entando

FAST PROTOTYPING

15 reasons to build POC with Entando

15 REASONS WHY ENTANDO IS
A SMART TOOL TO BUILD POCs

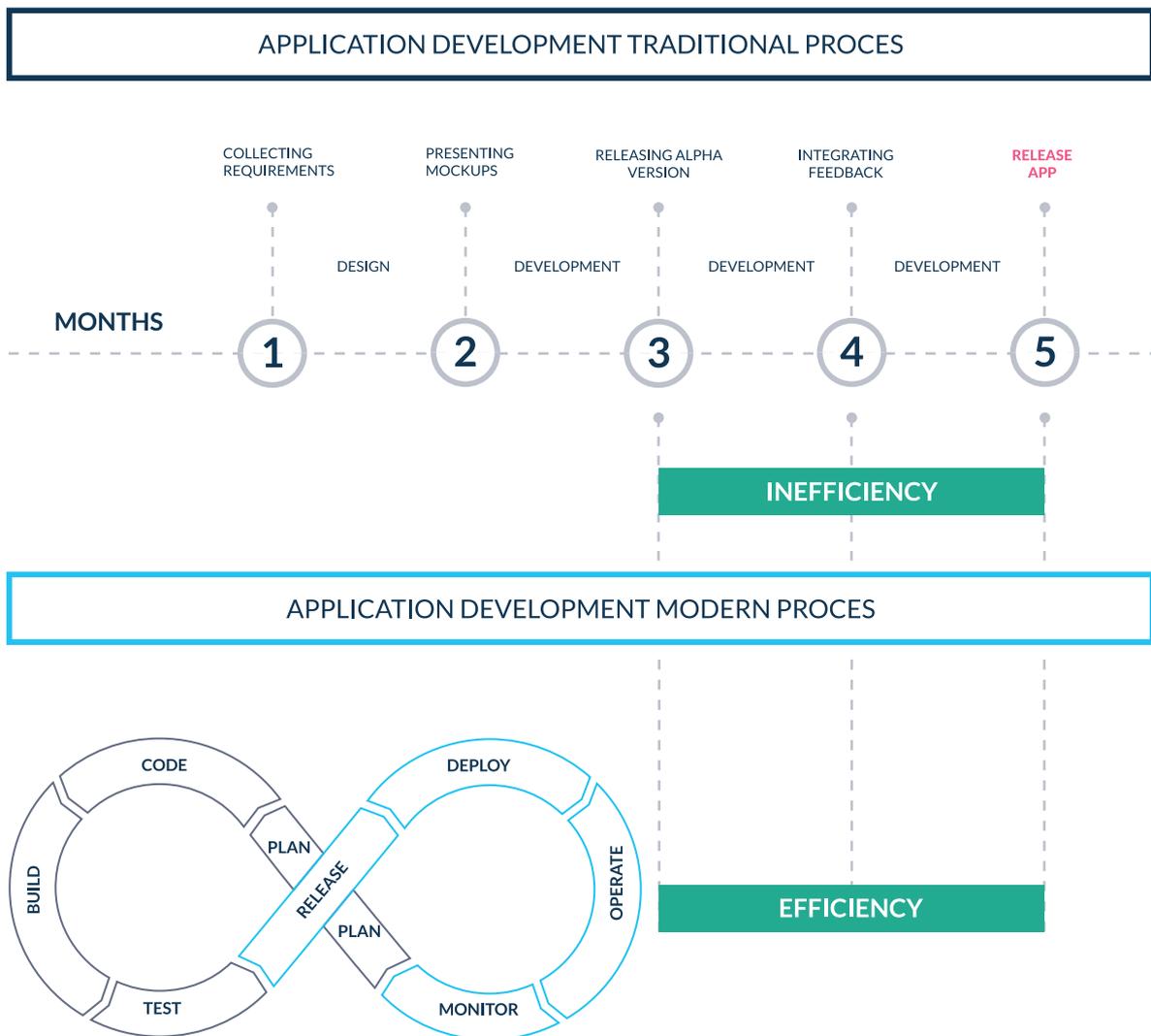## SCENARIOS FOR PROCESS DRIVEN APPLICATIONS IN THE ENTERPRISE

If cloud computing, IoT and AI are disrupting business models and challenging enterprises' competitive advantage, then a new modern way of delivering applications quickly with a strong focus on customers is required.

When it comes to process driven applications that play a core role in digital transformation, we see a drastic shift:

- **from** Poor UI products, which are not appealing **to** emerging decision makers (business analysts/citizen developers/LOB managers), to UX rich and User centric platforms;

- **from** Bottom Up sales (from IT technicians up to CIO), **to** a Top Down approach (From CEO/ CIO down to lower levels in the organizations);

- **from** a Process View (looking at a series of tasks), **to** a more modern Users View (looking at what the application users should do and experience);

- **from** a Traditional IT Focus (looking at managing process), **to** a more modern Application Focus (looking at solving business problems).

PROTOTYPING APPLICATIONS IN THE MODERN APPLICATIONS ERA

Entando aligns to this new vision, **adding** to the Modern Applications development paradigm, based on new processes, infrastructures, architectures, **a new ingredient**: design for UX convergence. The cool thing about Entando is that prototyping activities are done in the same environment as the production. The benefits of the platform apply to POCs, as well as to applications, driving unprecedented acceleration in time to market.

APPLICATION DEVELOPMENT TRADITIONAL PROCES

COLLECTING REQUIREMENTS	PRESENTING MOCKUPS	RELEASING ALPHA VERSION	INTEGRATING FEEDBACK	RELEASE APP
	DESIGN	DEVELOPMENT	DEVELOPMENT	DEVELOPMENT

MONTHS

① ② ③ ④ ⑤

INEFFICIENCY

APPLICATION DEVELOPMENT MODERN PROCES

CODE
DEPLOY
PLAN
BUILD
RELEASE
OPERATE
PLAN
TEST
MONITOR

EFFICIENCY

WHY BUILD A POC WITH ENTANDO?
15 REASONS

EFFICIENCY

1 **AMAZINGLY EASY TOOL TO BUILD POCS**

Thanks to its component-based approach, Entando is an all-inclusive platform that provides you with all the tools needed to quickly build high fidelity POCs. Easy to learn. Easy to use.

2 **FRIENDLY ENVIRONMENT, COMPLIANT WITH PATTERNFLY**

Using the Entando Admin Console you'll find yourself in a familiar environment, as it has been designed using the Patternfly guidelines.

3 **SAVE TIME IN CREATING POC PAGES**

The drag&drop Page designer makes the process of designing and publishing applications' pages very fast, accelerating the POC and the application time to market.

4 **BUILD YOUR CATALOGUE OF POCS AND REUSE**

Leveraging UX packages, you can build industry specific POCs, and gradually increase their richness by adding new plugins, bundles and content. Also, when you visit a prospect from a different industry, you can easily adapt existing UX patterns to the new POC context and field.

5 **DESIGN AND DELIVER YOUR POC YOURSELF**

Thanks to the low code tools, you don't need to be a full-stack developer to build your next POC. You can do most of the work yourself, and do it faster, to give your customers a realistic idea of how their process driven application will look. Sales activities can become more productive!

EFFECTIVENESS

6

PROPOSE DIFFERENT INTERFACES TO YOUR PROSPECT
Thanks to front end decoupling, you can apply different data, content and page models to the same web page: the page will look different without changing the underlying data.

7

MAKE YOUR POC UX-RICH
Using widgets, you can add UI elements and contents to the "plain" processes managed by the BPM and make your POC application more competitive on the UX battleground.

8

FULL ORGANIZATIONAL FIT
Entando is neutral, versatile, open source and API driven. This makes the platform adaptable to different enterprise technical and organizational needs, even when building POCs.

9

SHOW "THE REAL THING"
When you're asked to build a POC, often you don't have time to develop real integration between your POC app and underlying systems. Thanks to the data type/data model, you can create a widget that uses fake data that simulates the way your actual data will appear in the final application.

10

ENHANCE THE VALUE OF YOUR POC WITH MULTI-LANGUAGE
Entando has multi-language features. If individuals in your prospect's team speak different languages, show your POC in their native preferred language, even when data comes from third party systems.

EXPERIENCE

11

CHALLENGE YOUR PROSPECT WITH REAL TIME SIMULATIONS
Change data at its source, and the POC will adapt to this. Or change layouts, colors and content, without disrupting the underlying application. That's the beauty of abstraction in Entando.

12

SPEAK THE LANGUAGE OF YOUR CUSTOMERS
Each organization has its own language. You can adjust the POC labels to the internal "jargon" of your prospects using content editing techniques, such as in-line editing and label editing.

13

CONTEXTUALIZE YOUR POC
Design is not enough if we don't also consider the user's context. Make your process driven POC more realistic by adding industry-related content and context relevant UX patterns.

14

KEEP YOUR PROSPECT ENGAGED
A new and modern way of quickly building applications is key to success. Fast prototyping shortens the time between a prospect's request and the POC, securing both deep and fruitful customer engagement and the applications time-to-market.

15

ENJOY A SEAMLESS ENTANDO-RED HAT EXPERIENCE
Not only has Entando been certified on Open Shift, but the Entando DXP can run on the entire Red Hat middleware ecosystem, ensuring smooth development and delivery of POCs and applications.

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