



Everest Group Low-code Application Development Platforms PEAK Matrix® Assessment 2025 – Focus on Intelligence and Decision Support

Focus on Zoho Creator
November 2025



Introduction

The market for low-code application development platforms is undergoing significant growth as enterprises adopt these solutions to accelerate intelligent application development. With data-driven decision-making and operational intelligence becoming top priorities, enterprises are leveraging low-code platforms to build applications that provide actionable insights, support complex analysis, and deliver real-time decision support. These platforms enable organizations to unify data, embed AI/ML, and integrate analytics into workflows, empowering employees and leaders to make smarter, faster, and more informed decisions. Consequently, the growing enterprise focus on intelligence and decision support has intensified competition among low-code providers, driving them to develop specialized capabilities that deliver contextual, transparent, and AI-augmented decision-support applications.

In this research, we present an assessment of leading low-code platforms specifically recognized for their strength in intelligence and decision-support capabilities.

The assessment draws from Everest Group's annual RFI process for calendar year 2025, comprehensive interactions with prominent low-code providers, rigorous client reference checks, and ongoing analysis of emerging trends within the user engagement domain of low-code platforms.

The full report includes the profiles of the following 24 leading low-code platforms providers featured on the [Low-code Application Development Platforms PEAK Matrix® Assessment 2025 – Focus on Intelligence and Decision Support](#)

- **Leaders:** Appian, Mendix, Microsoft Power Apps, OutSystems, Pega, Salesforce, ServiceNow, and Zoho Creator
- **Major Contenders:** Creatio, EvolutedIQ, GeneXus, HCLSoftware, Joget, Kissflow, Neutrinos, Newgen, Oracle APEX, Quickbase, SAP Build, and Tinubu Innoveo
- **Aspirants:** AgilePoint, Apto.ai, Comsys, and NC-Vision

Scope of this report

Geography: global

Industry: low-code application development platforms



Scope of the evaluation

This assessment is focused on evaluating intelligence and decision-support capabilities of low-code application development technology providers

Low-code platform multiplicity is leading to complex adoption patterns, making it challenging for enterprises to select the right-fit platforms for their business needs. As a result, low-code platform players are increasingly being recognized for certain key differentiating capabilities that better align to enterprise objectives in low-code application development as the market becomes larger and more complex.

Key low-code application development objectives

Focus of this assessment

Intelligence and decision support

Enabling enterprises to build applications that provide actionable insights, support data-driven decision-making, and enhance operational intelligence within workflows

User engagement

Helping organizations create engaging, intuitive, and personalized applications that improve user interaction, accessibility, and responsiveness across multiple touchpoints

Integration with enterprise systems

Allowing seamless connectivity between applications by providing pre-built connectors, API management, and interoperability with enterprise systems for streamlined workflows

Process automation

Facilitating the automation of repetitive tasks and business processes using visual modeling tools, enabling increased efficiency and reducing manual effort

Illustrative use case coverage for capabilities in focus

Intelligence and decision support

Self-service analytics and reporting

Filtering and search

Business Intelligence (BI) dashboard

Real-time monitoring and alerting

Customer dashboard

User experience

Progressive Web Apps (PWA)

Immersive experiences (AR/VR)

Personalized/Context-aware UX

Customer self-service portals

AI chatbots and conversational interfaces

Low-code platform ecosystem

[ILLUSTRATIVE]

Hosting option

On premises, cloud (public, private, hybrid), multi-cloud

Partner network

Delivery and training partners, technology partners, resellers

Commercial constructs

Pricing model (licenses + professional services)

Talent

Training and talent availability, developer community

Marketplace

Repository of reusable components, marketplace governance



Characteristics of Leaders, Major Contenders, and Aspirants

Leaders

Appian, Mendix, Microsoft Power Apps, OutSystems, Pega, Salesforce, ServiceNow, and Zoho Creator

- Leaders demonstrate advanced capabilities in enabling intelligence and decision support through robust data fabric, unified data access, and AI-driven analytics that empower enterprises to make informed, real-time decisions
- They excel in leveraging AI/ML technologies, including AI assistants, agent frameworks, process intelligence, and predictive analytics, to deliver contextual guidance, actionable insights, and next-best-action recommendations
- Leaders have mature marketplace ecosystems and pre-built analytics components, enhancing speed-to-value by enabling enterprises to build intelligent applications, interactive dashboards, and role-based decision-support tools across diverse business functions

Major Contenders

Creatio, Evolve IQ, GeneXus, HCLSoftware, Joget, Kissflow, Neutrinos, Newgen, Oracle APEX, Quickbase, SAP Build, and Tinubu Innoveo

- Major Contenders focus on strengthening their intelligence and decision-support offerings through AI-driven design tools, real-time reporting, and embedded analytics that support enterprise-specific use cases
- They demonstrate solid capabilities in providing configurable dashboards, customizable reporting, and integrations with external BI/AI platforms, allowing enterprises to tailor decision-support systems to unique requirements
- These providers are actively investing in gen AI, agentic AI, and automation capabilities, and are positioned to challenge Leaders as their platforms mature and expand in scale and sophistication

Aspirants

AgilePoint, Apto.ai, Comsys, and NC-Vision

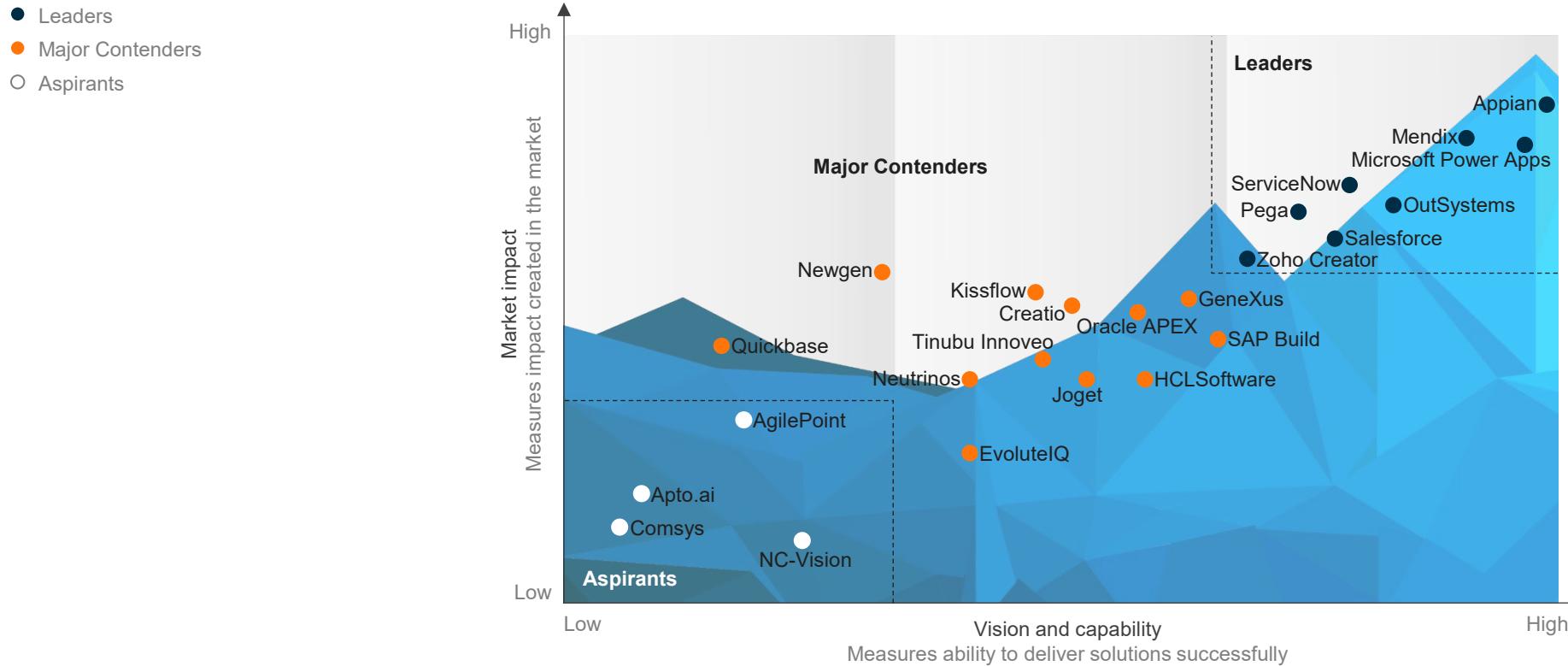
- Aspirants are progressively enhancing their intelligence and decision-support capabilities by focusing on simplified data integration, customizable dashboards, and responsive reporting features
- Although their offerings are currently less robust compared to Leaders and Major Contenders, they are investing in partnerships, composable architectures, and AI/ML integrations to improve decision intelligence
- Some Aspirants differentiate themselves through cost-effectiveness, rapid prototyping, and flexibility (e.g., open-source models and minimal vendor lock-in), making them appealing for enterprises with specific or budget-conscious intelligence requirements



Everest Group PEAK Matrix®

Low-code Application Development Platforms PEAK Matrix® Assessment 2025 – Focus on Intelligence and Decision Support |
Zoho Creator is positioned as a Leader

Low-code Application Development Platforms PEAK Matrix® Assessment 2025 – Focus on Intelligence and Decision Support¹



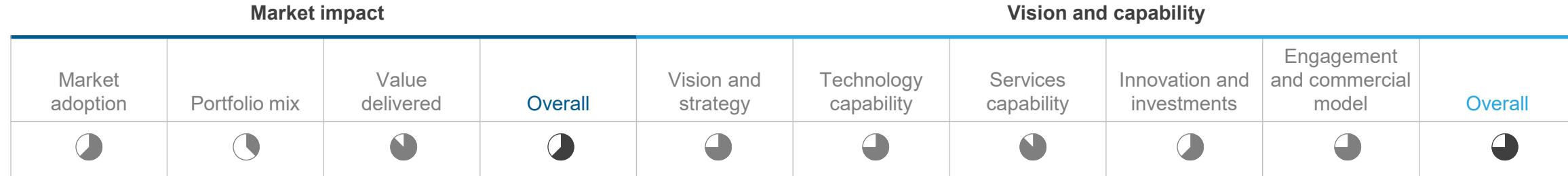
¹ Assessments for AgilePoint, Microsoft Power Apps, Newgen, Oracle APEX, OutSystems, Pega, Quickbase, SalesForce, SAP Build, and ServiceNow exclude provider inputs and are based on Everest Group's proprietary Transaction Intelligence (TI) database, provider public disclosures, and Everest Group's interactions with buyers

Source: Everest Group (2025)

Zoho Creator

Everest Group assessment – Leader

Measure of capability:  Low  High



Strengths

- Zoho's intuitive drag-and-drop interface allows users to quickly build interactive reports and dashboards with charts, widgets, and pivot tables, while also enabling customization with HTML for contextual information and images to enhance data storytelling
- Zoho Creator's Pages feature enables role-based custom dashboards with flexible components such as forms, reports, metrics, charts, and data visualizations, enhanced further through seamless integration with Zoho Analytics
- Zoho's conversational AI assistant, Zia, delivers instant answers, auto-generates visualizations, and accelerates decision-making by learning from enterprise data and suggesting relevant charts, reports, and key metrics over time
- Zoho's Mobile BI provides a 360-degree view of data on iOS and Android devices, enabling employees to access, favorite, and share reports on the go - even offline - for faster, more informed decision-making
- Enterprise clients have praised Zoho Creator's support team, describing them as highly responsive, communicative, and proactive in providing instant assistance via built-in chat and supporting innovation throughout the development life cycle

Limitations

- Enterprise clients have noted that upgrading from one version of Zoho Creator to the latest can be challenging, as changes to endpoints often require app-level updates; a clear pre-migration checklist outlining potential changes would help ensure smoother transitions
- Enterprise clients have noted that the dashboard aesthetics and design could be more intuitive to facilitate easier information processing and improve overall user experience
- Enterprise clients have raised concerns regarding restrictive API connection limits, noting that such constraints make it challenging for less-technical users to adopt and scale the platform effectively
- Enterprise clients have suggested that adding support for Python within Zoho Creator's low-code environment could expand functionality



Market trends

Low-code platforms are evolving from niche, departmental tools to mainstream, enterprise-grade platforms driven by democratization, AI-driven automation, and formal governance

Market size and growth
<ul style="list-style-type: none"> Cost-conscious adoption: With tighter controls on discretionary spending, enterprises increasingly favor cost-effective, scalable solutions, boosting the attractiveness of low-code platforms
<ul style="list-style-type: none"> Gen AI-led acceleration: Integration of gen AI within low-code platforms simplifies rapid prototyping and Proof of Concept (PoC) creation, driving quicker value demonstration and greater enterprise adoption
<ul style="list-style-type: none"> Citizen-developer momentum: Enterprises prioritize democratizing app development, empowering business users through low-code platforms to reduce reliance on IT teams and accelerate innovation cycles

Key drivers for low-code application development

Accelerated delivery and time-to-market

Low-code platforms dramatically shorten development cycles, allowing organizations to deliver new applications and features much faster than traditional coding.

Bridging the developer skills gap

One of the most significant factors driving low-code adoption is the shortage of skilled software developers. Low-code platforms address this challenge by enabling non-technical staff and citizen developers to build applications through intuitive visual interfaces.

Business process automation and digital transformation

Low-code plays a pivotal role in organizations' digital transformation and automation initiatives. As businesses push to digitize workflows and optimize processes, the ability to quickly build apps and automate tasks is critical. Low-code platforms make it easier to streamline complex processes and integrate systems, helping companies modernize legacy workflows **much faster** than before.

Opportunities and challenges

Accelerated delivery and modernization

Visual modeling, pre-built components, and AI copilots let small fusion teams ship Minimum Viable Products (MVPs) fast, clear the long-tail backlog, and modernize workflows.

Business-IT co-creation at scale

With guardrails, citizen developers and product owners can build safely, capturing domain expertise and freeing engineers for higher-complexity work.

Governance, security, and compliance

Without a central Center of Excellence (CoE), standards, and role-based controls, enterprises risk shadow IT, misconfigured permissions, non-compliant logic, and data sprawl.

Economics and vendor dependence at scale

Per-user fees and proprietary runtimes can push up costs as adoption grows, and because most platforms rely on proprietary technology, moving apps to another platform later is difficult and costly.



Provider landscape analysis

Low-code platforms continue to exhibit strong YoY growth, indicating robust adoption driven by enterprise demand for accelerated application development and digital transformation

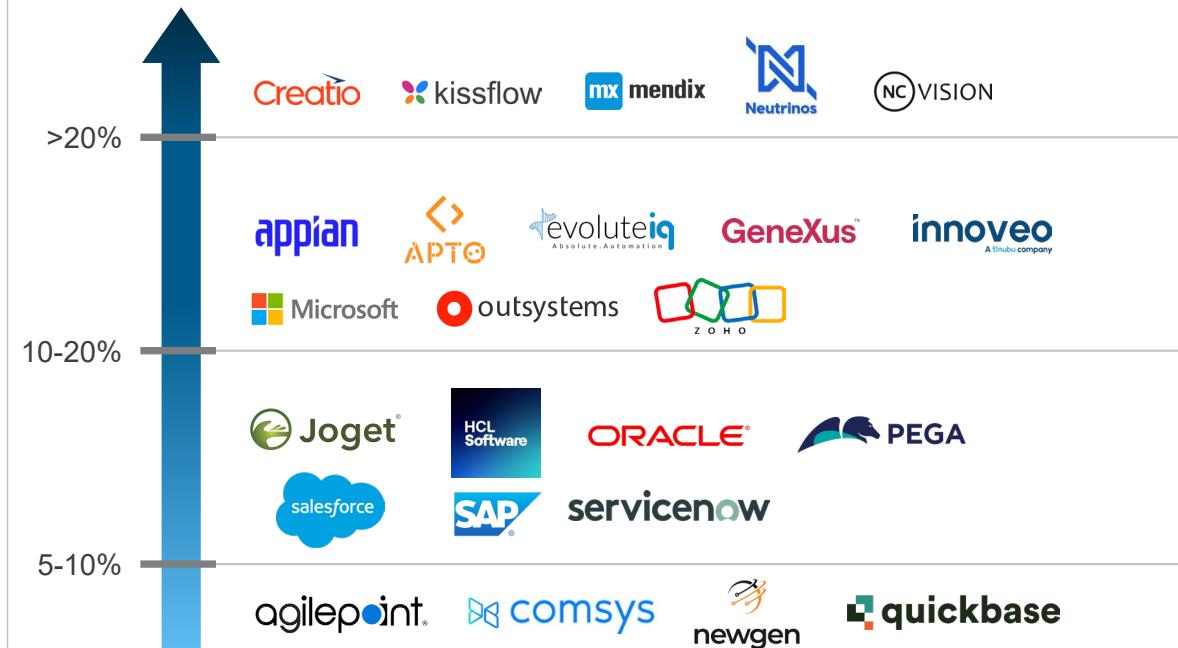
Providers' low-code application development market share by revenue¹

2024; percentage of overall market of US\$ 25-30 billion



Providers' YoY growth in low-code application development revenue¹

2023-24; increase in percentage of revenue



¹ Providers are listed alphabetically within each range

Key buyer considerations

Enterprises prioritize governed access to unified data, embedded analytics inside apps, and AI-driven decisioning (agents, copilots, and next-best action), while transparent and flexible pricing remains essential

Key sourcing criteria

High



Unified, governed data fabric

Ability to virtualize and harmonize data across systems with lineage, access controls, and real-time availability so decisions are grounded in a single source of truth



Transparent, scalable pricing, and Total Cost Optimization (TCO)

Pricing remains a key concern, especially for SMBs; high license costs and complex licensing structure makes adoption challenging for some enterprises



Embedded analytics and self-service

In-app dashboards, ad hoc analysis and mobile Business Intelligence (BI) that let business users explore, visualize, and share insights without leaving the workflow



AI agents and decisioning

Out-of-the-box (OOTB) agents/coprocessors and next-best-action recommendations grounded in enterprise data, with options to mix and govern multiple model providers



Process intelligence and real-time monitoring

Process mining, event processing, and funnel/behavior analytics to surface bottlenecks, anomalies, and conformance gaps that directly inform operational actions

Priority

Low

Summary analysis

The combination of a governed data fabric, embedded analytics, and AI agents provides the fastest path from raw data to actionable decisions. Platforms that natively connect these layers help teams move from raw data to guided actions within the same app surface.

Enterprise adoption depends on strong governance and cost control. Clear monitoring, evaluation, and spend management for AI features are now just as critical as accuracy and speed.

Steep learning curves, limited third-party tool integration, and performance bottlenecks on complex, data-heavy workloads remain common friction points across platforms.



Key takeaways for buyers

As low-code applications evolves from simple workflow apps to applications that deliver business-influencing insights, buyers should prioritize platforms with governed data fabrics, embedded analytics, and AI agents that turn raw data into real-time, actionable decisions.



Decision intelligence moves into the flow of work
Low-code platforms are moving from standalone dashboards to in-app decisioning, combining governed data fabrics, embedded analytics, and AI agents to deliver next-best-actions in the flow of work with real-time oversight.



Governed data fabric is the backbone

A unified, governed data layer that harmonizes information across systems provides the single source of truth needed to power reliable analytics and decisioning inside applications.

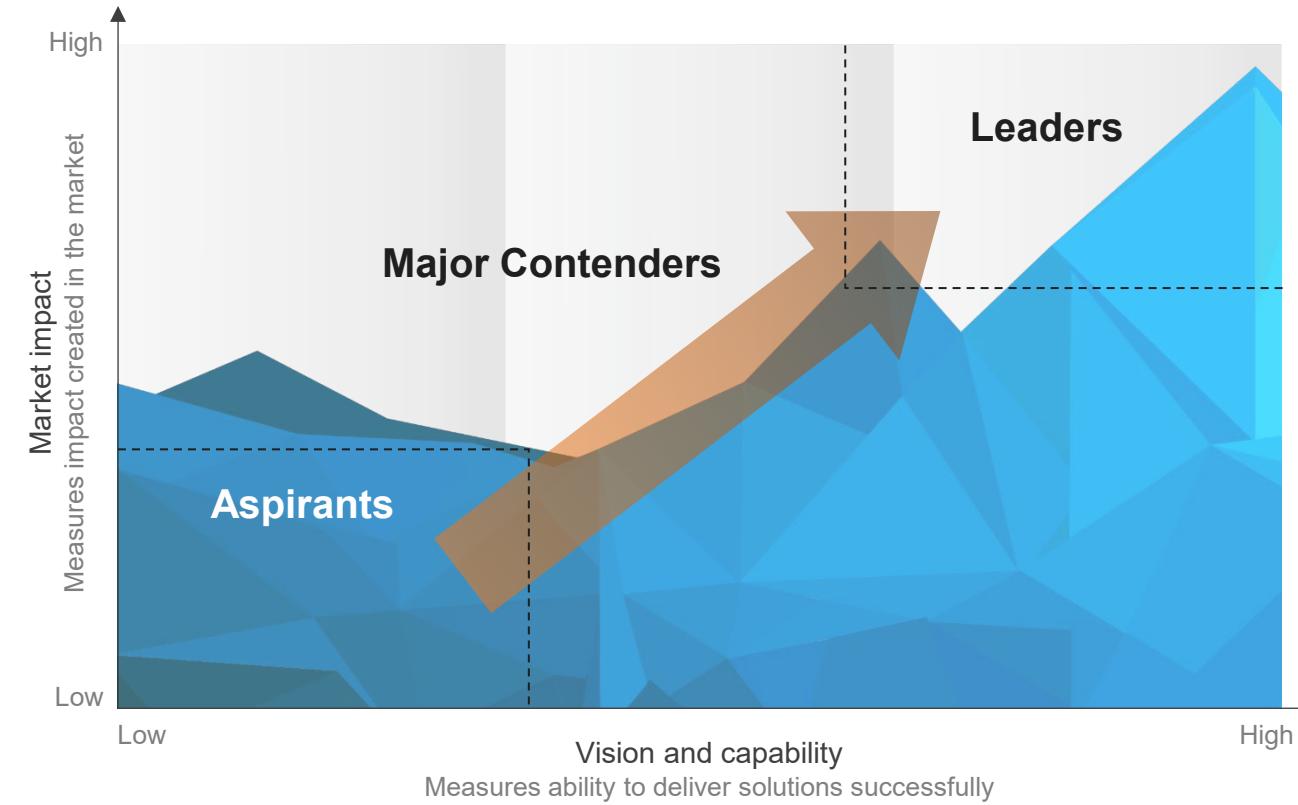


AI copilots and self-service insight builders

Generative assistants and OOTB analytical tools let business users generate visuals, query data in natural language, and surface insights without leaving the app.

Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



Solutions PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

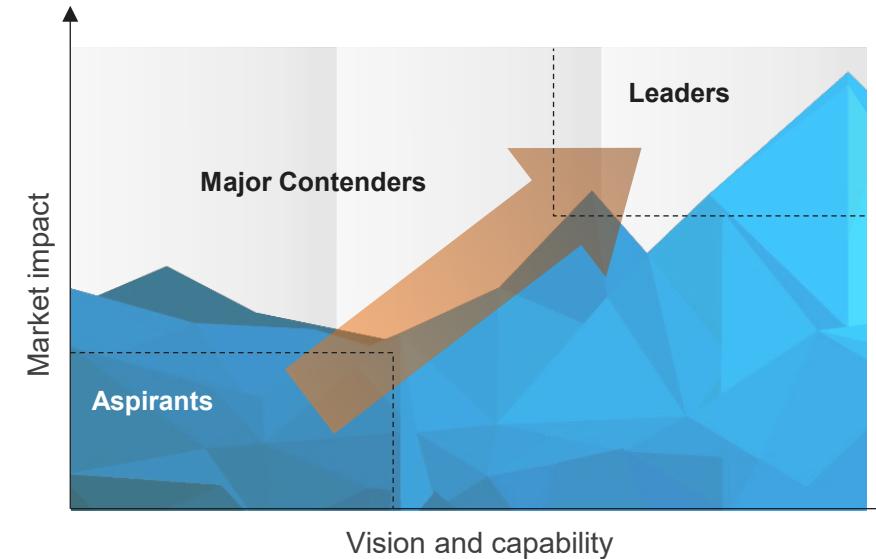
Size and growth of deployments across the solution portfolio

Portfolio mix

Solution footprint across geographies, industries, and buyer size segments

Value delivered

Value delivered to the client based on customer feedback and other measures



Measures ability to deliver solutions successfully.
This is captured through five subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy

Technology capability

Technical sophistication and breadth/depth across the technology suite

Services capability

Effectiveness and breadth/depth of services portfolios across the services suite

Innovation and investments

Innovation and investment in the solution suite

Engagement and commercial model

Progressiveness, effectiveness, and flexibility of engagement and commercial models

Appendix

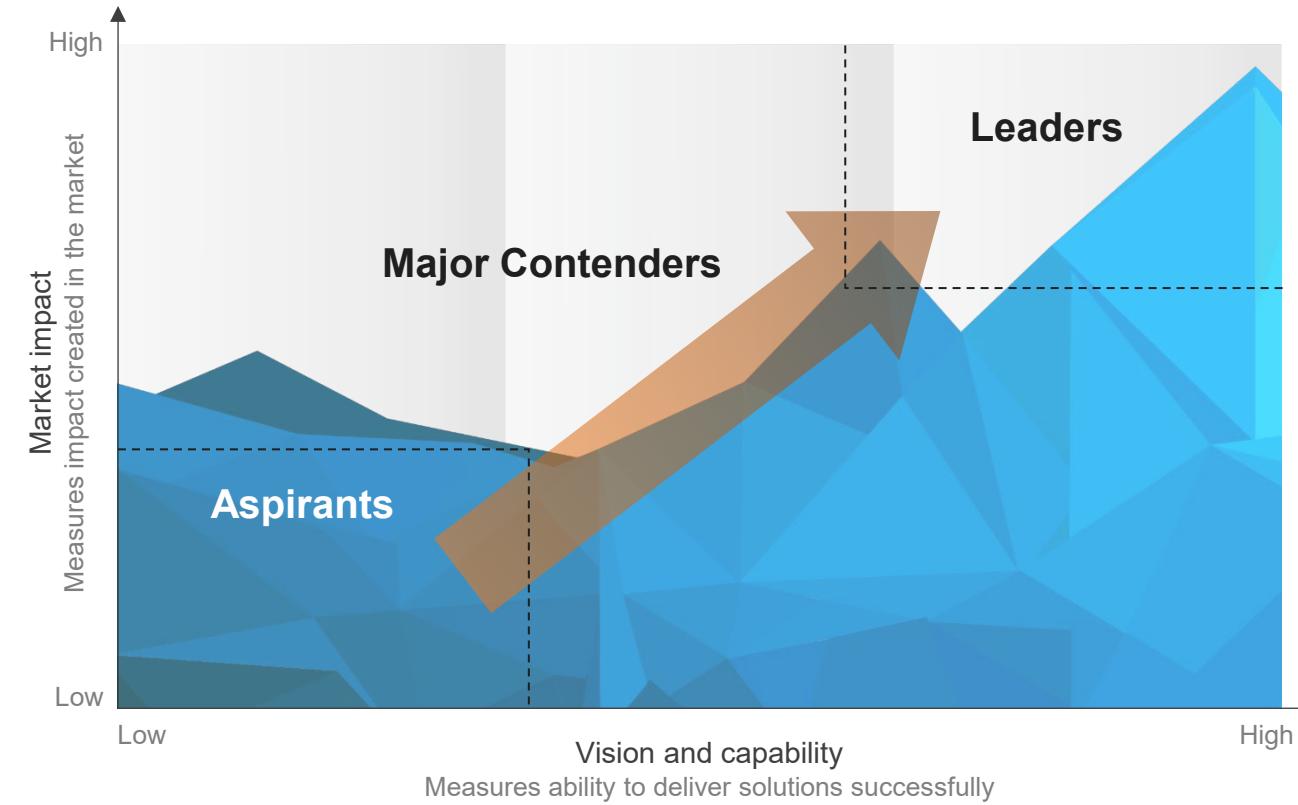
PEAK Matrix® framework

FAQs



Everest Group PEAK Matrix® is a proprietary framework for assessment of market impact and vision and capability

Everest Group PEAK Matrix



Solutions PEAK Matrix® evaluation dimensions

Measures impact created in the market – captured through three subdimensions

Market adoption

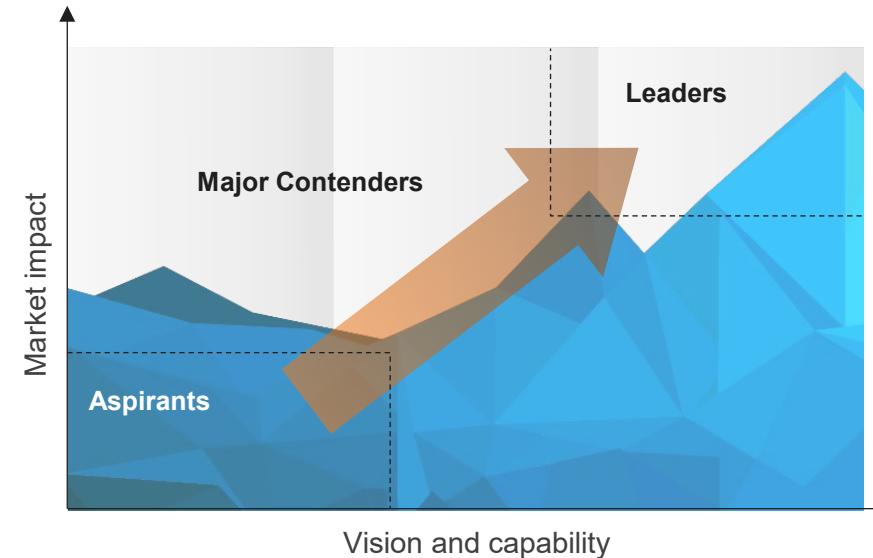
Size and growth of deployments across the solution portfolio

Portfolio mix

Solution footprint across geographies, industries, and buyer size segments

Value delivered

Value delivered to the client based on customer feedback and other measures



Measures ability to deliver solutions successfully.
This is captured through five subdimensions

Vision and strategy

Vision for the client and itself; future roadmap and strategy

Technology capability

Technical sophistication and breadth/depth across the technology suite

Services capability

Effectiveness and breadth/depth of services portfolios across the services suite

Innovation and investments

Innovation and investment in the solution suite

Engagement and commercial model

Progressiveness, effectiveness, and flexibility of engagement and commercial models

FAQs

Q: Does the PEAK Matrix® assessment incorporate any subjective criteria?

A: Everest Group's PEAK Matrix assessment takes an unbiased and fact-based approach that leverages provider / technology vendor RFIs and Everest Group's proprietary databases containing providers' deals and operational capability information. In addition, we validate/fine-tune these results based on our market experience, buyer interaction, and provider/vendor briefings.

Q: Is being a Major Contender or Aspirant on the PEAK Matrix, an unfavorable outcome?

A: No. The PEAK Matrix highlights and positions only the best-in-class providers / technology vendors in a particular space. There are a number of providers from the broader universe that are assessed and do not make it to the PEAK Matrix at all. Therefore, being represented on the PEAK Matrix is itself a favorable recognition.

Q: What other aspects of the PEAK Matrix assessment are relevant to buyers and providers other than the PEAK Matrix positioning?

A: A PEAK Matrix positioning is only one aspect of Everest Group's overall assessment. In addition to assigning a Leader, Major Contender, or Aspirant label, Everest Group highlights the distinctive capabilities and unique attributes of all the providers assessed on the PEAK Matrix. The detailed metric-level assessment and associated commentary are helpful for buyers in selecting providers/vendors for their specific requirements. They also help providers/vendors demonstrate their strengths in specific areas.

Q: What are the incentives for buyers and providers to participate/provide input to PEAK Matrix research?

A: Enterprise participants receive summary of key findings from the PEAK Matrix assessment

For providers

- The RFI process is a vital way to help us keep current on capabilities; it forms the basis for our database – without participation, it is difficult to effectively match capabilities to buyer inquiries
- In addition, it helps the provider/vendor organization gain brand visibility through being included in our research reports

Q: What is the process for a provider / technology vendor to leverage its PEAK Matrix positioning?

A: Providers/vendors can use their PEAK Matrix positioning or Star Performer rating in multiple ways including:

- Issue a press release declaring positioning; see our citation policies
- Purchase a customized PEAK Matrix profile for circulation with clients, prospects, etc. The package includes the profile as well as quotes from Everest Group analysts, which can be used in PR
- Use PEAK Matrix badges for branding across communications (e-mail signatures, marketing brochures, credential packs, client presentations, etc.)

The provider must obtain the requisite licensing and distribution rights for the above activities through an agreement with Everest Group; please contact your CD or contact us

Q: Does the PEAK Matrix evaluation criteria change over a period of time?

A: PEAK Matrix assessments are designed to serve enterprises' current and future needs. Given the dynamic nature of the global services market and rampant disruption, the assessment criteria are realigned as and when needed to reflect the current market reality and to serve enterprises' future expectations.



Stay connected

Dallas (Headquarters)
info@everestgrp.com
+1-214-451-3000

Bangalore
india@everestgrp.com
+91-80-61463500

Delhi
india@everestgrp.com
+91-124-496-1000

London
unitedkingdom@everestgrp.com
+44-207-129-1318

Toronto
canada@everestgrp.com
+1-214-451-3000

Website
everestgrp.com

Blog
everestgrp.com/blog

Follow us on



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at www.everestgrp.com.

Notice and disclaimers

Important information. Please read this notice carefully and in its entirety. By accessing Everest Group materials, products or services, you agree to Everest Group's Terms of Use.

Everest Group's Terms of Use, available at www.everestgrp.com/terms-of-use, is hereby incorporated by reference as if fully reproduced herein. Parts of the Terms of Use are shown below for convenience only. Please refer to the link above for the full and official version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulation Authority (FINRA), or any state or foreign (non-U.S.) securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity. All properties, assets, materials, products and/or services (including in relation to gen AI) of Everest Group are provided or made available for access on the basis such is for informational purposes only and provided "AS IS" without any warranty of any kind, whether express, implied, or otherwise, including warranties of completeness, accuracy, reliability, noninfringement, adequacy, merchantability or fitness for a particular purpose. All implied warranties are disclaimed to the extent permitted by law. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon such.

Everest Group is not a legal, tax, financial, or investment adviser, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Everest Group materials, products and/or services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to Everest Group materials, products and/or services does not constitute any recommendation by Everest Group to (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group material, product and/or service is as of the date prepared and Everest Group has no duty or obligation to update or revise the information or documentation.

Everest Group collects data and information from sources it, in its sole discretion, considers reliable. Everest Group may have obtained data or information that appears in its materials, products and/or services from the parties mentioned therein, public sources, or third-party sources, including data and information related to financials, estimates, and/or forecasts. Everest Group is not a certified public accounting firm or an accredited auditor and has not audited financials. Everest Group assumes no responsibility for independently verifying such information.

Companies mentioned in Everest Group materials, products and/or services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.