



unqork

9 Trends Defining Digital Transformation in 2022

No-code enables organizations to quickly and easily build the digital applications they need to move from surviving to thriving in the new year and beyond

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TL;DR

- 2022 is predicted to herald a shift in focus from pandemic resilience and recovery to renewed competition and growth
- As a reflection of that change in direction, key transformative forces are emerging as top digital trends for the new year
- Unqork's no-code enterprise application platform offers a proven way for organizations to address and benefit from cutting-edge trends and technologies

With Gartner citing [growth acceleration](#) as a key strategic theme for the coming year, it's no surprise the top digital trends for 2022 reflect a move from pandemic resilience and recovery to renewed competition.

Disruption and transformation have long marked the digital era. After exploding in scope and intensity in 2020, however, [Forrester](#) sees these elements playing a more pivotal role than ever in the demand for convenience and seamless, cross-channel experiences.

Since the start of COVID-19, more than 60% of US online adults started making online transactions for the first time. With many of these consumers anticipating they'll continue their online [behaviors into 2022](#), there will be even higher expectations for digital experiences that work well, are sustainable, and ultimately drive value.

According to EY consulting, historic [value drivers](#)—like product portfolio diversification and expansion of production capacity, for example—are being replaced by a new trio of transformative forces:

- Humans at the center of value creation
- Technology at speed
- Innovation at scale

That means, to cultivate a sustainable competitive edge post-pandemic, organizations will need to become even speedier and more innovative in responding to digital demand.

Fortunately, if there's one lesson many enterprise-level companies have learned in recent months, it's that it's far easier to benefit from transformative change than they'd thought. This is especially true given the powerful technology tools set to propel the most important digital trends of the new year.

No-code interfaces, for example, are a potent but user-friendly tool for change that can be wielded in agile and versatile ways. With a no-code application platform like Unqork, organizations can build enterprise-grade software faster, while avoiding legacy code, reducing production issues, and lowering total cost of ownership (TCO).

No-code doesn't just make it easy to move quickly using fewer resources—it completely eliminates lack of programming knowledge or technical skills as a barrier to application development.

The business landscape is shifting from surviving to thriving. In this eBook, we examine nine top digital trends that will shape the new year—and how proven tech tools like Unqork are helping organizations tap those trends to establish (or regain) competitive ground.

9 top digital trends

Although many overlapping trends will define enterprise tech in the new year, here are some key digital forces driving the evolution of business in 2022.

1. Adapting to a hybrid workforce

The state of work is still very much in flux. Even as labor markets tighten, more employees are prioritizing working from home as they opt to stay out of the office for health reasons.

Moving into 2022, it will prove essential for growth-driven enterprises to accommodate a hybrid workforce by adapting internal systems and processes to meet the needs of distributed employees.

Recent [research](#) suggests that:

- 83% of workers view a hybrid work approach as ideal
- 63% of high-growth companies have hybrid work models already in place
- 25-30% of the US workforce [will continue working from home](#) one or more days a week after the pandemic

As a collaborative environment for your entire technology team, Unqork's no-code enterprise application platform can help your organization transform faster in the race to empower remote employees.

With hybrid the new way of working, Unqork lets you quickly build the applications you need to transform manual processes and digital engagements. Even better, Unqork is the perfect platform for hybrid technology teams looking to support remote collaboration without sacrificing security or centralized controls.

"As a no-code product, Unqork has the inherent power of responding to changes quicker than any other product in the market."

—Reetwick Ghosh, Senior Director, Digital Strategy & Automation Sales, North America, Infosys

With a [3x productivity improvement](#) over traditional development, tech teams can maintain—if not exceed—productivity, even if they’re divided among different time zones via:

- ✓ **Security, compliance, and infrastructure monitoring out-of-the-box (or, at least the SaaS box).** Unqork identifies and combines the responsibilities owned and shared between platform, application, and Cloud into a critical, three-tiered [Shared Security model](#). This ensures tech and business users (or [Creators](#), as we refer to them at Unqork) can predictably focus their efforts on overcoming business challenges.
- ✓ **Reusable applications assets.** Unqork makes it easy for tech leaders to build an element once so it can be reused again and again. For example, they can approve an authentication screen for end-users to gain access to secure areas. Rather than having to be built from scratch (and tested and approved), this component can be reused across the digital infrastructure.
- ✓ **RBAC (role-based access control).** While development across different teams is enabled, technology leaders can exert control over who can do what.

As companies continue to reinvent the future of work, John-David Lovelock, research vice president at Gartner, [forecasts](#) that “Enterprises will increasingly build new technologies and software, rather than buy and implement them.”¹

¹ With IT spending set to exceed \$4 trillion worldwide in 2022, Gartner expects enterprise budgets will be heavily focused on creating infrastructures that can accommodate increasingly complex hybrid work.

25-30%

Portion of the workforce expected to work from home post-pandemic



2. Keeping ahead of the security arms race

The increase in people working digitally from home ushered in a dramatic rise in cybercrime. Still even without hybrid work, legacy systems remain inherently vulnerable. Most major industries, from government and banks to healthcare, continue to deal with outdated, code-based systems that pose a [security risk](#). Consider that:

- COVID-19 was credited with a [238% rise in cyberattacks](#) on banks in 2020
- Data breaches in the healthcare industry increased 58% that same year
- [20% of tech professionals](#) witnessed an increase in [application-targeted attacks](#) in 2021

Unqork empowers companies to rapidly transform away from vulnerable legacy systems. And the solutions built in Unqork come standard with all the security features you'd expect from a robust, web-based application platform.

- ✓ With [data encryption](#) always on (in-transit and at rest), establishing your own encryption keys ensures you're the only one with access to your data
- ✓ All Unqork-built solutions are [single-tenant](#) and hosted on the cloud provider of your choice
- ✓ Your data is fully synced for [redundancy](#), with automated backups providing resilience in the face of ransomware or other nefarious attacks

With cyberattack prevention and the protection of sensitive data more important than ever, it's not surprising data experts are expecting the focus will remain very much with [security issues](#) in 2022. Fortunately, since applications built with Unqork are easy to change at scale, companies can easily adjust to new security challenges as they arise.

1 in 5

Number of tech professionals who saw (code-based) application-targeted attacks increase in 2021

3. Ramping up digitization with cloud-native platforms (CNP)

As the pandemic dust settles, cloud-native platforms (CNP) and technologies are emerging as critical to processes that may have been lagging in digitization.

Gartner predicts CNPs will serve as the foundation for more than 95% of new digital initiatives by 2025—up from less than 40% in 2021.

Designed to thrive in a dynamic, virtualized environment, cloud-native systems leverage cloud computing's core competencies by making broadscale use of Platform-as-a-Service (PaaS) infrastructures.

Common outcomes include:

- ✓ Faster application time-to-value
- ✓ Reduced costs for increased agility
- ✓ More streamlined architecture maintenance

Unqork's no-code enterprise platform combines the flexibility of a fully managed, security-first PaaS with the power of visual programming.

By maximizing performance and reliability in the cloud (and enabling continuous delivery), ExpressCloud optimizes your Unqork environment's runtime operation, letting you deliver high-quality applications—and stay digitally responsive—while reducing costs and scaling with ease.

"Unqork's enterprise no-code platform has been a great technology partner for us on our digitization journey."

—Louis Piliego, Marsh COO

95%+

Percentage of digital initiatives predicted to leverage CNPs (cloud-native platforms) by 2025

4. Responding to increased expectations for user experiences

As we discussed earlier in this eBook, today's competitive advantage is frequently driven by an ability to meet or exceed digital demand for fast, responsive, frictionless experiences.

According to [McKinsey](#), industries across regions experienced an average of 20% growth in “fully-digital” users in the six months ending April 2021.

But while new adopters had little choice but to embrace digital channels that were often newly built and less than satisfying, organizations will need to shift their focus to improving digital experiences if they want to hold on to those new users going forward.

No-code is an excellent solution for meeting this challenge.

By changing out the need to write or edit lines of code for a visual UI, for example, no-code makes it dramatically easier for Creators to build, maintain, and improve digital applications.

Not only can your company rapidly develop enterprise-grade, web-based applications to address evolving customer demands—the cost of innovation and experimentation is greatly diminished because projects can get ramped up quickly.

20%

Average growth in fully-digital users across industries in 2021

“The products we are developing with Unqork are supporting Maimonides' drive towards a more modern, intuitive, and engaging patient experience while also improving efficiency in our internal operations.”

—Ken Gibbs, Maimonides CEO

“What you get with no-code—and specifically with Unqork—is an opportunity to let operations teams and business teams innovate without relying entirely on overworked and under-capacity technology teams.”

—Chris DeBrusk, Partner, Oliver Wyman

5. Combatting the technology skills shortage

Knowledge worker shortages have long been a problem for many enterprises. However, with newer technologies advancing faster than some organizations can train teams to keep up, the demand for tech skills is expected to rise even higher in the coming year.²

Skillssoft’s annual report shows that 54% of IT decision-makers have openings they can’t fill, while **3 out of 4 IT teams face critical skill gaps.**

Fortunately, no-code is well-suited to address tech skill challenges in a couple of impactful ways:

Developers at any level can get up and running faster. While many modern coding languages can take a year to learn (and several to master), most Unqork Creators can become proficient in no-code in a matter of weeks.

Unqork takes on much of the development “heavy lifting.” This means even the newest Creator can produce work equal in quality, and with significantly fewer bugs, versus developers working in code.

No-code Unqork simultaneously frees up seasoned developers to focus on more high-value projects, while helping fill the skills gap by equipping less experienced, cross-functional Creators to independently handle routine development tasks.

3 out of 4

Number of tech teams facing critical skill gaps

² Talent shortage is viewed as the biggest barrier to the adoption of 64% of new technologies. That means, in the majority of cases, companies wanting to deploy a new tool to boost business outcomes anticipate that the lack of suitable workers to implement it will be a problem.

6. Breaking down data and operational silos

With the number of data and application silos surging in the last decade, a return to competition in 2022 will make weaving a flexible, cohesive data “fabric” (or integration) across platforms a renewed priority.

Siloed data hurts organizations by increasing [technical debt](#) and creating hard-to-scale architectures.

No-code, meanwhile, makes it easy for organizations to break silos down (by stitching disparate data and legacy systems together with new applications) and create an [integrated ecosystem](#).

Unqork lets Creators ease integrations by:

- ✓ Jumpstarting projects with pre-built templates and connectors
- ✓ Adding API inputs and outputs to execute data transformation without code
- ✓ Enabling frictionless data construction and reporting into simple data tables

Because they no longer have to code integration endpoints—nor code how data should be sent back and forth—enterprises can drive faster development times based on rapid data migrations from both external and internal systems.

“How can I accelerate innovation and delight the consumer? This is where Unqork comes in ... Unqork allows me to run processes in real time at the operational start without any problems in parallel to my existing infrastructure ... I’m suddenly talking about innovation in days, not in months or years.”

—Boris Bialek, Global Head of Industry Solutions, MongoDB

7. Staying on top of the newest, hottest technologies

Staying on the [cutting edge of technology](#) will continue to prove important in the new year, as yesterday's "out-there" innovations quickly become tomorrow's business and lifestyle staples.

Described as one of the most promising advances in the world of AI in the past decade, for example, [generative AI](#)—programs that use existing content like text, audio files, or images to create new plausible content—is predicted to be one of the hottest technologies of 2022.³

Looking beyond the year to come, however, there will always be a "latest-and-greatest" technology with the capacity to elevate your business.

One of the biggest benefits of a platform like Unqork is that it facilitates seamless integration of specialized vendors into your digital ecosystem, making it easy to stay on top of the newest, best-in-breed solutions.

As the world's first no-code venue for real-world-tested enterprise functionality, the [Unqork Marketplace](#) doesn't just empower organizations to drive optimal application development, speed, and productivity with a few simple clicks—it makes it easy to always plug in the best version of whatever functionality comes along.

8. Increasing focus on hyperautomation

Hyperautomation (a term coined by [Gartner](#)) is the orchestrated use of multiple technologies, tools, or platforms to rapidly identify, vet, and automate as many processes as possible—an initiative that often proves key to honing a firm's competitive edge.

In a press release earlier this year, Gartner's research vice president Fabrizio Biscotti claimed that hyperautomation is no longer an option. "Organizations will require more IT and business process automation as they are forced to accelerate digital transformation plans in a post-COVID-19, digital-first world."

No-code, meanwhile, is leading the way as a strong, effective foundation for achieving the enhanced efficiency, productivity, security, and user experiences that are so vital to:

- ✓ Owning end-to-end application delivery
- ✓ Unlocking process bottlenecks
- ✓ Driving immediate business value through automation

Evan Rosen, Senior Architect at Persistent Systems, recently named no-code a foundational pillar of hyperautomation. From identifying ROI-rich opportunities to establishing best practices, he considers Unqork the ideal platform to develop, deploy, and iterate on quickly. "[Unqork's] ability to turn anything we want into a microservice makes them one of the best candidates as a backbone part of your Hyperautomation COE [Center of Excellence]," he [commented](#) during a recent webinar.

³ In the context of image generation and analysis, for example, the potential for [generative AI in healthcare](#) is enormous. By enabling machines to generate and progressively learn from their own image models, generative AI heralds everything from better, earlier identification of potential malignancies to more effective treatment plans.

9. Taking advantage of composable applications

According to Vala Afshar, Chief Digital Evangelist for Salesforce, the future of [next-generation business applications](#) is scalable, connected, and composable.

Built from business-centric, modular components, composable applications not only make it easier to use (and reuse) code, they unlock value by accelerating time-to-market for new software solutions.

By coupling a completely visual interface with drag-and-drop configurable elements, Unqork's modular platform lets Creators rely on back-end logic—and integrations with legacy systems and third-party services—to build and deploy enterprise-grade software without writing a single line of code.

Compared with a traditional code-based approach, [Unqork Designer](#) enables organizations to:

- ✓ Develop enterprise applications 3x faster (without sacrificing quality)
- ✓ Produce 600x fewer bugs
- ✓ Make changes with far fewer resources, resulting in a 3x cost savings over TCO for code/low-code-based approaches

With Unqork, you can rapidly develop and integrate new technology in-house, and deliver it globally.

3x

Achievable speed increase using no-code Unqork for enterprise application development versus traditional, code-based approaches

“The ability to represent complex problems visually and let the platform translate it into executable code is one of the big advantages of Unqork.”

—Max Gelfer, North America CIO, Chubb

“It’s clear that Unqork is ushering in a new era of enterprise application development and deployment. Many businesspeople now have at least some technical orientation, and they are being empowered by these new tools to develop truly mission-critical applications.”

—[Tom Davenport](#), author, Saïd Business School, University of Oxford

Final thoughts

Even as the pandemic converted a distant digital future into a present-day push (digital transformation efforts were accelerated by three to four years, according to [McKinsey](#)), transformation trends continue to dominate the 2022 predictions landscape.

For the first time ever, according to [IDC’s Futurescape report](#), we’re seeing a majority of enterprise organizations (at 53%) embracing company-wide digital transformation strategies—a 42% increase from just two years ago.

Equally compelling, however, is the forecast that by 2023, 60% of [enterprise intelligence](#) initiatives will be business-specific and purpose-built on a foundation of development technology.

Dmitry Satanovsky, Senior Manager, Deloitte sums up the adoption of such technology this way:

“The comparison between Unqork and conventional development comes down to four things: simplicity, time-to-market, access to talent, and cost. With conventional development, there’s a lot that needs to be done before you even get started. With Unqork, you have none of that. You can start building and delivering business value right away.”

Want to find out how Unqork can help position your enterprise organization to harness the next digital wave? Get in touch and let’s [set up a demo](#).

unqork

Enterprise application development, reimagined

Unqork is a no-code application platform that helps large enterprises build complex custom software faster, with higher quality, and lower costs than conventional approaches.

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