



# 3 recommendations for maximizing business value from the Power Platform

Companies that nurture a maker movement, incorporate generative AI and establish proper governance can see ROI soar

Do what matters

## No-code/low-code is real – but are you optimizing its benefits?

### How well is no-code/low-code development working for companies around the world? More importantly, how well does it work for your company?

The no-code/low-code revolution has lifted the productivity of workers at organizations big and small. By replacing traditional development methods with a visual approach to building apps and workflows, no-code/low-code democratizes software development, creating a broad force of citizen developers among non-technical employees. These business technologists can quickly prioritize and address business needs without having to go through an IT department, freeing up resources and time across your organization.

That's the promise of no-code/low-code, but the reality isn't always so simple – and without proper safeguards in place, small mistakes can pile up fast. When you discover a data breach, will a basic security precaution not taken in a citizen-developed app be to blame? When you take an app inventory, will you find large numbers of redundant citizen-developed apps taking up valuable space on your tenant and driving up costs? When you seek to incorporate innovative technologies like generative AI, will your development approach stand in your way? And are your business users really taking full advantage of the tools and accelerators available to them so you can maximize your business benefit?

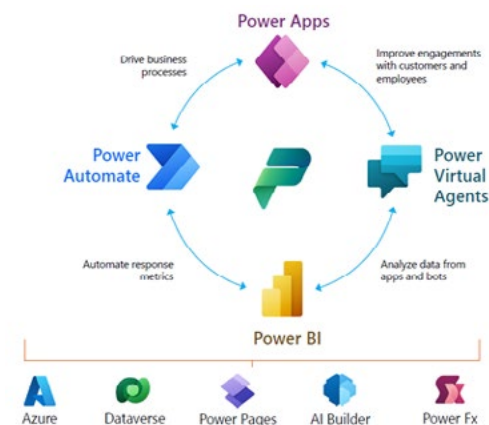
Failing to use no-code/low-code to its full potential can leave money on the table and drag down your return on investment (ROI). While you may not be maximizing the value of your no-code/low-code environment, your competitors are likely at work right now maximizing theirs.

### Microsoft Power Platform: The popular choice for no-code/low-code

For companies seeking a no-code/low-code technology, the popular choice is Microsoft Power Platform, with more than [33 million](#) monthly active users, most of whom are non-coding business users. Power Platform use is growing at [nearly 50% year-over-year](#) and it's now used by [97%](#) of Fortune 500 companies.

Power Platform is everyone's platform for transformation. For no-code users, it offers PowerPoint-like drag-and-drop experiences. Low-code users gain added functionality via Excel-like formulas. And code-first professional developers get extensibility to use Power Platform across their enterprise environments – including with existing enterprise applications like SAP, salesforce.com and more.

The platform includes **Power Apps** to create applications and business processes, **Power Automate** to automate those apps and processes, **Power BI** to analyze data from apps and bots, **Power Virtual Agents** to improve engagements with customers and employees and **Power Pages** to quickly build low-code customer-facing websites.





## Who wouldn't like a \$25.9 million gain?

Using Power Platform to drive business value can pay off big if you do it right. [Forrester finds that Power Platform can help streamline operations, speed development, reduce development costs and reliance on corporate IT and boost revenues.](#) Companies can replace pricey commercial business apps and intelligence tools and achieve continuing – and increasing – efficiency gains. Employees can make better and faster decisions, increase the value of their other Microsoft solutions and improve IT security.

For a composite organization with \$3 billion in revenues and 10,000 employees, that can amount to a 502% ROI with a net present value (NPV) of \$25.9 million – with an additional 94% ROI and \$11.4 million NPV to the organization's IT department. App development costs can drop by as much as 70%. Annual revenues can increase by 1% and operating margins can go from 12% to [12.5%](#).



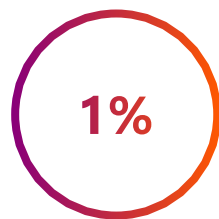
ROI



reduction in app  
development cost



million NPV



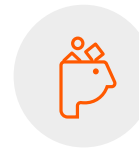
revenue gain



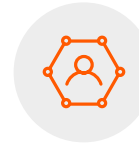
## Set your own priorities to get the most from Power Platform

You'll need a custom approach to meet your organization's specific needs. Maybe you'll start with hyper automation to achieve new levels of operational efficiency, or an app modernization project that smooths the way for a migration to the cloud. The key point to recognize is that enabling citizen development can facilitate your teams to meet business needs faster.

You can increase the value you get from Power Platform by recognizing the breadth of opportunities it provides and figuring out which make the most sense for your business goals.



**Innovation.** Use Power Platform to speed and ease prototyping by the people who are closest to your customers and best understand the market's needs. Power Platform can be instrumental in migrating from legacy platforms to the cloud, reducing your risk and enabling license rationalization.



**Efficiency.** Digitize and automate processes in the back-office and throughout your business. Extend the power of SAP, salesforce.com and other applications. Execute processes faster through Teams.



**Sustainable growth.** Help to ensure your continued growth not just by accelerating and removing waste from processes, but by speeding time to market, boosting your competitiveness and customer satisfaction. Use new apps, webpages, bots and more to attract and delight customers.



**Digital transformation.** Empower your business users to solve their own problems by incorporating AI and boosting active users throughout the organization, freeing up corporate IT and fostering a better, broader and more robust IT environment.



**People and culture.** Break down siloes and boost collaboration across functional areas by nurturing a citizen developer culture, which can increase morale and staff retention while improving ESG impact.



**Collaboration.** Build collaboration not only throughout your business, but with business partners, suppliers and customers. Assemble "fusion teams" of business technologists, development pros and IT for better, more useful apps.



**Integrity.** Manage Power Platform in a way that ensures proper guardrails on security, regulatory and governance issues while fully enabling innovation and business growth.



# 3 recommendations for Power Platform success



## Support business and technology collaboration through a maker movement

**Business technologists and citizen developers play a vital role in fulfilling the promise of Power Platform by bringing the power to solve business problems directly to the people who are closest to those problems.**

But many of their new apps may be relatively small in scope and in the quantifiable value they generate. To maximize Power Platform's value, you need to grow that impact and scale it up and out across the enterprise.

The way to achieve this is by promoting a maker movement across your organization. Where Power Platform gives business users the technologies to solve their own problems, the maker movement creates an environment that encourages them to do so. It's a form of organizational change management focused on scaling the value you get from Power Platform. It does this by increasing the number of makers, the number of solutions they create and the number of community members adopting those solutions to drive speed and scale.

An initial step in building your maker movement is to identify your champions and encourage them to step forward. Look to the natural innovators and experimenters working with Power Platform in your organization, connect with them and support them through training and encourage them to share their experiences with others.

Once you have your initial Power Platform champions in place, you can build a community and culture of open innovation, collaboration and learning. Weave together both the organizational benefits and individual benefits from Power Platform solutions and publicize and celebrate those successes.

**Fusion development.** Part of breaking silos and promoting a new culture means bringing people together in ways that weren't possible before. Your makers can now work alongside pro-developers on hyper-efficient and effective apps that blend the no-code/low-code approach with pro-code development, creating hybrid solutions that bring in the best of both worlds.

**Avanade Productivity Studio.** Many companies find that unleashing the power of the maker movement expands demand for new solutions even beyond their expectations. As the size of the maker community grows, it may be hard to keep up, or companies may want to accelerate the growth of their Power Platform apps. For these companies – and any company that wants to make managed services a part of their inventory of resources for app development – there's Avanade Productivity Studio. The Productivity Studio can augment your own makers and developers, or completely implement specific projects. It's a flexible offering and the choice is yours.



## Use generative AI to supercharge Power Platform value

**Companies can also maximize the value they get from Power Platform by taking advantage of its broad AI capabilities.**

Developed on a long journey to empower developers with AI-infused development experiences. The melding of AI and low-code further revolutionizes the way solutions are built and fundamentally transforms the way people work, collaborate and create.

Power Apps was one of the first products to use GPT in a commercial capacity, and Express Design in Power Apps enabled makers to automatically turn their drawings, images and Figma documents into app user interfaces.

In 2023, Microsoft added Copilot technology to Power Apps, Power Automate, Power Virtual Agents and Power Pages. The move brings Power Platform's promise of democratizing development to a new level, one where even more people can create innovative solutions through natural language, including building professional websites, processing invoices, enhancing chat experiences, analyzing documents and developing automated workflows.

Now, if a maker can imagine an app, flow or bot, she can simply describe it in everyday language. Copilot creates it in seconds via an intuitive and intelligent low-code experience that accelerates app development for both business technologists and professional developers.

Copilot isn't the only generative AI capability in Power Platform. Others include streamlining the user experience with embedded GPT enabled chatbots in Power Apps that provide an in-app assistant. They also include GPT-enabled data exploration in Power Apps, which enables business users to intelligently query their data for immediate and actionable insights.

Avanade trains companies to optimize their use of generative AI in Power Platform and throughout the Microsoft ecosystem. We also do much more, using generative AI to enhance our own solutions, technology offerings and IP.



## Don't forget the guardrails

**To take full advantage of Power Platform – and reduce the risk of decentralized technology adoption and shadow IT – you'll first need to establish clear guardrails.**

A Center of Excellence (CoE) is the best way to create appropriate, consistent and comprehensive governance that ensures Power Platform solutions meet your company's needs for security and compliance, as well as for efficient and effective app creation and use.

Avanade supports your needs with CoEs for both Power Platform and AI. More than a set of tools, our Center of Excellence Foundations engagement provides you with best practices, technology standards, reusable assets and knowledge management to help you turn your business goals into business realities. A CoE helps you avoid disappointment and missed opportunities and speeds your progress toward achieving maximum value from Power Platform. A CoE can help your company to:

**Reduce the end-user data/  
app management burden**

**Increase availability  
and sharing of insights**

**Reduce siloed use  
of information**

**Increase responsiveness  
to evolving needs**

**Expand data types,  
sources and processing**

**Balance structure and  
flexibility, control and  
innovation**

Avanade also offers our exclusive Avanade CoE Expansion Pack to create a Center of Enablement. This extends Microsoft's CoE Starter Kit with the elements that customers have most requested, including Maker Self-Service and CoE Administration Service.





## Why Avanade?

Avanade is the world's most experienced innovator on the Microsoft platform, bringing our consultancy, experiences and expertise to help our clients do what matters. No one better supports clients unlocking the full potential of Power Platform than Avanade, the Global 2023 Microsoft Low Code Application Development Partner of the Year.

As the Number 1 strategic partner for Microsoft technologies, including Power Platform, we have won the Microsoft Global SI Partner of the Year Award 18 times. Avanade has 60,000 Microsoft certifications – more than any other Microsoft Partner.

We combine that depth with industry expertise and our close ties with Microsoft's product teams. Together, we can help you to maximize the business value of Power Platform like no one else.

Our cross-functional, global talent and end-to-end services include:



More than 6,000 Power Platform professionals



More than 3,700 Power Platform certifications



Global [advisory practice](#) to co-create and orchestrate practical strategies that drive outcomes faster



Full-service Digital Innovation Studios and [experience design practice](#)



3,500 [analytics](#) professionals and deep knowledge of Power BI



4,200 [automation](#) experts, 6,000+ successful automations for more than 350 clients



[Managed services](#) with 24/7 ongoing management and support, using a rigorous industrialized operating model

## Ready to learn more?



To find out how you can use Power Platform to best achieve your business goals, [contact the winners of the 2023 Microsoft Partner of the Year Award for Low Code Application Development](#)

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2023 Partner of the Year

Winner  
Low Code Application Development  
Award



**North America**

Seattle  
Phone +1 206 239 5600  
America@avanade.com

**South America**

Sao Paulo  
AvanadeBrasil@avanade.com

**Asia-Pacific**

Australia  
Phone +61 2 9005 5900  
AsiaPac@avanade.com

**Europe**

London  
Phone +44 0 20 7025 1000  
Europe@avanade.com

**About Avanade**

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers.

With the most Microsoft certifications (60,000+) and 18 (out of 18) Gold-level Microsoft competencies, we are uniquely positioned to help businesses grow and solve their toughest challenges.

As a responsible business, we are building a sustainable world and helping young people from underrepresented communities fulfill their potential.

Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com).

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**Do what matters**