

# THE RISE OF NO-CODE

UNSTOPPABLE INNOVATION

The image shows a woman with curly hair wearing a bright green blazer and white pants, standing next to a computer monitor. The monitor displays the Creatio CRM dashboard. The dashboard features a sidebar with navigation options: Home page, Feed, Leads, Accounts, Contacts, Activities, Opportunities, Chat, Orders, and Invoices. The main content area shows a greeting 'Hello Alex!' with the date 'Friday 02:14 p.m.' and a funnel chart. The funnel chart has five stages: Qualification (16%), Presentation (15%), Proposal (8%), Contracting (3%), and Closed won (1%). A card above the funnel shows 'Total opportunity count 463' and 'Opportunity value \$9,000,000'.

Stage	Percentage
Qualification	16%
Presentation	15%
Proposal	8%
Contracting	3%
Closed won	1%

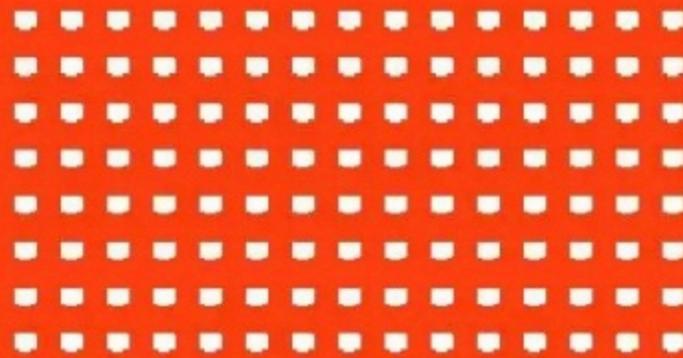
# THE DEMAND FOR AUTOMATION IS GROWING

Delivery capacity is limited



**Only 25M  
developers available.**

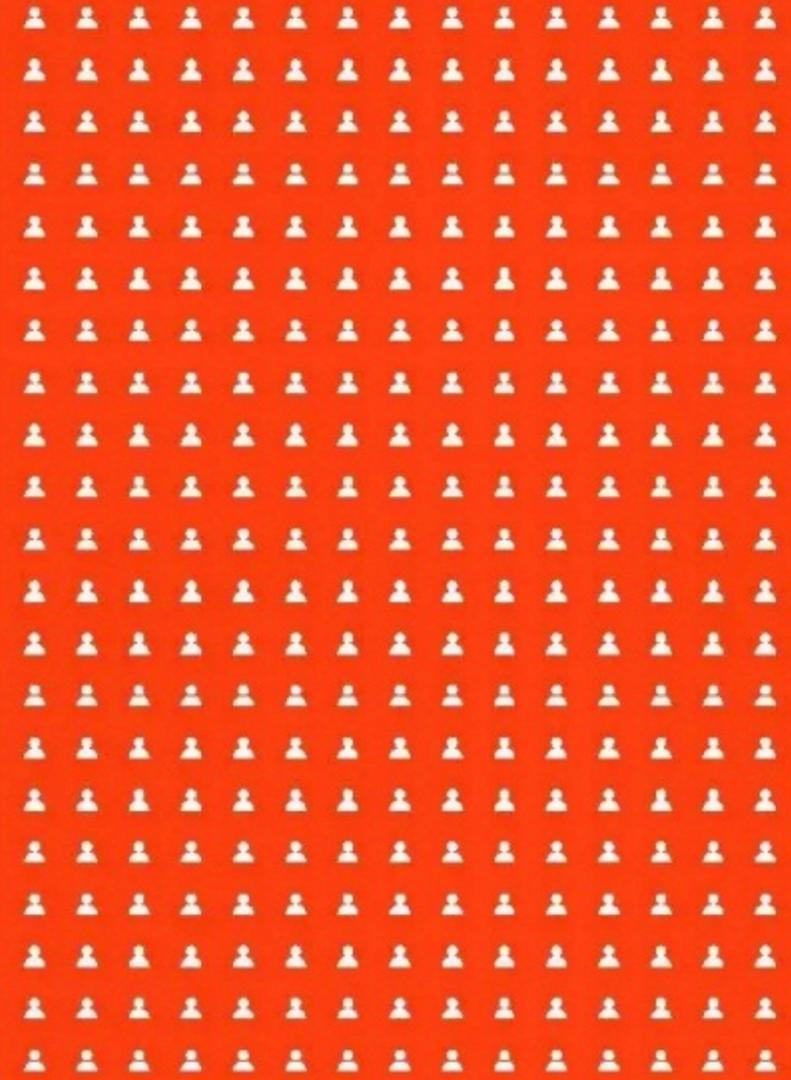
The competition for tech talent is getting extremely tough.



**500M**

new applications

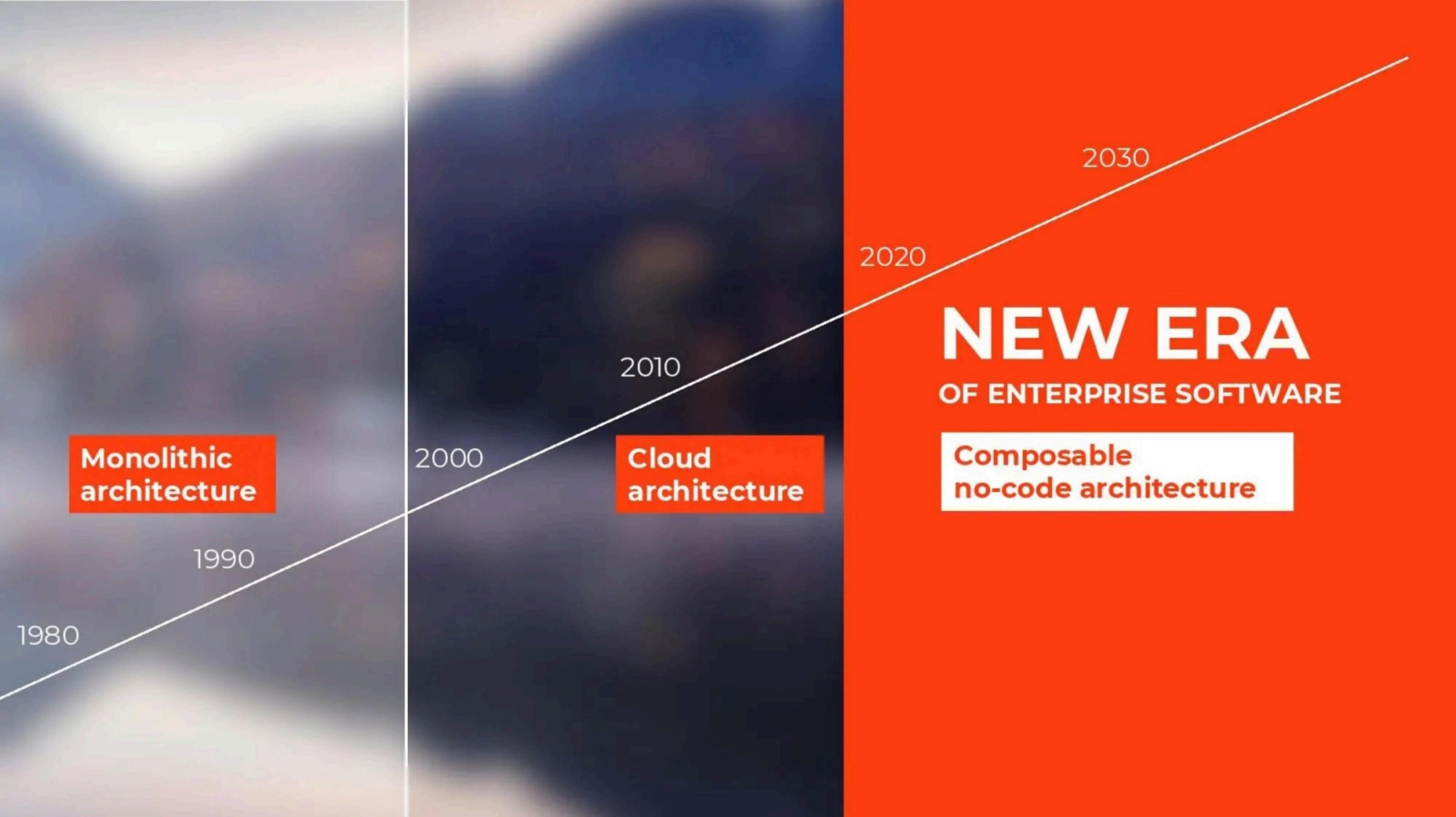
are expected to be developed over the next few years.



**1.7B**

knowledge workers

available that understand their workflows but lack technical skills.



1980

1990

**Monolithic  
architecture**

2000

**Cloud  
architecture**

2010

2020

2030

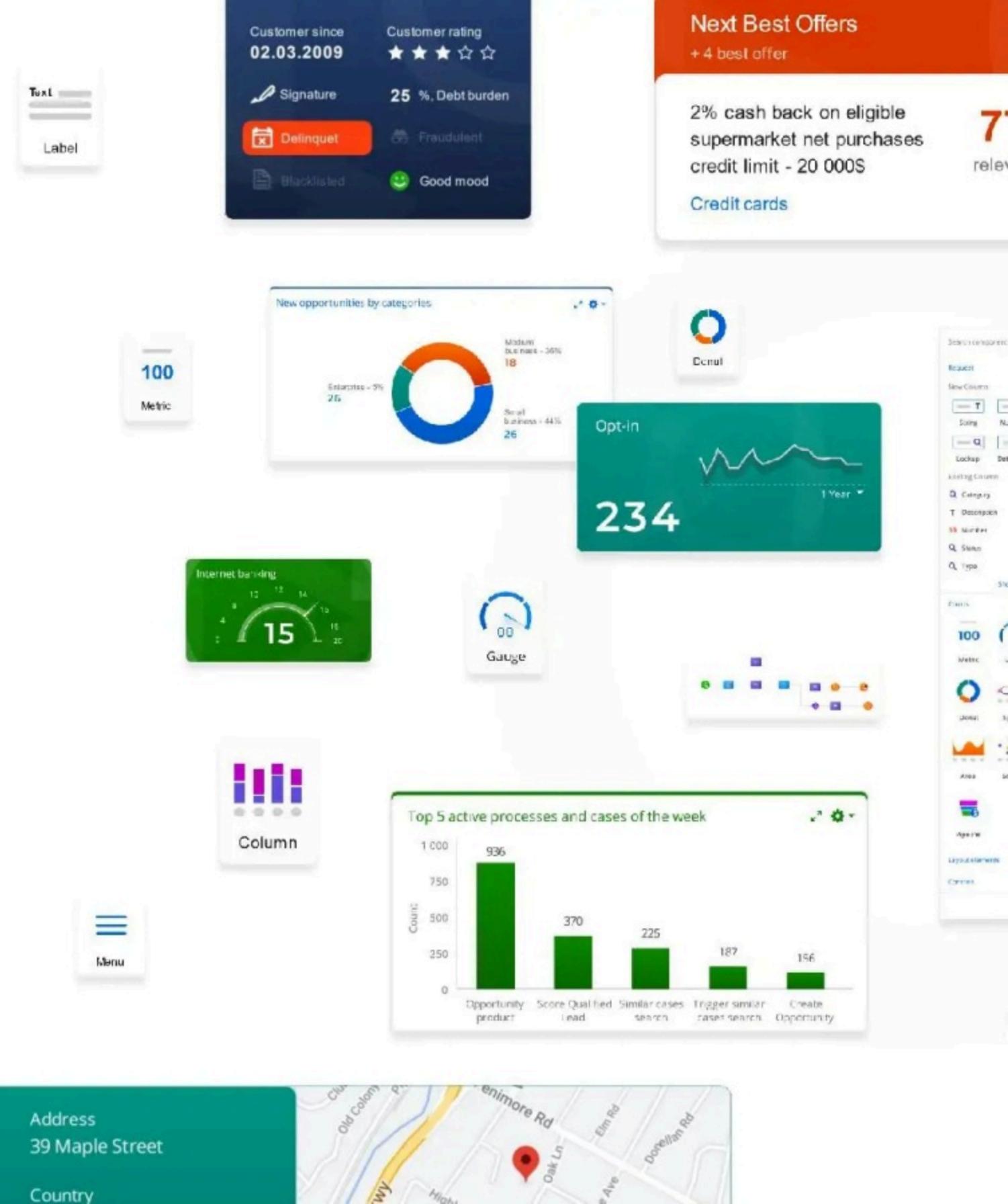
# **NEW ERA**

**OF ENTERPRISE SOFTWARE**

**Composable  
no-code architecture**



Creatio delivers **the freedom to own your automation** one platform to automate industry workflows and CRM with No-Code



- Home page
- Contacts
- Leads
- Campaigns
- Marketing activities
- Activities
- Opportunities
- Chat
- Websites
- Knowledge base
- Contracts

### Olivia Johnson

Save [Lock] [More]

VIP x Key Account x ABM Campaign x +4 Add tag

Next steps (+3) Feed (15) Show on map Attachments (1)

**Next best offer**  
+4 best offers

15% discount on the proposal (\$20,000.00) **89%** relevance

Proposals

 **Olivia Johnson**  
01.01.1990 (32) • Canada

Account: Alpha Business  
Full job title: Marketing Coordinator  
Phone: [Redacted]  
Email: o.johnson@gmail.com (2)  
Telegram: @o.johnson  
Linkedin: olivia\_johnson

Communication options

**Marketing**

Maturity level: 89%  
Double-Opt-In: Yes

INTERACTION SUMMARY | TIMELINE | COMMUNICATION | ADDITIONAL INFO | SALES | SERVICE

#### Engagement

Form submissions (last 3 mo.) **2**

Last Web-site visit **07.12.2022**

Duration of the last visit, sec **1104**

Average duration, sec **563**

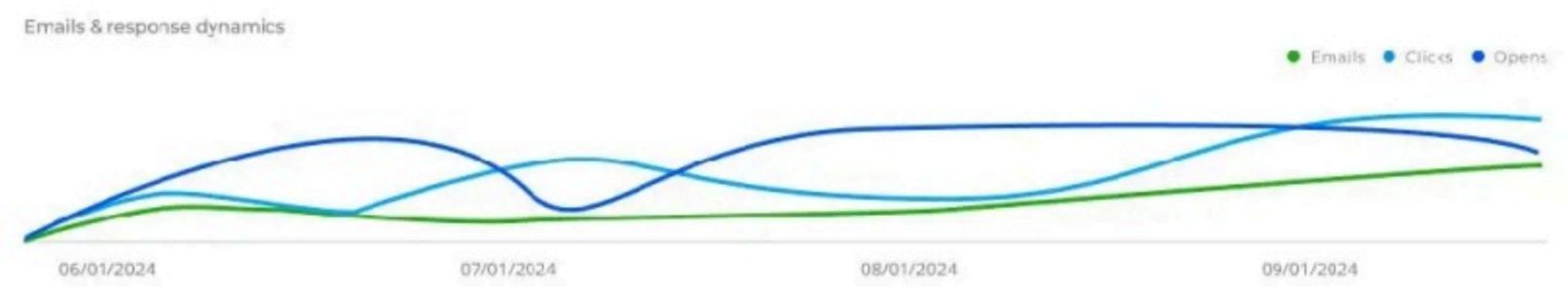


#### Email nurturing

Sent emails (last 3 mo.) **22**

Opens (last 3 mo.) **17**

Clicks (last 3 mo.) **16**



#### Maturity criteria

Criteria	Trend	Score
1 Website visit	↓	+20
2 Email open rate	↑	+10
3 Registration for the event	↑	+30

#### Satisfaction dynamics



# ONE Platform

TO AUTOMATE  
INDUSTRY  
WORKFLOWS AND  
CRM WITH NO-CODE



## CRM

Marketing Sales Service

## WORKFLOWS

## APPS and CONNECTORS



# CREATIO COPILOT



Gen AI and No-Code deliver tremendous value for mid-size and large enterprises



FORRESTER®

Creatio named

# THE LEADER

## IN THE FORRESTER WAVE™:

Low-Code Platforms For Citizen Developers, Q1 2024

“Creatio is a leading option for enterprises that want well-governed citizen development and superior automation at scale,”



**John Bratincevic,**  
Principal Analyst at  
Forrester Research.



## Gartner



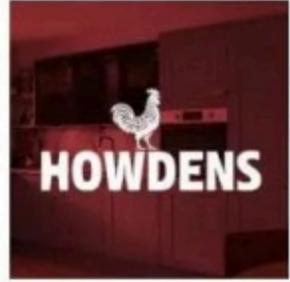
Creatio has been recognized as a **Challenger** in **Gartner Magic Quadrant for Sales Force Automation, 2023**



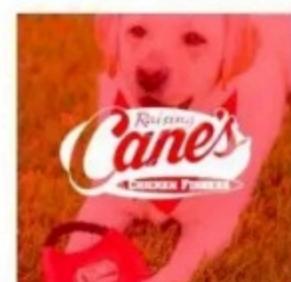
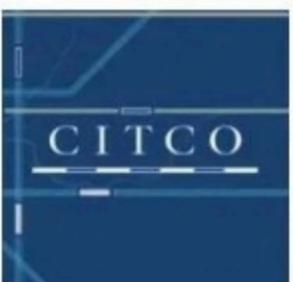
Creatio has been recognized as a **Leader** in **Gartner Magic Quadrant for B2B Marketing Automation Platforms, 2023**



Creatio has been recognized as a **Visionary** in **Gartner Magic Quadrant for Enterprise Low-Code Application Platforms, 2023**



# OUR CUSTOMERS

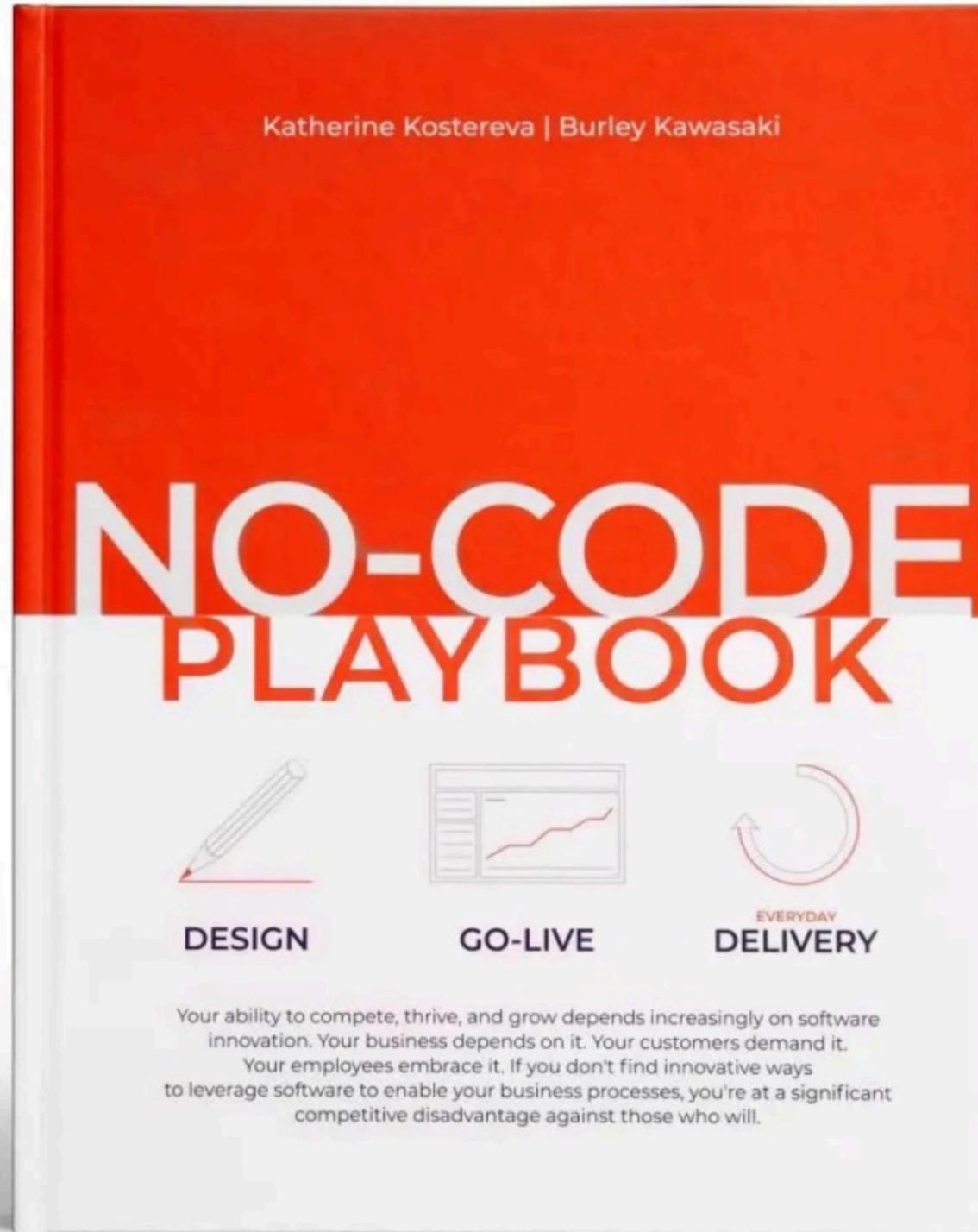


**HARDCOVER & AUDIO  
VERSIONS AVAILABLE  
AT **AMAZON****



**The No-Code Playbook  
downloads:**

**15,000+**



Principles of no-code development



12 stages of the no-code development lifecycle



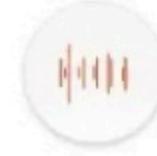
Complexity assessment framework



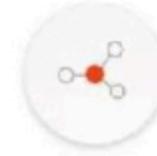
Building the Center of Excellence



Governance framework



No-code application audit and monitoring



Fusion team roles and responsibilities

Warsaw

Jakarta

Sydney

New York

Chicago

Boston

London

# NO-CODE DAY *events*



Paris

Toronto

Austin

Mexico

Dubai

Riyadh

Frankfurt

# NO-CODE DAY *events*



# AREAS OF INVESTMENT

1

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Driving  
Innovations in  
No-code and AI

2

---

Expanding  
The Partner  
Channel

3

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Growing  
One Team



1

Copilot

2

Limitless no-code automation

3

World-class CRM capabilities

4

Powerful workflow automation tools