

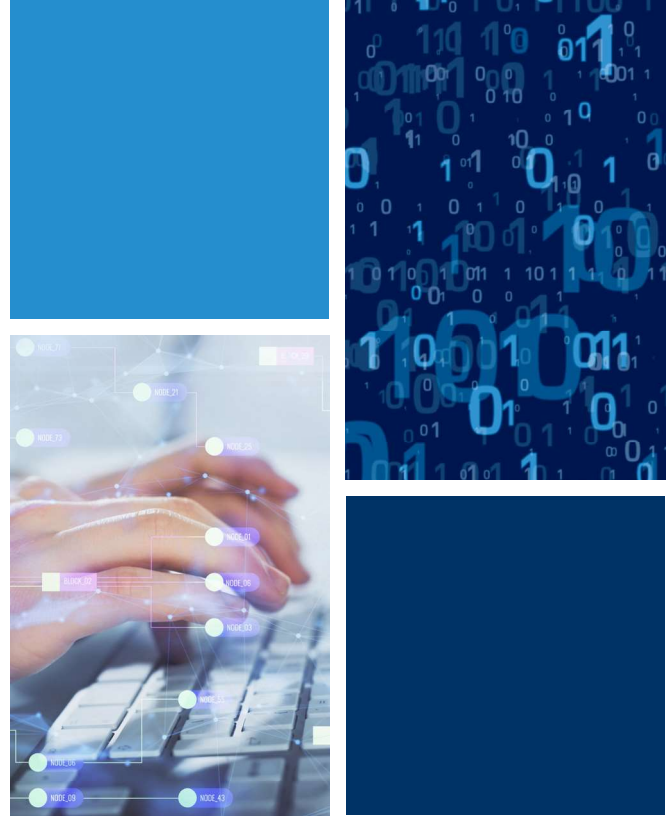
Low-code will save the Digital Transformation



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Introduction



We are experiencing a period of great technological excitement, where the real potential of digital is shown by the pervasive adoption of innovations that simplify activities and change behavior. I am thinking of the extensiveness of the mobile technology that has made it possible to connect people, the growing diffusion of IoT technologies to connect electronic devices, and Cloud technology that has dematerialized the physical concept of computing. I also refer to process automation, that is increasingly replacing human operators in repetitive and predictable tasks execution, blockchain which allows you to digitize trust, and artificial intelligence development. These innovations are becoming commonplace, and we see new services and new business models which are taking place from the integration and improvement of these technologies, to create new value and outline unexplored markets.

This spread of digital use is speeding up and growing the demand coming from markets for new application software, which must be created faster, adapt to rapid changes in entrepreneurs' vision, and not underestimate result quality. However, demand often does not meet supply, because the lack of resources and skills limits

*companies' innovation and growth potential. This is why WebRatio committed to the mission of **"unleashing the innovation potential of every company by making Digital Transformation simple and accessible with low-code development."** Thanks to low-code we want to simplify the technological complexity and make it accessible to a wider pool of users, increasing development productivity and guaranteeing the industrial quality of the software realized.*

Offer a tool for innovation means for us trying to anticipate the demands of the markets. The development platform we have created, therefore, contains the technological vision that leads us: omnichannel web and mobile technology, Cloud, Business Process Automation, Internet of Things, and many more innovations.

Our ambition is to make WebRatio low-code technology the tool which helps companies anticipate trends and lead markets with solutions that transform the way they do business.

Roberto Acerbis
CEO of WebRatio