DEBUNKING MYTHS AROUND

No Code Integration

"No code" has been a promise floating around the IT space for years. You've probably heard it a thousand times, and it's very possible you're rolling your eyes right now.
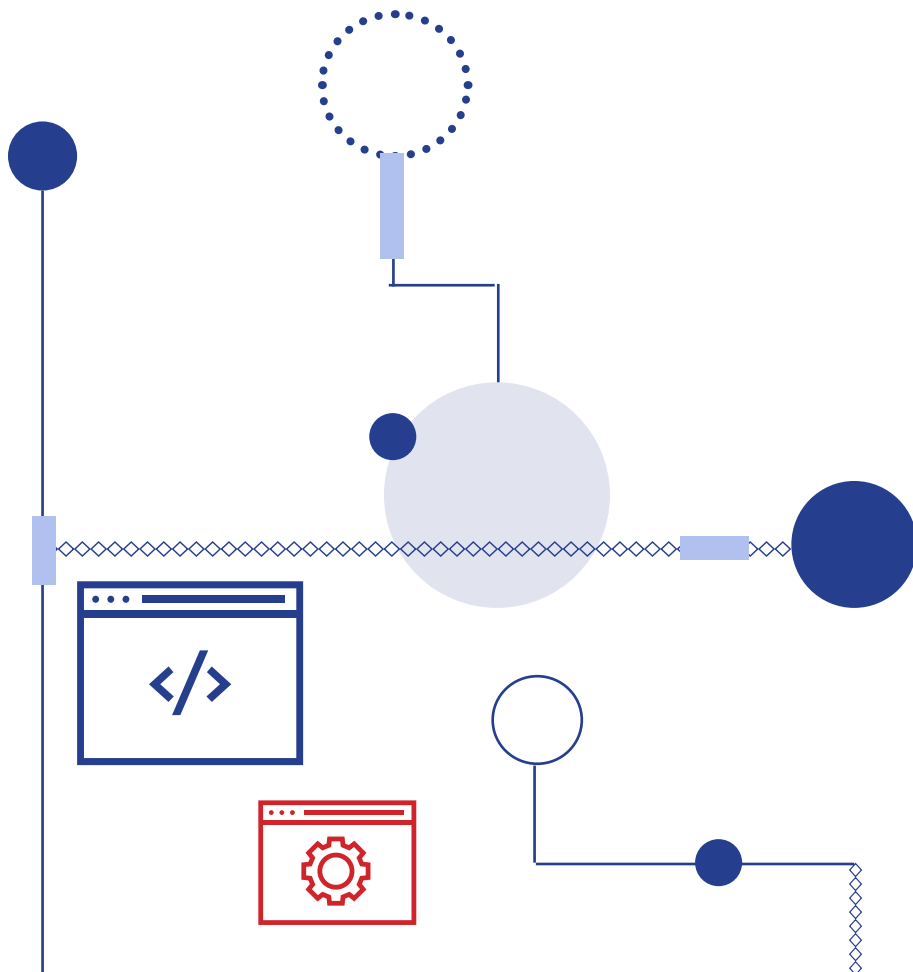
We get it. You've been hoodwinked for years. From integration to app development, companies claim their technology doesn't require any coding at all.

And then you dig into the tools, and realize that--shockingly--there's still some coding that needs to be done. Sure, it might include less coding than previous forms of technology, but some level of custom coding is still needed. It can be infuriating.

The upshot of people saying "no code" but meaning "actually, some code" is that nobody believes in no code anymore. The "no code" promise seems like a myth, creating unmet expectations and preconceived notions about what a no code tool can accomplish.

Here at Pantheon, we want to redefine what "no code" means. When we say "no code," we truly mean no code—not just less coding than you're used to. To start reframing this conversation, we've decided to debunk some of the biggest "no code" myths in the industry.

Let's take a look.

"No Code" and "Low Code" are synonymous.

The term "no code" has been thrown around for years––but the qualifications that constitute the "no code" label changes just about every time a new solution is introduced. When a new form of technology that uses less coding is launched, the IT industry accepts it as the latest "code-free" solution.

This means there currently isn't a benchmark to assess what solutions are "no code" versus "low code." "No code" is taken to mean less coding, even though some level of code creation still exists.

"Low Code" models are vastly different from "No Code" models.

The truth is, no code and low code are drastically different models. A true no code model takes away the need to write even a single line of custom code. On the other hand, a low code solution might require less complex hand coding, but some skill is still required.

No code solutions get around the need for coding by using task agent plug-ins. Task agents retrieve and send the data you need providing users––regardless of coding experience––with the opportunity and ability to integrate their systems, build custom apps, and automate their processes in a faster, more cost-effective way.

No code isn't secure and exposes risk.

Unfortunately, risk is something companies just can't avoid. If data isn't properly secured, you may accidentally expose sensitive information to the wrong people. Companies are justifiably hesitant to introduce new technology or processes that might make their systems riskier.

Because no code tools are typically believed to only offer basic integration capability, many companies assume no code solutions don't go the extra mile to implement proper security. Additionally, they often see users as inexperienced and incapable of putting the right data protection measures in place.

No code offers more security than other integration models.

A true no code enterprise integration platform actually offers additional security benefits compared to more traditional and widely used integration methods. Both APIs and point-to-point integration create numerous weak connections that can make protecting your data more complicated.

Point-to-point integration models connect apps and devices through one-off links. Every single link is a potential point of failure, and the risk compounds as integration grows. API models aren't much better. Although APIs require fewer integration points, security is looked at as an afterthought. Developers are required to create their own security systems to prevent sensitive data from leaking out.

No code integration models, on the other hand, engrain security into the entire platform. Auditing and governance are built into the foundation of the solution and automatically confirms that you're complying with industry standards and regulations.
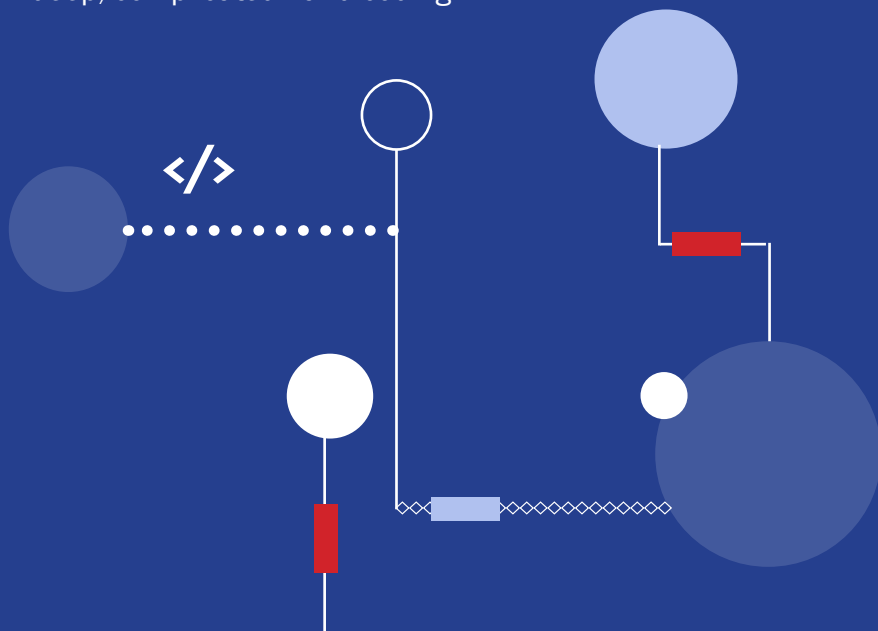
The all-in-one platform also gives administrators full control of where information is going and who has access to it. You're able to easily make changes without the need for complex coding and without the risk of compromising your security protections.

MYTH

No code is not conducive to scaling or customization.

Integration needs to be able to scale. As more needs arise, your organization needs to be able to add more connections, processes and devices without compromising existing systems.

Because no code is perceived as a method for inexperienced or non-developers to create surface-level connections, many believe it isn't strong enough to scale a business. They believe there is only so much you can do with a no code solution and if you truly want to create a customized integration platform, you need to turn to deep, complicated hand coding.

FACT

No code integration creates a solid foundation for seamlessly scaling.

No code integration tools connect devices, systems and apps at a foundational level, adding stabilization to your entire integration structure. By working from the foundation up, your integration is less likely to run into catastrophic errors when an environment changes.

When an app or tool you're using is updated, or you need to add something new into your integration mix, you can simply adjust the initial connection and all your connection points will update. The ideal no-code development platform takes on the responsibility of keeping integrations current, removing that burden from your development team.
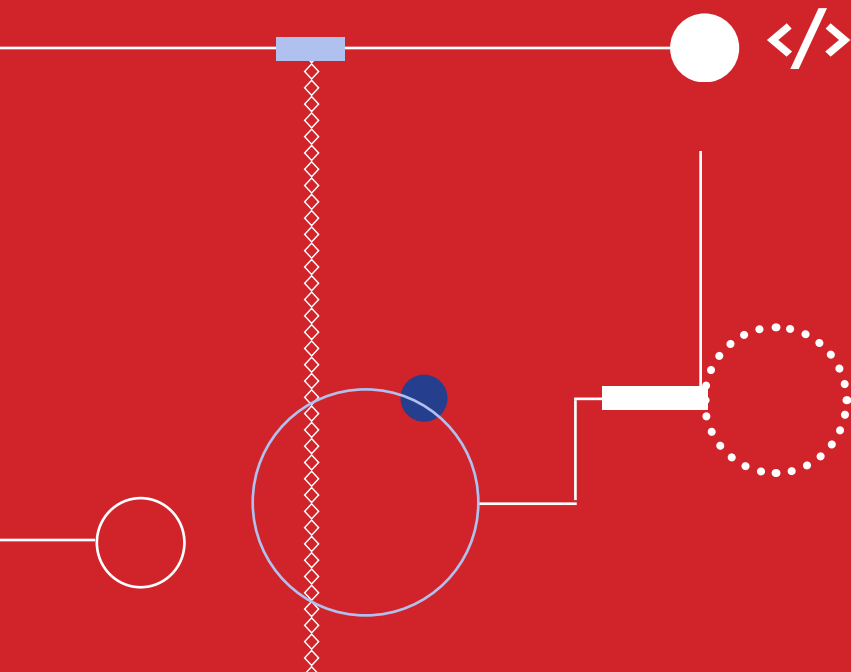
This allows your integration to scale without additional complex coding, time, or money. Your apps and devices stay connected throughout updates and changes, and your entire team is empowered to create integrations without help from IT—allowing you to complete your connections much faster.

MYTH

No code is only suitable for lightweight apps.

Comprehensive applications aren't easy to create. Even with significant amounts of coding experience, development can be incredibly time-consuming and expensive. To circumvent this, there are a number of drag-and-drop options on the market.

Many of these no code app builders use a template-style designer that allows users to quickly swap in content and information. However, they rarely allow the user to dig deeper to create a truly complete custom application. This leads to the assumption that this is all a no code development tool can do.

FACT

No code allows for deep integration for complex apps.

A true no code integration platform is simple enough to support the citizen developer while also being robust enough to build even the most complex applications and integrations by your experienced development staff.

No code development no longer only scratches the surface of what an app is capable of. Instead, no code allows you to create deep integrations without building complex code by hand. The platform takes care of the heavy lifting for you.

With a true no code platform, your developers aren't limited in what they can create. Citizen developers are able to implement the surface-level connections they need while more sophisticated developers can create complex systems and integrations more efficiently—saving time and money.

MYTH

No code is not sustainable and increases total cost of ownership.

No code platforms are perceived to be basic tools that only offer a temporary solution. If a no code platform limits your integration capabilities, you'll eventually reach a certain point where you'll need to implement complex coding workarounds to complete your jobs. This can quickly become expensive.

An integration platform that isn't secure or conducive for scaling can also become expensive to maintain. You end up paying more as you grow to keep systems intact and your data protected.

For this reason, many companies believe that all no code platforms are not sustainable and ultimately increase total cost of ownership.

FACT

No code reduces total cost of ownership.

The right no code platform can actually reduce your total cost of ownership because it brings integration, security, and sustainability into the platform's foundation. It also empowers every member of your team to take connecting apps and devices into their own hands.

With a true no code integration platform, both citizen and sophisticated developers can work simultaneously to connect the tools they need. This means your most experienced coders won't be bogged down with simple tasks, allowing them to focus on the areas where they're truly needed.

Because the platform also takes on the heavy coding for you, your team of developers can get things done faster. They don't need to worry about creating their own custom code or reworking connections whenever an app or tool you're using changes or updates.
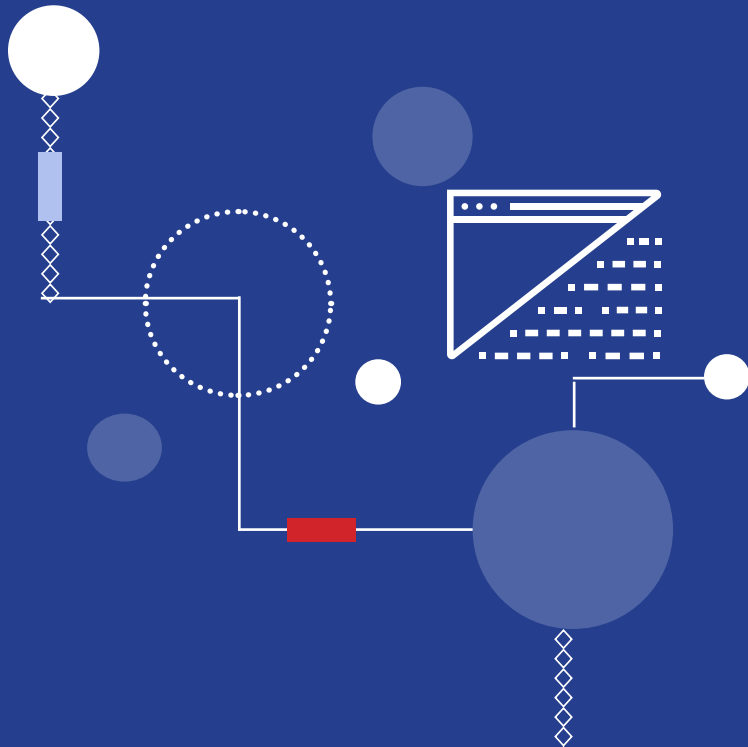
The right no code integration tool can also decrease risk and downtime so your team can stay more productive.

MYTH

No code isn't useful for highly skilled developers.

Many no code solutions are marketed towards organizations without significant IT departments—small businesses or companies that only need minimal integration. This kind of targeting gives the impression that no code isn't useful if you have a team of skilled developers.

This idea goes back to no code platforms being basic or only suitable for lightweight applications.

FACT

No code is beneficial for both citizen developers and highly skilled coders.

While some no code integration solutions are targeted towards business professionals and citizen developers, a platform that eliminates the need to create complex coding can make highly skilled developers' jobs easier as well.

Even if your developer team is capable of creating complex custom code, it doesn't mean they should be. By implementing a no code integration platform, your developer team is able to get more done in less time. Productivity throughout the entire team can skyrocket, allowing you to accomplish goals faster and in a more cost-efficient way.

The Truth About No Code Integration Models

The "no code" label has been thrown around loosely in the IT world, becoming synonymous with "less coding." Unfortunately, this has created a lot of misinformation about what no code really is, what it is capable of, and how it actually works.

At Pantheon, we believe a no code platform should truly involve no coding.

A true no code integration model should deliver support and development from simple apps to complex business integrations, offering the appropriate structure for each level of programmer. Through removing complexities and additional tasks, a true no code integration platform should deliver the promise of agile development in less time and for less cost.

Pantheon's Odyssey Platform is changing the industry's perception of what no code integration truly is. By creating a simpler integration solution that doesn't force you to compromise, you can eliminate complicated coding and empower employees at all levels to take control.

LEARN MORE AT **WWW.ODYSSEYAUTOMATION.COM**

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