



Getting Started With Betty Blocks: What Are My Options?

From single app solution to strategic implementation

This document is for you if:

You've done your homework. You understand how the speed and power of no-code will help your organization tackle its challenges, cut costs, and generate new opportunities. But you're not quite sure where to start. What are your options? Do you have to go all-in or can you start small?

Here, we'll examine the 2 main ways to use the Betty Blocks platform: *single app solution and strategic implementation*. We'll also show you how both of these options can work together in helping you achieve your long-term goals.

Single App Solution

What is it?

The single app solution is essentially what it sounds like: using the Betty Blocks no-code platform to build an application that helps your organization address a current problem or reach a specific goal.

Who builds it?

If you have the resources in your IT department, you can build the single app solution yourself — that's the beauty of no-code. If not, we can build it for you. We can even connect you to a suitable partner to get the job done!

Why opt for the no-code single app solution?



Shorter time-to-market

Using no-code for a single app solution means both prototypes and complete applications can be delivered incredibly fast. And storing custom blocks in the Block Store for future use makes future projects even faster. [See how Précon](#) cut time-to-market by 75% by opting for a single app solution with Betty Blocks.



To fix a specific problem

The single app solution is great for providing a solution to a specific problem, or for making a specific process more effective. Use-cases include automation, real-time data insights, payment processing, and more.

See how they did it!



Check out how sustainable heating company, **Itho Daalderop**, opted for a single app solution to build a fully responsive web application to optimize their customer journey.

Strategic implementation

What is it?

The strategic implementation of the Betty Blocks platform is about much more than fixing a specific problem. It's about changing your organization's collective mindset and taking control of your own software development. It's about future-proofing your organization in a world where the demand for software is constantly increasing, despite the lack of professional developers needed to build it.

Who builds it?

The Betty Blocks Way is us, together, you. In other words, we get you started on the right track, and together we get you to a point where you control your own software development by utilizing [citizen developers](#).



See their winning strategy!



Learn how strategic implementation put the **City of Zaanstad** in the driver's seat, saving them €2.4m over 4 years and reducing time-to-market from 11 to 1.5 months.

Why opt for strategic implementation?



Be fully in the driver's seat

Strategic implementation is the only way for your organization to fully take control of its own software innovations. You'll no longer have to rely on costly third-party developers or off-the-shelf products that fail to meet your needs.



Align business and IT

Pro-coders will always be vital in providing a fully sanctioned environment to make no-code possible and minimize [shadow IT](#). But the business-side has a better understanding of customers' needs. With an effective strategy, business and IT come together, leading to better products and happier customers.



Long-term success

It's true that thinking 'long-term' takes commitment and a change in organizational-mindset and culture. But it's really the only way to truly future-proof your organization and achieve your long-term goals.



To fix a specific problem

Don't let the shortage of experienced programmers hold you back. Strategic implementation will open up a whole new pool of potential developers within your organization: no-coders and citizen developers.

The 2-step approach

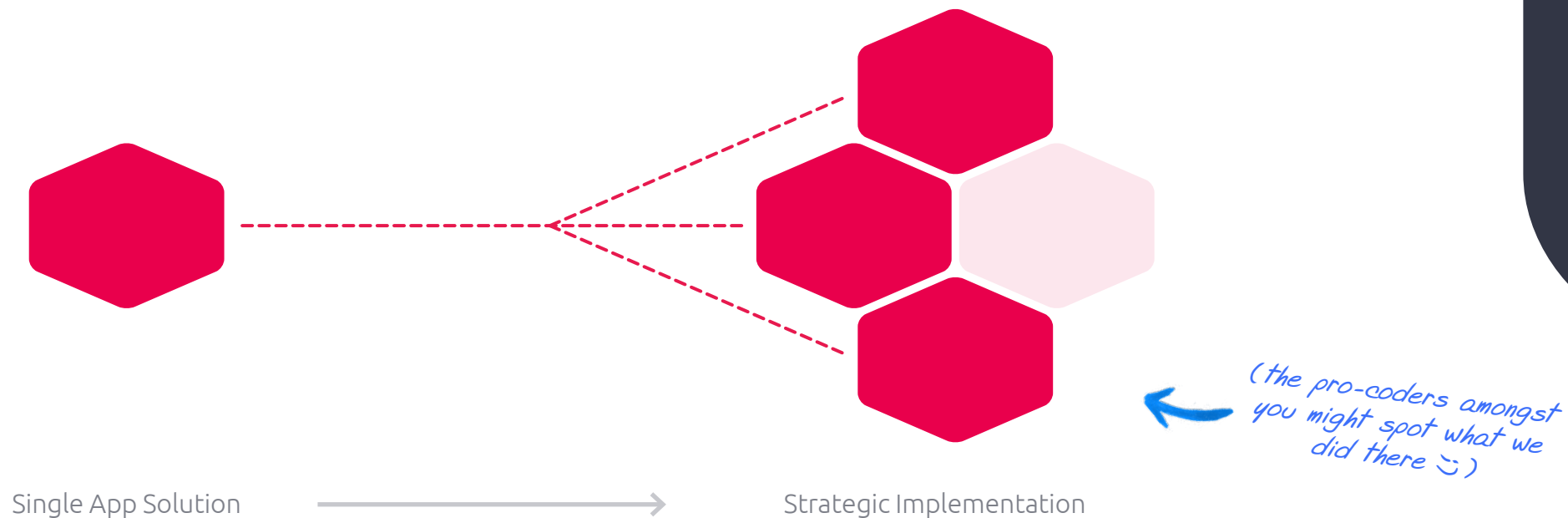
I hope you don't mind, but I'm going to make an assumption: you're here because you want to position your organization for long-term success and not only focus on the quick-wins. That's great, but it comes with its challenges.

Strategically implementing a no-code platform like Betty Blocks into your organization takes time, commitment, and often a change in mindset. It also often requires you to prove return on investment (ROI) and convince multiple stakeholders with differing opinions and priorities. Fortunately, we have a tried and tested method you can use to overcome these hurdles.

Single app solution to strategic implementation

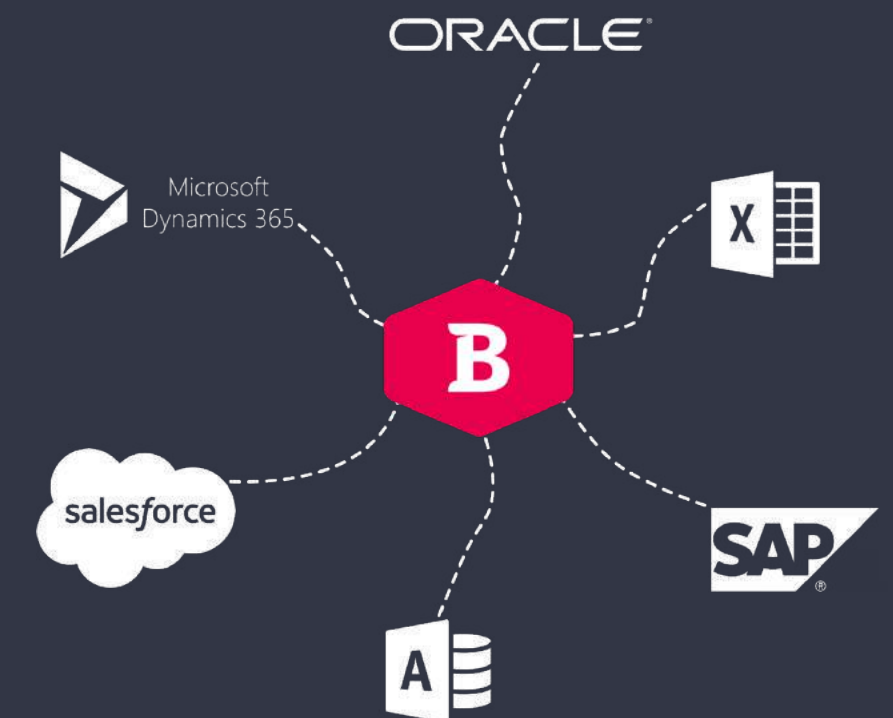
This is where the 2 options I showed you work together to help you on your no-code journey. Many of the enterprise organizations that use Betty Blocks have experienced the challenges I stated above. Trying to replace existing technologies and strategies in one fell swoop can just seem too risky to stakeholders.

That's why many of the enterprise organizations we work with start out by using Betty Blocks for a single app solution. Once the results are seen and ROI is proven, it's far easier and more effective to implement Betty Blocks strategically.



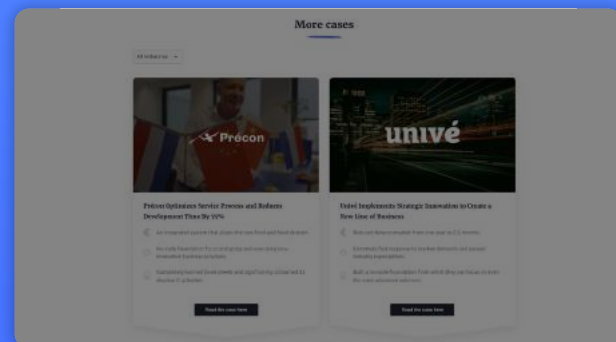
Connection to legacy systems

You might be wondering how this is all possible; how can you implement Betty Blocks strategically and gradually replace outdated processes with no-code applications? The answer is: by connecting Betty Blocks to your existing legacy systems. Betty Blocks connects easily to Salesforce, SAP, Oracle, Microsoft Dynamics, and more.



Get in touch

Remember: you're not alone in your no-code journey. We're here to help, whatever stage of the process you're at. Whether you're just starting out with a single app solution, or you're ready to strategically implement the Betty Blocks platform, let us be your guide and answer any questions you may have.



Find out what business applications organizations built with Betty Blocks and how they impact their organization.

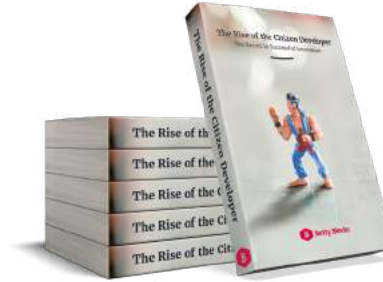
Want to know more? *Download our other whitepapers or visit the website*



The No-Code Solution to your Digital Transformation

Are you a CIO looking to make organizational change? Have you made changes that have proved ineffective? This is your guide to approaching digital transformation the right way.

[Get the whitepaper](#)



The Rise of the Citizen Developer

How we view software development — and what constitutes a developer — is changing. Embrace the paradigm shift and successfully implement Citizen Development with this guide.

[Get the whitepaper](#)



The Ultimate Guide to No-Code

What is no-code? With practical implementation cases from around the world, this guide shows you how no-code will change the way your business develops applications...forever.

[Get the whitepaper](#)



Governing Citizen Development

Citizen Development is set to dominate boardroom discussions within 5 years; a solid strategy will be vital to success. Get a head start on the competition with this guide.

[Get the whitepaper](#)



The Developer's Manual of the Betty Blocks Platform

This no-nonsense guide shows developers and IT professionals where the magic happens, with an in-depth look at the technical elements of the Betty Blocks platform.

[Get the whitepaper](#)



Gartner

Gartner Magic Quadrant for Enterprise Low-Code Application Platforms

Betty Blocks named a Visionary in Gartner's 2019 Magic Quadrant for Enterprise Low-Code Application Platforms. Read the report to find out why.

[Read the report](#)