kissflow

The
Messy Middle

The **messy middle** of **enterprise applications**

Every organization has backend systems and frontend systems. But the internal operations in the middle are usually a mess.

Business leaders are eager to move beyond spreadsheets and have a better way of working, while IT teams are buried under a mound of requests.

In this endless loop, internal operations in the middle get neglected.

How severe is the mess?

Internal applications rarely get attention from IT. They end up either delayed or ignored for months or years. When left unchecked, the messy middle creates grave issues that restrict business growth.

Siloed teams with zero collaboration	Shadow IT and unauthorized apps
Fragmented workplace	Lack of technical talent
Mounting technical debt	No room for innovation

App Onslaught

IDC estimates that

750

Million Apps

to be built by

2025

Why it's t
to clean
the mess

Digital Transformation

Gartner reports that

79%

of organizations admit that
outdated processes have
hindered their efforts
to implement digital
transformation.

Business leader demands

Their demands will
continue to grow
faster
than the market can
supply them.

time up s

Organizations have lived with this mess for ages. IT teams are focused on the security and functionality of the backend and frontend systems while IT debt mounts.

Why should you focus on cleaning up the mess now?

Budget allocation

$$$

Building apps on over-priced platforms are too expensive, and point solution costs grow yearly.
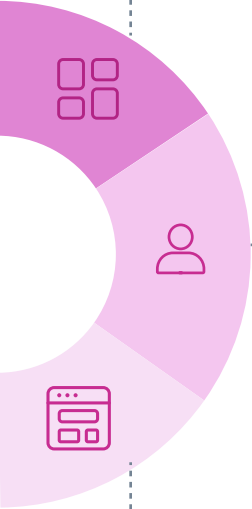
Differentiation

Most competitors use the same core systems. Internal operations set you apart for employee and customer experience.

How can **Kissflow** help you **clean up the mess?**

Reduce app development time by up to 90% by choosing the right platform

Get the right applications built by the right people on the right platform.

Right applications
Choose essential, cross-functional use cases that are too complicated for spreadsheets

Right people
Rather than rely only on pro developers, include business analysts and process owners

Right platform
Get a governable, secure, low-code/no-code, cloud-based platform that easily integrates with your other systems

One platform.
Unlimited possibilities.

Kissflow is an all-in-one low-code/no-code work platform that helps you clean up your messy middle, simplify work management, and accelerate digital transformation.

App Builder

Process Builder

Boards

Form Designer

Integrations

Governance

Analytics

Clean up your messy middle
with the Power of Simple.

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