



Betty Blocks

Webinars

Meet Your Citizen Developer

June 17th 2019

Happy To Host This Webinar:



Angela Tramontelli

Research Specialist Citizen Development



Victor Küppers

VP Marketing

Code of Conduct!



RULES

- The strictest rules apply :)
- Please leave your questions anytime
- But we will answer them at the end.
- And remember, please enjoy

Meet Your Citizen Developer

- What is Citizen Development (and why does it matter?)
- What does Citizen Development look like in practice?
- How do you spot a Citizen Developer?
- What can Citizen Developers build?
- How can organizations support and govern Citizen Developers?

The background is a vibrant, abstract watercolor splash in shades of purple, pink, blue, and yellow, radiating from the center. A white hexagon with rounded corners is positioned in the middle, containing the text.

Our Big Hairy Audacious Goal

**By 2023, anyone can build an
application**

Our BHAG = Citizen Development

"A citizen developer is a user who creates new business applications for consumption by herself (or others) using development and runtime environments sanctioned by corporate IT"



The 5 Main Drivers of Citizen Development

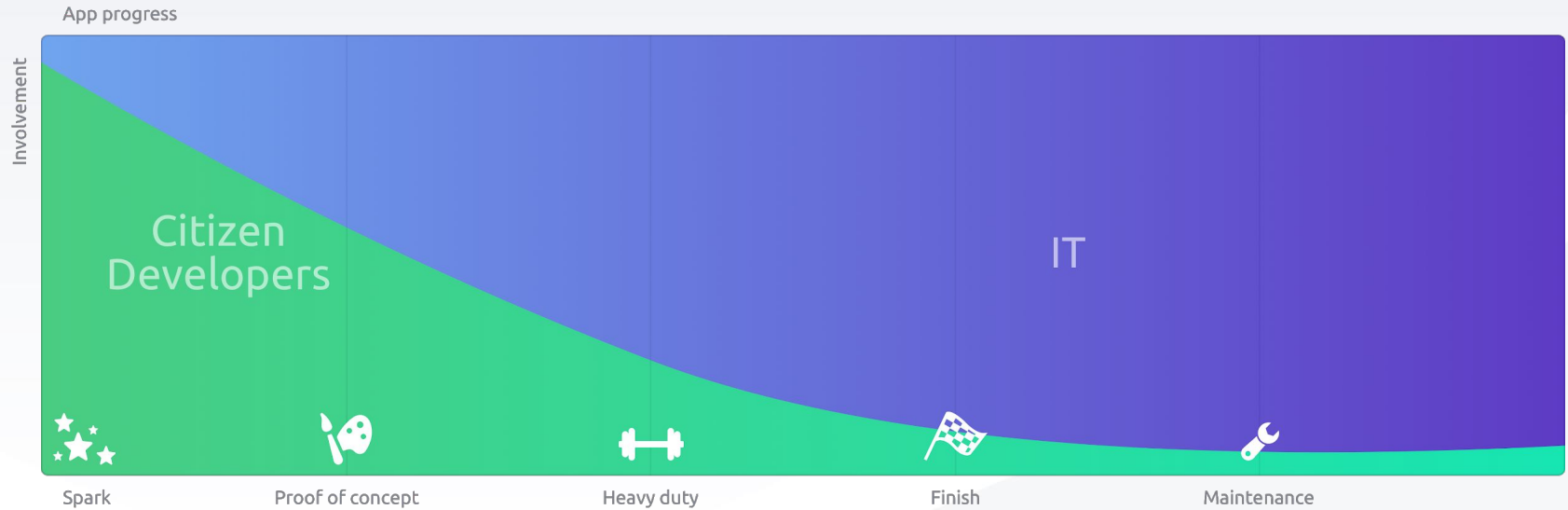


- Innovation in the hands of the business
- Software is eating the world
- Internet of Things
- Data is growing exponentially...
- ... causing a massive shortage of developers

1: Innovation in the hands of the business



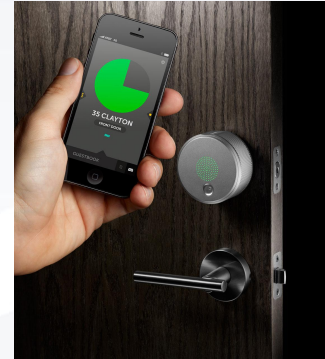
1: Innovation in the hands of the business



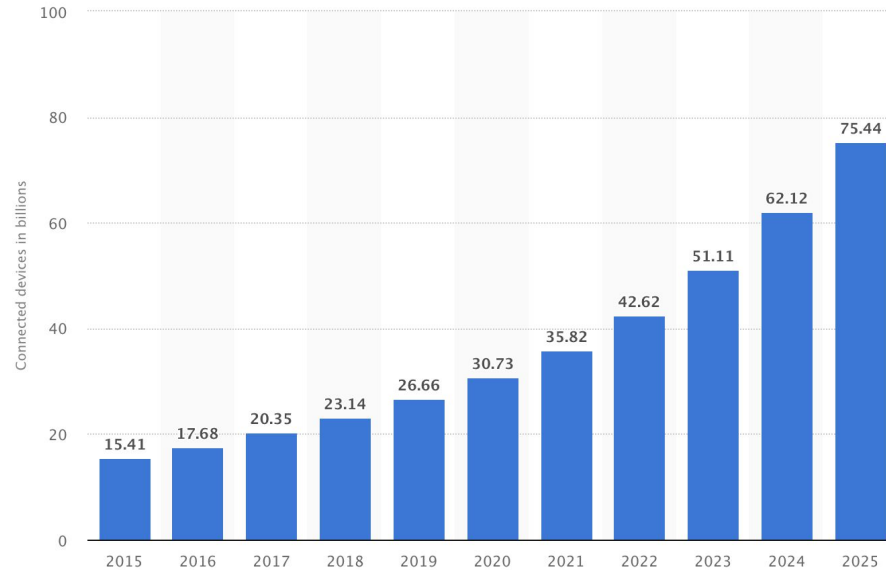
2: Software is eating the world



3: IoT >> check out these babies:

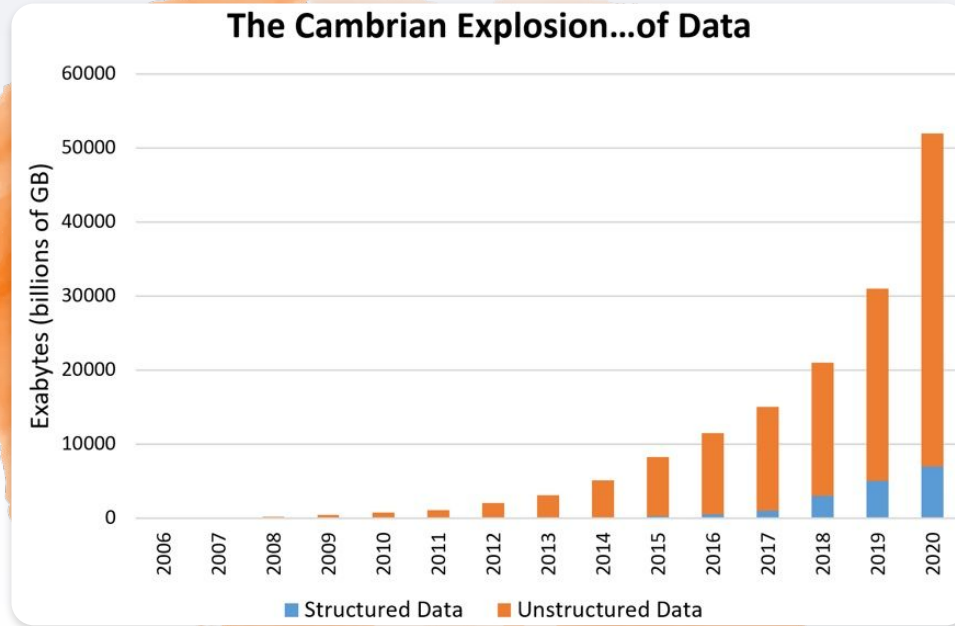


IoT is growing faster than you think!



© Statista 2019

4: Data is definitely not staying behind



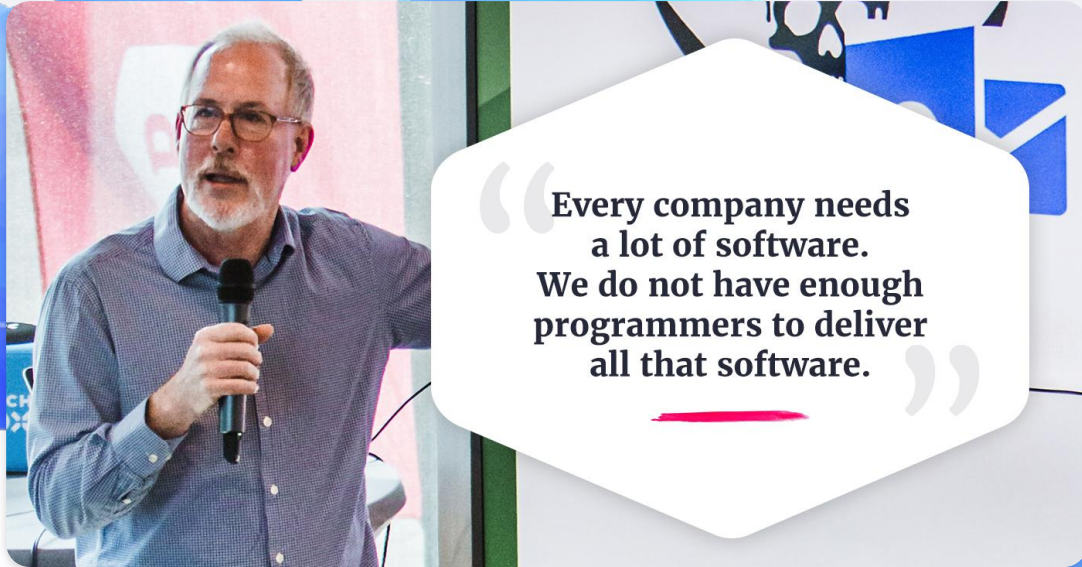
1 exabyte = 1 billion gigabytes

5: Shortage of skilled developers

In 2014, the European Commission warned that by the year 2020, Europe will be up to 900.000 coders short.



2: Forrester says so, too



John Rymer, VP Research Forrester

So, to wrap things up

The 5 Main Drivers of Citizen Development

1. Innovation should be in the hands of the business
2. Software is already eating the world
3. Internet of Things is exploding
4. Data is growing exponentially
5. There already is a massive shortage of skilled developers



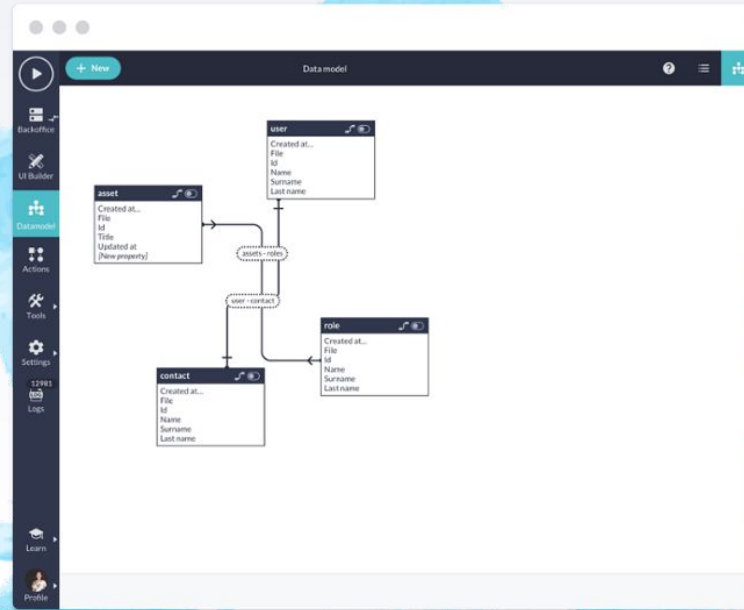
That's why No Code!



Betty Blocks is the #1 Citizen Development Platform

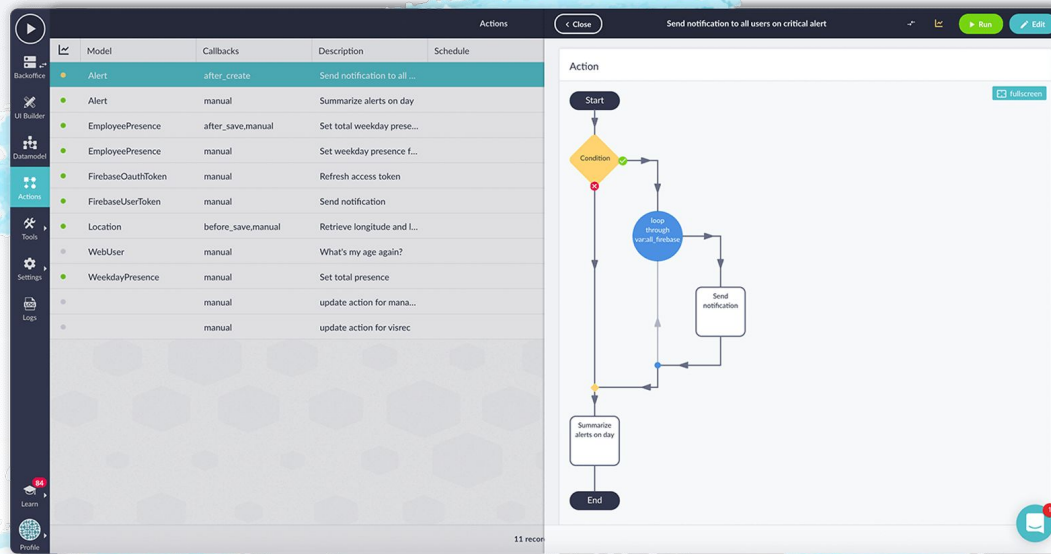
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Enabling Citizen Developers (1)



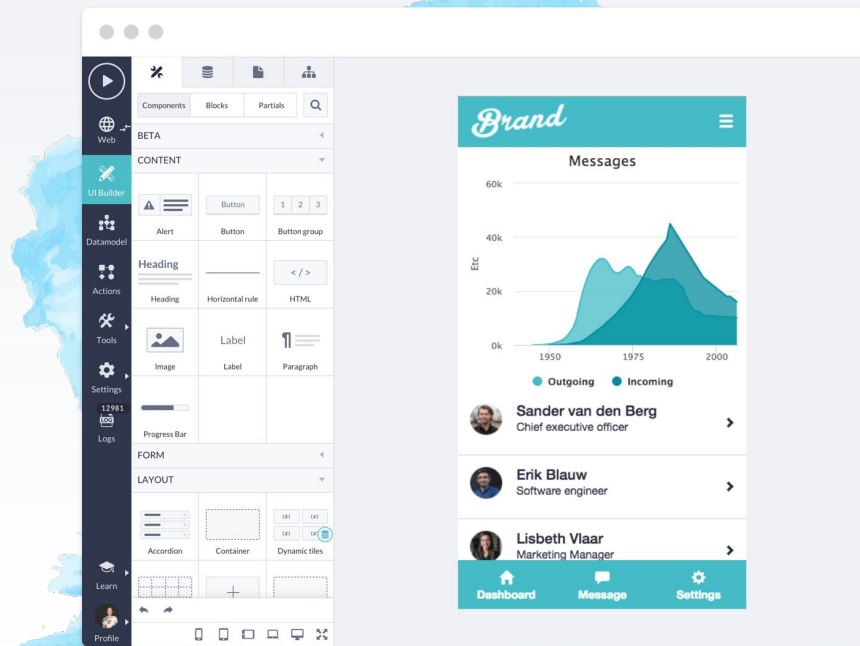
Data Models

How we enable Citizen Developers (2)



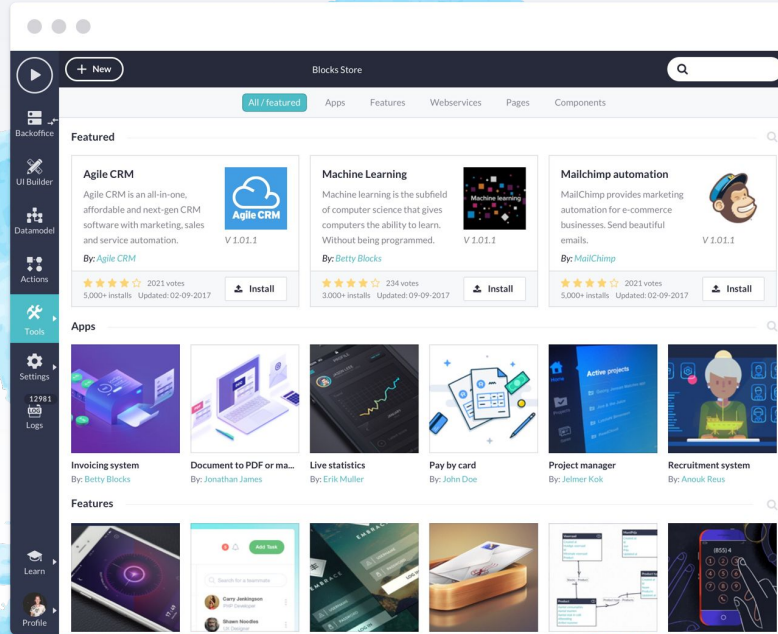
Actions

How we enable Citizen Developers (3)



Visual Modeling

How we enable Citizen Developers (4)



Reusability: Block Store



Meet Your Citizen Developer

- ~~What is Citizen Development and why does it matter?~~
- Citizen Development in Practice
- How do you spot your Citizen Developers?
- What can Citizen Developers build?
- How can organizations support and govern Citizen Developers?

Citizen Development in Practice

- What kind of organizations are interested in Citizen Development?
- How will an organization know it needs Citizen Development?
- What does it look like?
 - Collaboration with business and IT
 - 3 people you need to make Citizen Development a success

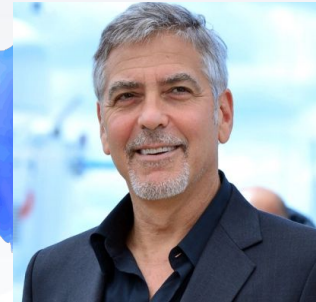
Platform Developer Personas



Citizen Developers

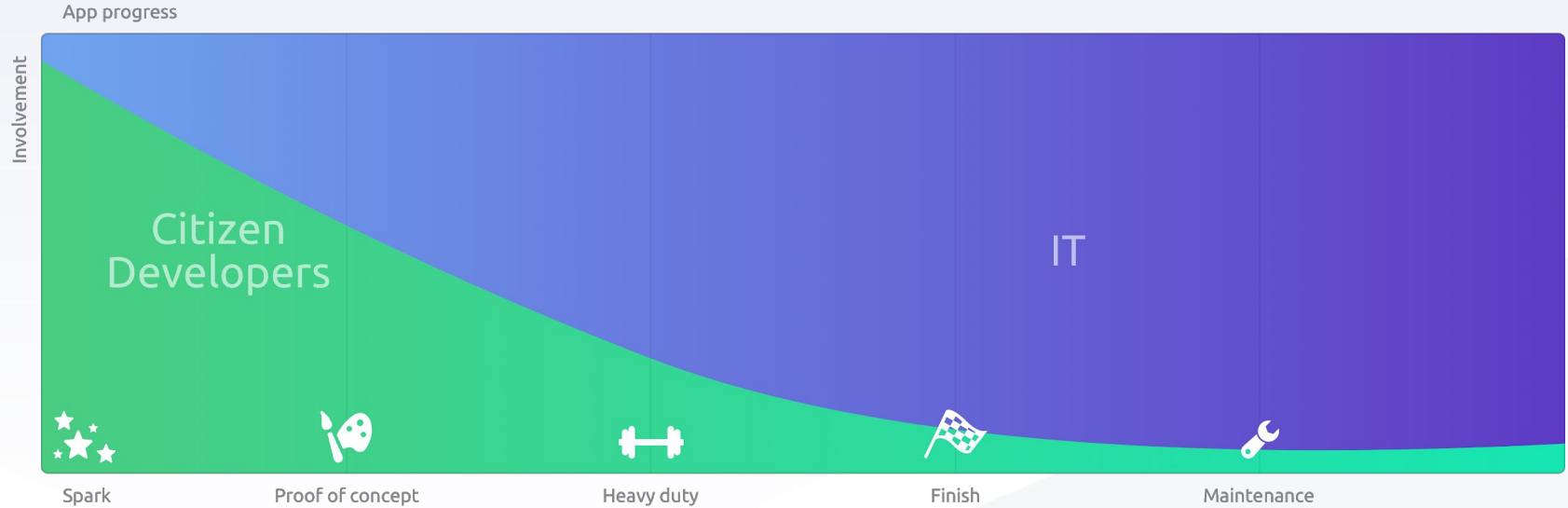


No-code Developers



Experienced Developers

The Rise of Citizen Developers



How to spot Citizen Developers

- What qualities and characteristics?
- What about skills?
- Who is (maybe) already a Citizen Developer?
 - Business consultants, marketers, and innovation managers, oh my!

What can Citizen Developers Build?

- Couple of great Citizen Developer examples!
 - Bas Wit, Unive
 - Gordon Mitchell, Key FM
 - Guntis Jansons, EDGE Technologies
 - Tim Remmerswaal, Beer in a Box
- Citizen Developer of the Year 2019
 - Bouwe Koopal

Bas Wit, Unive



By embracing no-code and citizen development, Bas Wit accelerates and renews Univé's growth

Gordon Mitchell, Key FM

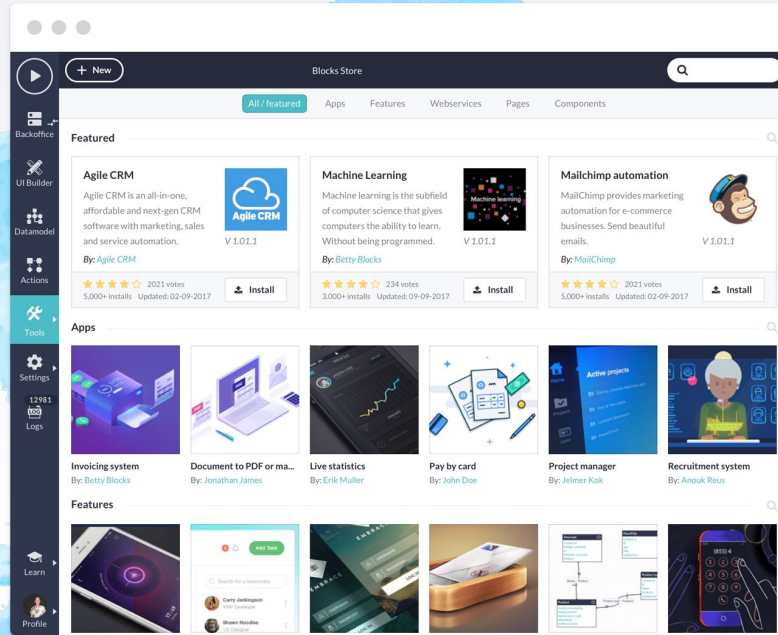


*How and why would you implement Artificial Intelligence
in facilities management?*

Guntis Jansons, EDGE Technologies



Tim Remmerswaal, Beer in a Box



[The First Subscription Service for Craft Beer](#)

How to support and govern?

- Citizen Development without governance is [Shadow IT](#)
- You need [tools, strategy, and training](#)

What We Covered During This Webinar:

- What is Citizen Development (and why does it matter?)
- What does Citizen Development in look like in practice?
- How do you spot a Citizen Developer?
- What can Citizen Developers build?
- How can organizations support and govern Citizen Developers?

Questions?



Question of Bas



How does Betty Blocks enable citizen developers to adjust complex applications originally 'finalized' by developers?

Academy Nights

mid
Aug

Academy Night Atlanta

Atlanta, USA

5
Sept

Academy Night at Ilionx

Utrecht, the Netherlands

Betty Blocks Academy

<https://content.bettyblocks.com/academy-benelux/home/>





Betty Blocks

Request a demo

<https://www.bettyblocks.com/demo>





Download the whitepaper:
“The Rise of the Citizen Developer”
on BettyBlocks.com



<https://www.bettyblocks.com/the-rise-of-the-citizen-developer>





Download the whitepaper:
“Governing Citizen Development”
on BettyBlocks.com

<https://www.bettyblocks.com/whitepaper-governing-citizen-development>



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Jul

How IT Professionals Align with the Business to Accelerate Business Innovation

1:00 PM - 7:00 PM GMT+02:00

9

Jul

Platform Demo: How to Build a Time Management Application in 30 Minutes

1:00 PM - 7:00 PM GMT+02:00



Thank You for Attending