Zoho Creator

The latest release of Zoho’s low-code Creator platform brings new capabilities for both professional and citizen developers, with a focus on features that go beyond just building applications to application lifecycle management (ALM), audit trail capabilities, and unified data modeling.

— New drag-and-drop blueprinting capabilities within Creator enable developers to map, develop, and manage more complex applications within the platform.

— A visual integration builder, more than 650 connectors, enhanced data prepping and standardization capabilities, and integration status dashboards and notifications accelerate integrations and enable teams to more quickly identify errors and execution bottlenecks.

— Embedded business intelligence (BI) and analytics including predictive and conversation analytics, data alerts, and visualization enable users to rapidly understand and analyze application data within Creator regardless of the underlying applications where the data resides.

FROM THE SUMMIT
Zoho adds blueprinting, visual integrations, and embedded analytics to Creator, enabling developers to do more within the platform, while bringing ALM and governance features that give IT more control over low-code proliferation.

DEEP DIVE
Early low-code projects are typically about automating existing processes and making information available, often below IT’s radar. Zoho’s focus is on helping enterprise IT scale low-code usage from basic apps to more complex digital transformation efforts.

LONG VIEW
As we predicted in “the death of the app” (2022 Predictions), buyers are increasingly looking at platform intelligence as a key factor in selecting applications. Zoho’s unified data model and embedded analytics are the natural evolution of low code, enabling smarter applications and faster insights.

MONEY: List pricing for Creator is $25 for the professional version (with limited users and 5 apps) and $40 for unlimited.

MARKET: The early phases of low-code and no-code competition were about viral adoption by business users. The next phase is about appealing to IT leaders, with CIO-grade management and governance.

PEOPLE: Zoho’s low-code offering is focused on buyers with a defined IT low-code mandate and established IT teams that need low-code capabilities to more effectively scale.

TECH: Unified data modeling and Zoho’s ZIA artificial intelligence (AI) enable developers to better understand and manage data relationships and dependencies.