application 3: It was made to consolidate medicine data and provide real-time dashboards by integrating with different software vendors

Representative WEM Enterprise Customers

MINISTERIO
DE TRANSPORTES, MOVILIDAD
Y AGENDA URBANA

Thank You

Jeff Friedman,
VP, Sales & Customer Success

S-Square Systems, Inc.
4225 Executive Square Suite 600
La Jolla, CA 92037
+1 858-213-7063, +1 858-764-4441

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