

Executive Overview of OutSystems

Company Overview

In 2001, OutSystems started with a vision: a complete reversal of software delivery. The founders of OutSystems were seasoned IT professionals who recognized that a large majority of software projects were failing. The projects either did not meet the deadlines or their budget was overrun.

Why OutSystems?

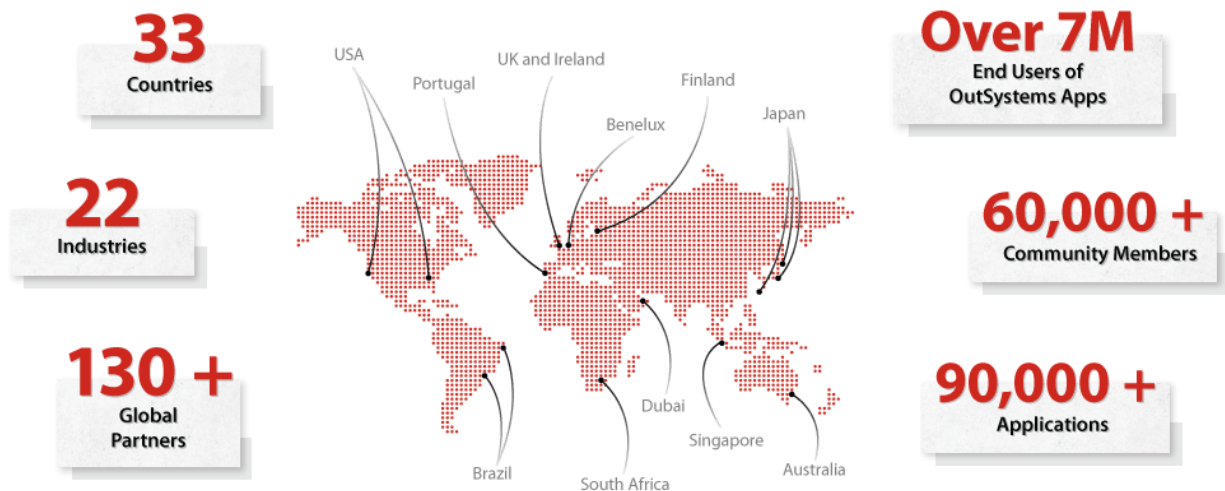
At that time OutSystems was founded, most companies were using a “waterfall” approach to development. In a waterfall project (which some companies still use today), development is less expensive in the beginning during the analysis and design stages. Changes in later stages become increasingly more costly. So a great deal of time is spent trying to plan for everything needed in an application to ensure that it is “right the first time.”

The problem is that it is just not practical to know every requirement that might be needed in an application or plan for every eventuality. Therefore, instead of being right, the software still has to be changed. The more the application changes, the more complex it becomes. Complexity adds to the expense and makes it even harder to manage or update the application further down the lifecycle. Eventually, projects reach the point where it is cheaper and less time consuming to replace the application than it is to update it.

For OutSystems, the answer was clear: Instead of trying to get software right up front, the change process should be inexpensive and fast, independent of the size of the application. We examined the anatomy of change and built OutSystems Platform, which makes changes to applications fast, robust and inexpensive at any point in the lifecycle.

OutSystems Today

Our first customers were visionaries who understood our vision. And with their support, OutSystems grew into a global company with headquarters in Lisbon, Portugal, and America’s headquarters in Atlanta, Georgia - and offices on almost every continent.



Companies in 22 industries - insurance, pharmaceuticals, banking and retail to name just a few - now use OutSystems Platform to deliver solutions for multiple use cases and applications. The solutions range from simple mobile front-ends to large enterprise migrations and ERP solutions.

What has enabled us to grow our company? Fast, inexpensive and robust change that enables organizations to address two major pressure points:

1. Changing the way they engage with customers through digitization--mainly mobile. This means delivering mobile engagement or a front-end on top of systems or back-ends they already have and making sure they operate together smoothly. It also means determining what else they need to have, so they can bridge the gap between what is there and what the business wants.
2. Delivering applications fast and change ever faster. The pervasiveness of mobile has reduced delivery cycle times dramatically. Business expects applications to be delivered in 16-20 weeks and changes made in a matter of hours. This is much less time than the traditional 20 months required to develop an application in Java or .NET.

What is OutSystems Platform and What Makes It Different?

OutSystems Platform is a complete, full-cycle rapid application development platform that simplifies every stage of the app development and delivery process. Developers and teams can provide apps the business requires at the speed the market demands because of our visual modeling and automated, one-click deployment approach to application delivery.

Rapid Development and Integration		Quality Assurance	Deploy	Operate & Measure	Manage
Frontend	Web Mobile	End-to-End Quality Assurance <ul style="list-style-type: none"> • Impact Analysis • Self Healing • App Feedback • Device Testing • Testing Framework 	Deployment and Staging <ul style="list-style-type: none"> • 1-Click Full Stack Deploy • 24/7 Upgrades • Process Upgrades • Database Upgrades • API Dependency Checking 	Client, Network and Server Analytics <ul style="list-style-type: none"> • Frontend Analytics • Logic and Workflow Analytics • Database Analytics • APIs and Extensions Analytics • Processes and Schedulers Operation 	Manage Apps and Services <ul style="list-style-type: none"> • Identity Management • Users Roles Groups • Apps Services • Environments Servers Storage
Backend	Logic Workflow Notifications				
Database	Relational No SQL Caching				
Integrations	Schedulers REST, SOAP SAP C#, JS, Java				
Infrastructure	React C# / Net Java				

Development teams design, develop, QA and analyze and manage their apps, no matter the size. All front-end and back-end development needs are covered, along with deployment and long-term maintenance. No one has to piece together separate tools, which can add cost and reduce productivity. And, we offer governance and impact analysis so big projects can get even bigger without requiring additional coding or management.

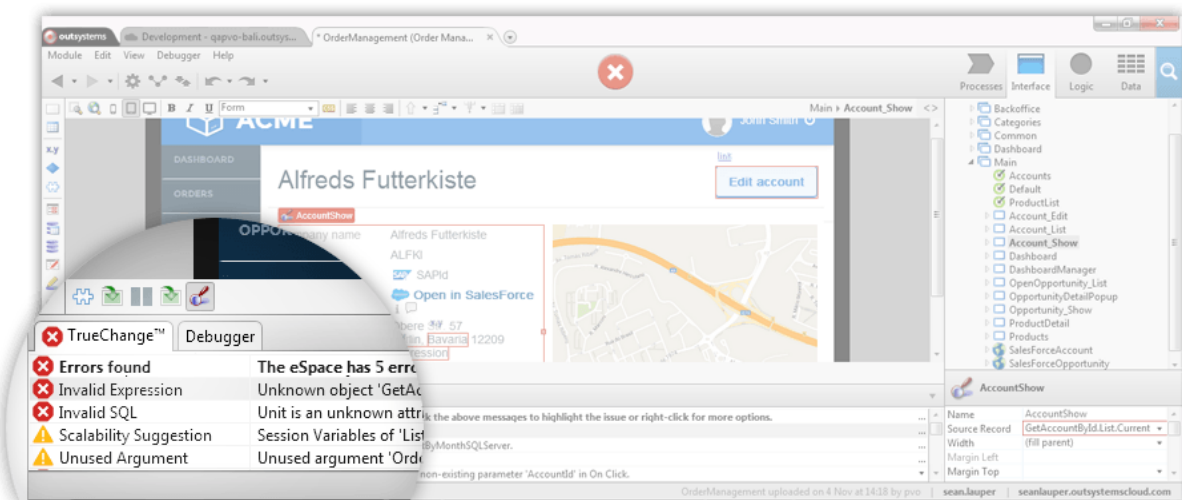
At the core of OutSystems Platform is rapid application delivery, but there is so much more than that. The goal is to reduce costs and risks by enabling continuous delivery without breaks in the lifecycle by providing:

- **Rapid productivity:** You create your apps and integrate in weeks, not months.
- **Speed and code:** Extensibility, gain efficiency and speed of developing with a visual model while retaining complete flexibility to integrate custom code.
- **Multi-channel development:** Developers use visual modeling to develop an application that can run on any device or platform. Risks, development time and costs are significantly reduced with error-free, automated deployments.
- **Open platform:** Protect investment in large back end systems by integrating with existing systems of record and/or data sources.
- **Enterprise-grade platform:** Build and manage very large portfolios of applications created by teams of developers just as easily and quickly as a single app.

- Reduced costs: Reduce the costs of application maintenance to a fraction with automated dependency management and holistic application lifecycle management (ALM).
- No lock-in: No runtime interpreters or engines are required to enable OutSystems applications. You can take your code wherever you want.

Rapid productivity

OutSystems Platform is designed from the ground up to accelerate the development of applications and the process to make changes to those applications. Developers create applications visually, which reduces time and costs and improves agility. Elegant and engaging multi-channel user interfaces (UIs) harness the power of HTML and CSS without the need to be experts with those languages. Development is done without the headaches and inconsistencies of hand coding and deployment is done with one click. Application can be delivered in weeks, not months or years.



Speed and code

OutSystems Platform uniquely combines development speed with seamless integration of custom and existing code for greater agility. Developers design the UI, business processes, and business logic and data models for applications visually. Dragging and dropping functionality into a visual development environment provides greater agility than traditional hand coding. There is support for mashing up all components, including multiple sources of data, user interface blocks, APIs, integration connectors and business rules. This enables the agile creation of high-quality applications and processes in a fraction of the time it would take to build them with traditional solutions.

How long, on average, was it taking you to deliver apps (from requirement to app in users hands)...

■ Up to 1 month ■ 1-3 months ■ 3-6 months ■ 6-12 months ■ 12+ months



Source: TechValidate survey of 184 users of OutSystems



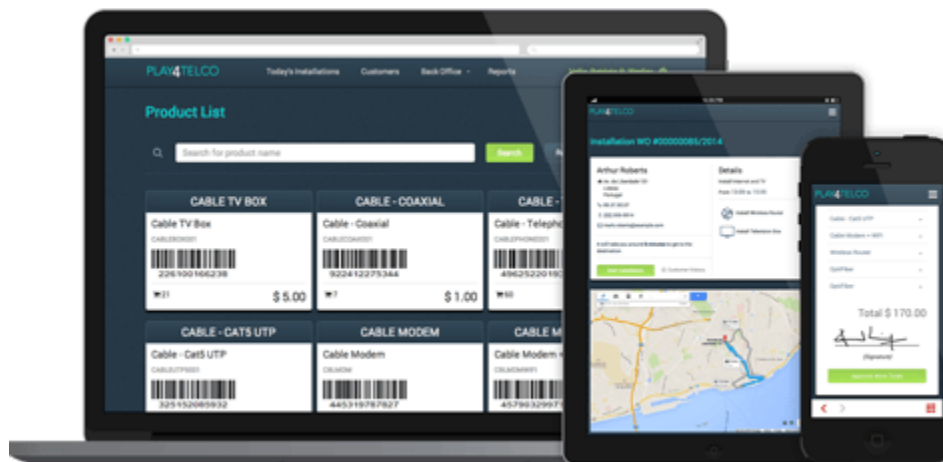
Research by TechValidate

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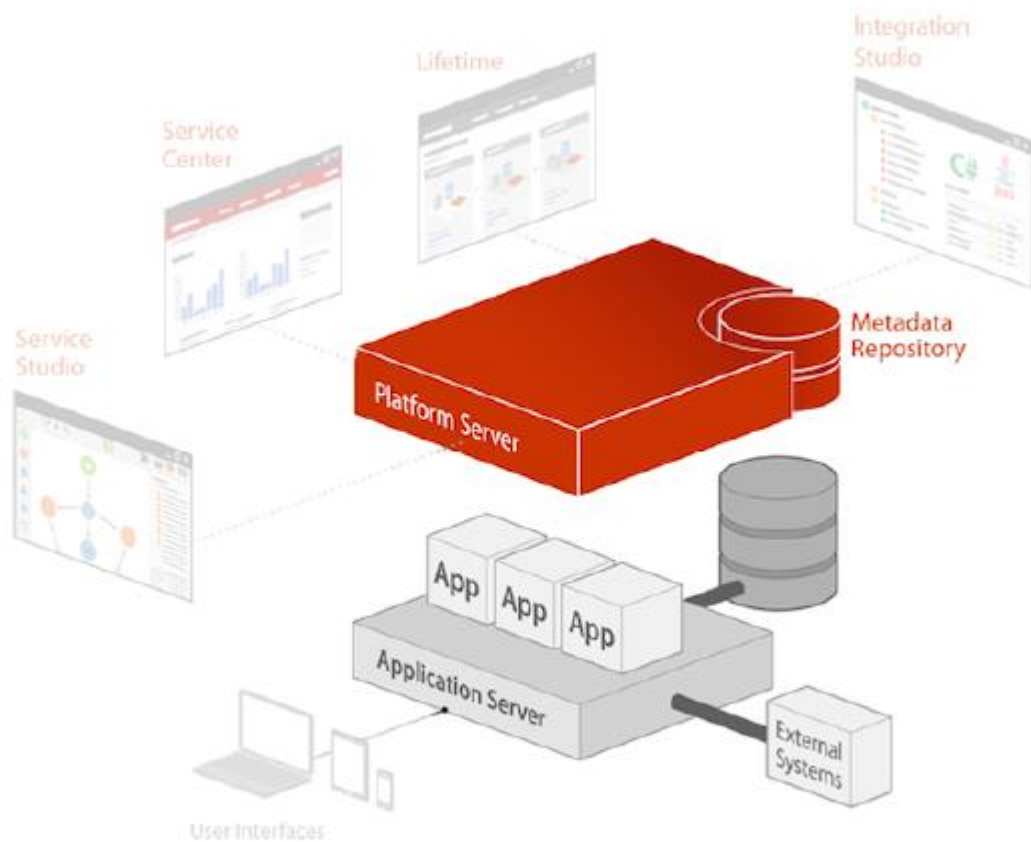
Development for all channels

OutSystems Platform enables organizations to develop quality applications once and deploy them everywhere, quickly and cost-effectively. A full spectrum of devices and operating systems are supported without sacrificing native responsiveness. There's no need to master constantly changing technology or hire expensive and scarce experts with device-specific knowledge. It is easy to add native capabilities like geolocation, camera, notifications and on-device app integration to meet the needs of the business. And extending mobile apps to full browsers is effortless and risk free. People can even develop apps that work offline as quickly and easily as online apps.



Open platform

OutSystems Platform is an open unified platform that provides standards-based code and extensibility, because we know that proprietary data and architecture can limit application development and increase costs. We provide an open platform that can connect to any database and easily integrate with mission-critical systems. Visual models can be extended with standard or custom code such as JavaScript, Java, C#, SQL, CSS and HTML. Developers can standardize around SOA and microservices. They can also integrate their apps with external databases and existing systems--even testing and monitoring tools.



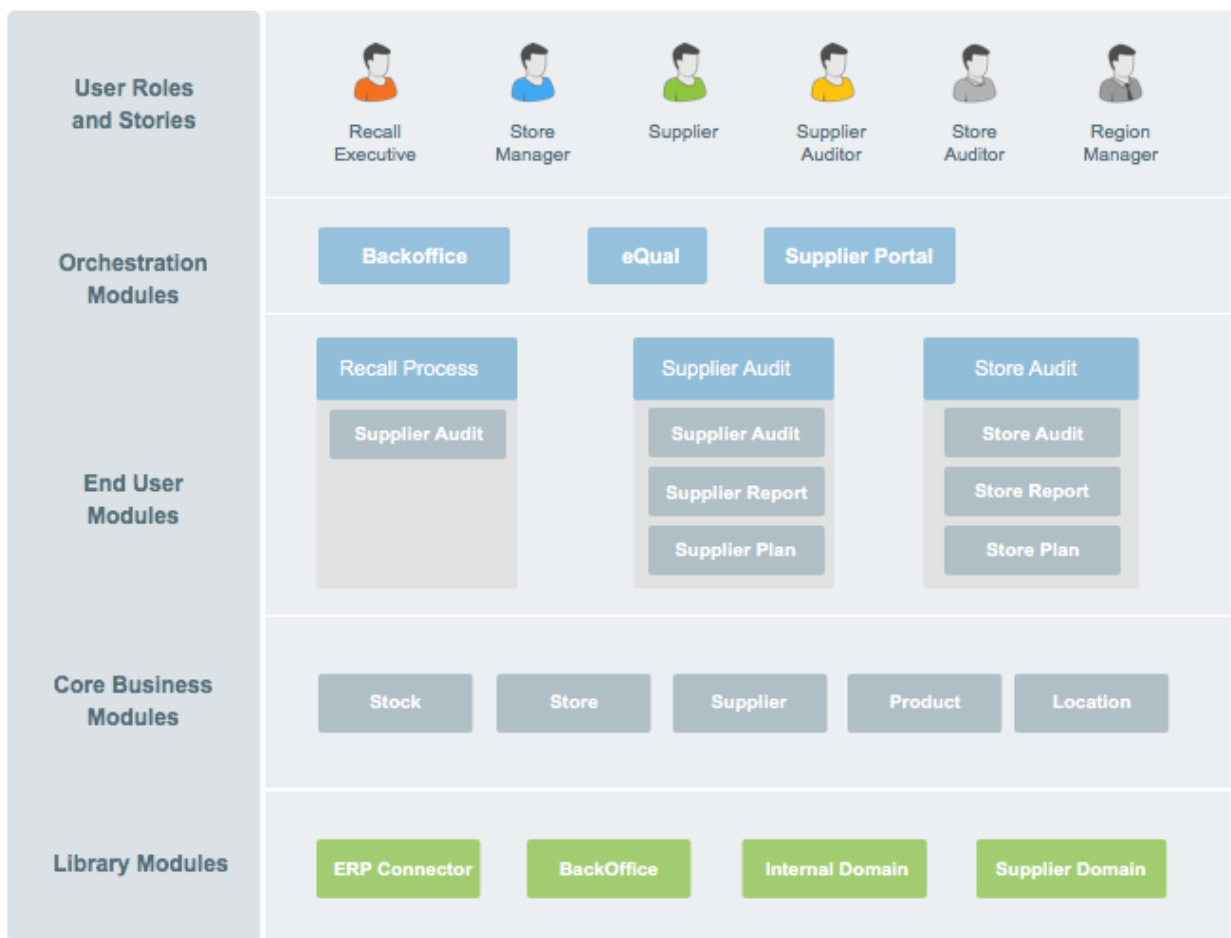
No one reaches a limit on the types and sizes of applications created.

OutSystems also maintains a living repository of open source extensions. These extensions include wrappers to public open source .NET, Java or JavaScript libraries or plugins, which can be used throughout your applications. There's no need to spend the time or expense to build something that already exists.

Enterprise-grade platform

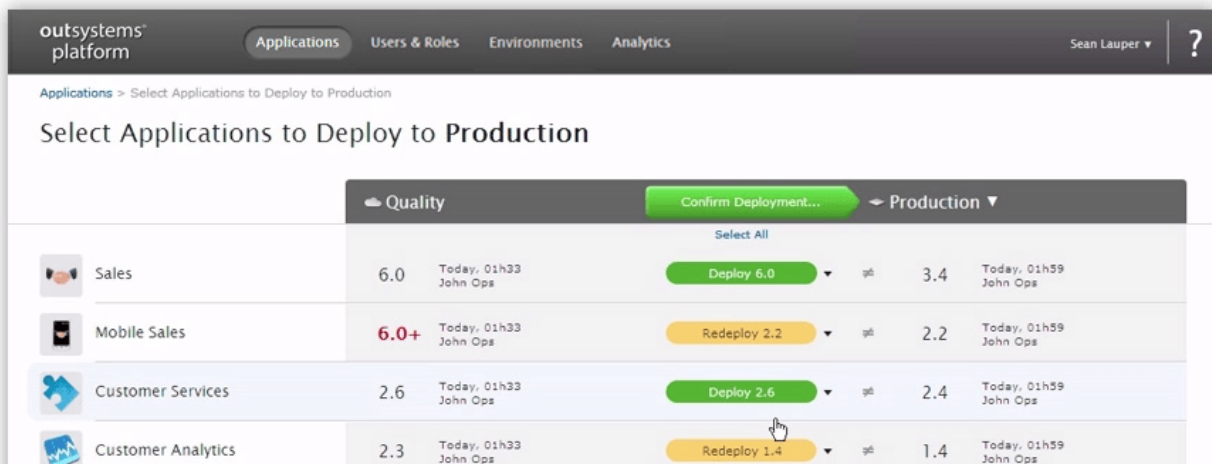
The OutSystems Platform is now considered one of the best in class for enterprise application requirements. Large enterprises use it to deploy mission-critical applications, point-of-sale and mobile customer engagement. OutSystems Platform is continuously scalable to provide support for large portfolios of innovative, quality applications for line of business and core business processes. The flexible environment and governance features of OutSystems Platform enable agile growth to a large well-designed and well-managed enterprise installation with hundreds of services and applications.

OutSystems Platform can support as many developers and teams as are needed to get the job done without sacrificing performance or agility. It is also extremely easy to integrate any external enterprise system, database or custom app with speed and extensibility.



Reduced application lifecycle management costs

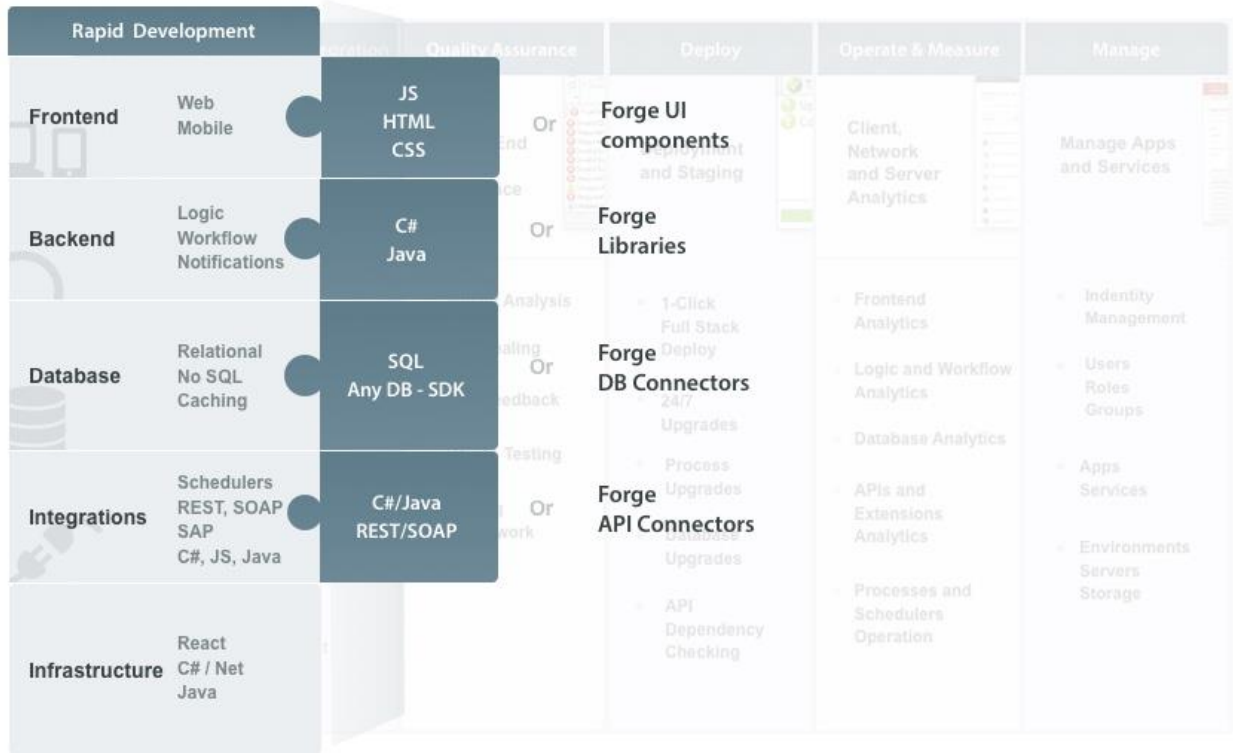
OutSystems Platform supports broad and complex lifecycles, enabling a continuous delivery process the moment a project starts. We make it as easy to manage and update applications as it is to deploy them. Throughout the lifecycle, OutSystems Platform works behind the scenes to ensure that applications are error-free. Applications are instrumented for performance and quality and OutSystems Platform graphically presents the results in a comprehensive monitoring dashboard. It's easy pinpoint any part of an application that needs to be corrected or optimized. Performance or quality problems are detected early and resolved quickly, which lowers development and deployment costs.



		Quality	Confirm Deployment...	Production
		Select All		
Sales	6.0	Today, 01h33 John Ops	Deploy 6.0	3.4 Today, 01h59 John Ops
Mobile Sales	6.0+	Today, 01h33 John Ops	Redeploy 2.2	2.2 Today, 01h59 John Ops
Customer Services	2.6	Today, 01h33 John Ops	Deploy 2.6	2.4 Today, 01h59 John Ops
Customer Analytics	2.3	Today, 01h33 John Ops	Redeploy 1.4	1.4 Today, 01h59 John Ops

No-vendor lock-in

For worry-free and risk-free implementation, OutSystems Platform is the only solution that truly offers "no lock in." OutSystems Platform doesn't use a proprietary runtime engine to run applications. Developers can run and change or update their applications on other platforms or with other tools. Code can move across technologies as they evolve, keeping pace without having to rewrite code.



All applications rely on standard .NET and Java. OutSystems Platform takes care of all the steps required to generate, optimize, compile, and deploy applications into a standard web application server like IIS, JBoss or WebLogic. Organizations don't have to use expensive resources to handle them.

Conclusion

Developing an answer to the challenges of digitization and faster delivery cycles takes a long time. During the years that OutSystems has been in business, we have solved problems and issues that other vendors didn't even know existed. We are now confident that we have the only real solution for overcoming the two major pressure points.

Our rapid application development and delivery platform makes it fast and easy to develop applications from small departmental to large complex mission critical. Develop the application once and deliver it seamlessly across all platforms and form factors. But that's only part of what it does. It also accelerates and eases the integration of applications with existing cloud and on-premises databases and systems of record. As a result, OutSystems Platform enables the rapid, agile and continuous development, delivery and management of all the applications needed to digitalize your enterprise.

Questions?

For more in-depth information about OutSystems and OutSystems Platform, visit our Evaluation Guide - <https://success.outsystems.com/Evaluation>.