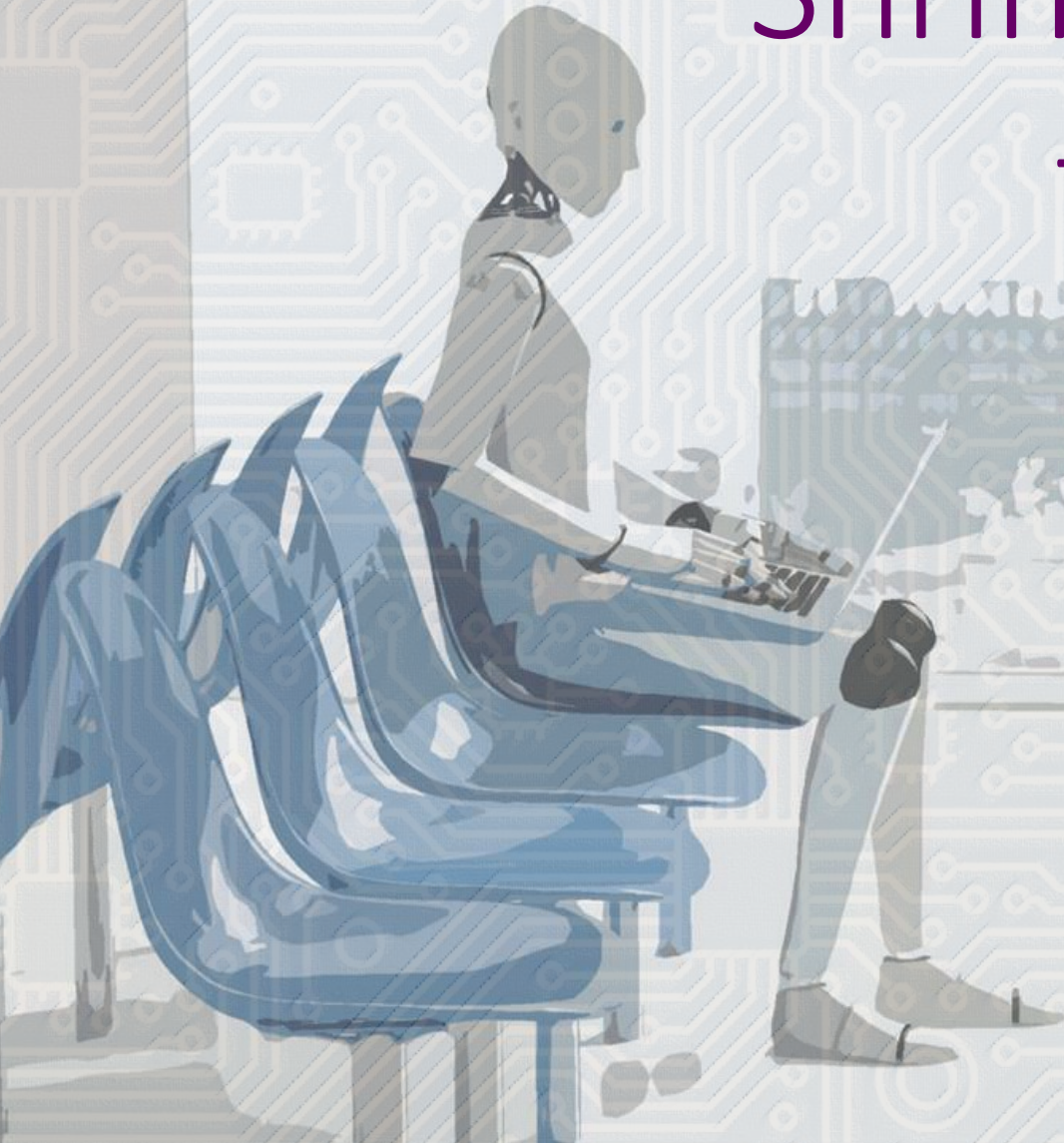




# Shrink-wrap to SaaS



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## Zero-Code Based Digital Transformation Roadmap for Legacy Applications.

*An innovative and revolutionary Zero-code platform that will quickly and economically transform your shrink-wrapped enterprise software and legacy applications into a SaaS model.*

Computing technology, both hardware and software, are evolving at lightning speed. Over the past five years numerous breakthroughs and innovative products have emerged that are both evolutionary and revolutionary, and the pace here on will only accelerate. Industry 4.0, Internet of Things (IOT), Digital Transformation, Smart Technology, 5G Network, Blockchain, AI, NLP, ML, Data Science, Deep Science, Cryptocurrency, and Edge Computing are some of the buzzwords that are now vernaculars and used in everyday parlance.

Thirty years ago, the emergence of faster and cheaper computers, storage, network maturity and standardization, combined with the Internet, saw corporates embrace “computerization”. They invested heavily in software and servers to increase productivity and reduce operational costs. Fast forward to 2021 and “Digital Transformation” is the mantra you hear across enterprises, as they look for ways to securely connect, interact, transact, increase productivity, and of course reduce cost. They are looking at SaaS, Pay-as-you go models, transaction-based solutions, and cloud storage, where infrastructure is no longer an impediment and upfront capital investment is nearly ZERO. Software companies that sell shrink-wrapped solutions are essentially in their last leg and are soon to be confined as case studies into the annals of history.

Shrink-wrap software companies and their vendors sell licenses of their software products, such as CRM, ERP. These systems are then customized based on the specific needs of their customers and then deployed as a monolithic system on premise.

The challenge and dilemma for these traditional software companies trying to migrate their monolithic software products to a Cloud based SaaS model are:

1. How to transform themselves into a multi-tenant Cloud-native SaaS, while supporting and serving their existing clients?
2. How to convince their existing clients that they can safely embrace the SaaS model without any disruption to their business?
3. How to enable tenant-specific customization for multi-tenant Cloud-native SaaS?

Increasingly more and more companies are making this transition with mixed results. On the one hand, software product companies have invested heavily in their technology, built an extensive sales and service network, and majority of their clients still use their legacy products. The existential question before them is how to transform while continuing to perform?

## Digital Transformation Performed on Legacy Applications.

Five years ago, Cloud and SaaS were in a nascent stage. Attempting digital transformation was an extremely difficult and arduous task. Today, with the rapid evolution of tools, development methodologies, and systems, there are many innovative ways to develop software applications. The most significant and notable progression is in the area of coding itself. The traditional methodology of writing

lines-and-lines of code has progressively evolved from “Coding” to “Low-code” to “No-code” and now to the revolutionary software development methodology called “Zero-code”. Zero-code based platform enables development of complex enterprise applications without writing a single line of code.

Software development using Zero-code combined with the standardization of API’s makes connectivity seamless, thus making it easy for any software to leverage any other software to create the best of solutions. These advances now make it possible for traditional software development companies to easily transform their products and legacy applications into cloud-based SaaS models at lightning speed.

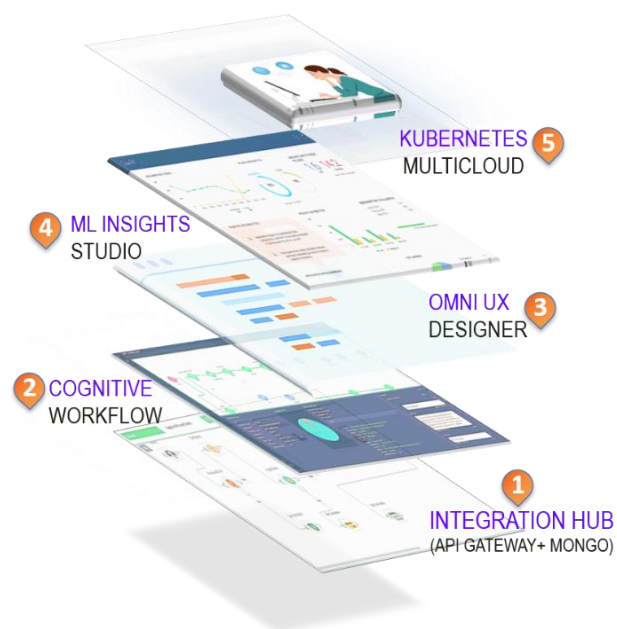
Vizru is the World’s First Zero-code development environment that enables the delivery of full-stack AI applications at-scale. Its Zero-code platform ZEOS enables legacy and traditional software companies to digitally transform themselves and their applications in weeks at significantly reduced costs. ZEOS functions as an overlay, which allows companies to leverage the latest in technology such as AI, ML, NLP, Data Science, Blockchain, Cryptogrid, Deep Science, and other bleeding edge technologies to create and quickly offer newer features and functionalities. They can achieve this without disruptions to their existing client base or compromises to their product performance. ZEOS enables companies and their customers to take stock of their sunk cost, then create a road map that will enable them to, over time, in a phased manner, digitally transform themselves.

### Story of ZEOS & Zero-Code

As the software industry continues to morph, transform, innovate, and evolve rapidly, a new breed of start-ups has emerged with a new, clean sheet Operating System and Platform that has been dubbed “Zero-Code” by the industry. This Zero-Code platform is a true disruptor that is upending the software industry and its business model, and along the way relegating the IT departments to a support role within enterprises. It is empowering business units and shifting power base and influence from the CIO office to the CTO office.

To build an enterprise grade application at scale you require a full-stack that is made up of 5-layers. (1) Integration Hub (2) Cognitive Workflow (3) Omni Channel UX Designer (4) ML Insights Studio (5) Multi-cloud Capability.

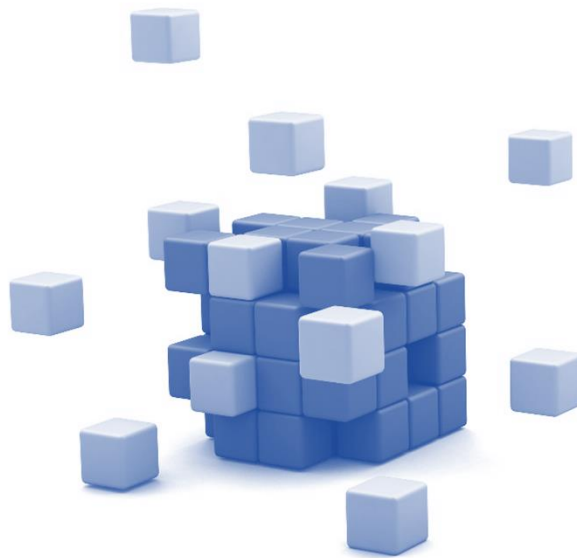
Each of these layers requires coding in the Low-Code and No-Code environment. Zero-Code has disrupted this by completely removing coding from every layer. This is the reason why Zero-Code can deliver enterprise grade applications that are better, faster, and cheaper. Additionally, since its inception, Zero-Code vendors have always kept scale, performance, stability, security, and multi-cloud capabilities as a forethought and thus all DevOps components are in-built and made a part of the full-stack environment.



Zero-Code has brought about a seismic shift to the software industry. This new revolutionary and disruptive way of developing applications is causing ripples within the established software industry and its ecosystem. Traditional methods of software development, maintenance, and support are all being challenged, and the supporting ecosystem is crumbling.

### The LEGO block analogy

Zero-Code platforms have collapsed the development timeline from years and months to weeks. They are intuitive, flexible, infinitely scalable, easy to connect to, and most importantly have no place to write code. This eliminates complexity, brings clarity, and security. Zero-Code platforms allow for the building of frameworks, applications, and functions in blocks that can then be easily assembled and disassembled without interrupting business operations. One can imagine these building blocks as being very similar to



LEGO blocks and thus they can be easily assembled, disassembled, broken down, and rebuilt without disrupting existing operations. Furthermore, these blocks are reusable and can be shared with other business units within the company, which further reduces development cost and shrinks product launch time.

Finally, the most important element of the Zero-Code platform is that it exists as an overlay that sits above legacy Systems and IT Ops Infrastructure. The Zero-Code Operating System and Studios can seamlessly interact, pass, and exchange data, without disrupting your operations. This unique functionality enables large established enterprises to transform themselves into a nimble player that can now offer unique cutting-edge solutions to their customers in a relatively short time. This is the value proposition that is most attractive to enterprises, as it offers the transformational pathway and solutions that enables them to rapidly roll out their digital transformation initiatives.

## ABOUT VIZRU

Vizru ZEOS is the world's first zero-code digital transformation platform. Using ZEOS businesses can develop and launch intelligent frameworks and applications at lightning speed without writing a single line of code. Vizru democratizes innovation within enterprises, eliminates IT bottlenecks, and enables business teams to design, build, and launch robust enterprise scale solutions on their own, within weeks.

Vizru's next-gen autonomous applications are AI-embedded systems that employ a network of stateful bots that can intelligently hand off tasks, collectively solve complex problems, and evolve through continuous feedback loops. Equipped with a cognitive CX layer and fluid integration hub, ZEOS can think, act, and complete processes autonomously that enables us to deliver tailored superior customer experience to many industry verticals.

VIZRU has successfully developed several enterprise-level digital transformation frameworks for Banking, Financial, Insurance, Automotive, and Logistics industries across the globe. The technologies we touch include Zero-Code development, Artificial Intelligence, Machine Learning, Data Science, Predictive Analytics, Deep Learning, Automation, Cloud, and Blockchain.

**There are only a handful of true Zero-Code companies around the world and VIZRU is one of them.**

