



PEGA[®]

Pave the way for citizen developers

Gain an asset – not a liability

For enterprise workforces, applications are key to digital transformation. Without the creation and real-time iteration of apps, companies tend to fall behind. And as gaps between supply and demand grow, traditional coding is not agile enough to keep pace. Enter: low code.

With an abundance of cloud-based tools available and the democratization of coding, more non-technical users, sometimes known as citizen developers, are developing apps and solutions. In fact, Gartner predicts that “by 2023, the number of active citizen developers at large enterprises will be at least four times the number of professional developers.” While this may alleviate some challenges, it can cause more problems than it solves.

But there is a solution. With the right strategy, processes, and technology in place, the whole enterprise benefits – including your customers.

But... what exactly is a citizen developer?

A citizen developer is a non-IT stakeholder who creates new applications using low-code development environments sanctioned and supported by corporate IT. With their adjacent skills and subject-matter expertise, they can help get the apps right the first time by eliminating back-and-forth friction with developers.

The growing need for rapid scale

The need for instant gratification has increased rapidly. Problems are expected to be solved immediately and efficiently, no matter the time of day. On the consumer side, things just work – whether it's two-hour grocery delivery or telehealth at 2 AM. There's no thought of the back-end infrastructure that supports these systems.

For enterprises, managing this seamlessly is a challenge. There is a constant need to adapt to the end-user demands and compete with newer, faster, and cheaper options. Unfortunately, skilled developers are scarce, in high demand, and difficult to recruit. Often, those who are available must prioritize a backlog of routine maintenance over more strategic, innovative projects. And business units compound the issue as they react to end-user needs and make more requests. This is when business users frequently try to solve things on their own, turning to free tools or unsupported third-party solutions to get the work done.

The rise of shadow IT

Citizen developers are important to offloading work that used to be entirely dependent on developers with coding expertise. But when these users strike out on their own, they can cause unintentional problems. By using unsupported low-code tools or trying to build things in a silo, users can make their enterprises a target for malicious privacy and security hacks. And on a less serious yet still important note, work can become inefficient. Without governance and guardrails in place, project redundancies increase, application adoption falters, and knowledge sharing is limited. Ultimately, this creates more work as developers then have to fix any issues that pop up.

Citizen developers: An asset, not a liability

To be effective, your citizen developer program needs the right people, processes, and technology. It should include:

- **One collaborative low-code authoring environment that offers IT visibility over projects**
- **Open communication so that citizen developers can bring in IT coaches as needed**
- **Organizational guardrails to ensure compliance, manage user permissions, maintain security, and mitigate risk**
- **Reusability for increased efficiencies and scalability**
- **Initial training and sustained enablement to foster independence and provide a path for new makers to become coaches**

“Why must we change? We have to. The industry is changing, our competitors are changing, our consumers want more.”

– Mylene Mayers

**Divisional Information Officer, After Sales Information Systems,
Toyota Motor, North America**



Who's leading the way?



Aflac, a leading supplemental insurance provider in the United States and Japan, reduced email response time with the Pega Platform™ by **70%**.

[Learn how](#)



Deutsche Bahn (DB), German's main railway and transportation provider, uses Pega to reduce process lead times by **50%**.

[Read about it](#)



With Pega, the U.S. Census Bureau modernized and streamlined data collection and processing operations for a **48.7%** productivity improvement.

[Read about it](#)



Start your low-code journey today.

Build enterprise apps fast.
Streamline your work.

Make it scale intelligently.
With low code.

Click [here](#) to learn more about Pega Low Code.

¹ Gartner, The Future of Apps Must Include Citizen Development, 4 October 2019, Jason Wong, Mark Driver, Saikat Ray.

GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally, and is used herein with permission. All rights reserved.

© 2021 Pegasystems, Inc. All rights reserved. All trademarks are the property of their respective owners.