Deliver Business Value Faster by Involving More Makers

Leon van Moorsel / Director Collaboration Platform / Mendix

Daniel Dam / sr. Product Manager Mendix Studio / Mendix

Kirk Lattner / VP of Product Management / eXp Realty
“Business people have always built apps when central app dev cannot serve their needs. With the need for operational automation soaring, that gap is worse than ever — we simply cannot find new developers quickly enough to fill it”

John R. Rymer, VP Principal Analyst, Forrester
We’re all MAKERS

How to enable everyone in your organization to become a Maker
We’re all makers

CIO
“I want to unleash our full human capital”

DEV LEADER
“I want to deliver impactful results that we can be proud of”

ARCHITECT
“I want our landscape to make sense and be highly scalable”

PRO DEVELOPER
“I want my work to be fun and productive, and build apps that I can be proud of”

BUSINESS ANALYST
“I want to solve business problems creatively”

BUSINESS REP / PO
“I want to achieve real business value”

CITIZEN DEVELOPER
“I want to improve my daily life”
One Platform!
The Mendix Platform facilitates the full spectrum of makers
How Mendix enables makers

Low Code: Studio Pro
Complex apps

CIO
DEV LEADER
ARCHITECT
PRO DEVELOPER
BUSINESS ANALYST
BUSINESS REP / PO
CITIZEN DEVELOPER
# How Mendix enables makers

<table>
<thead>
<tr>
<th>Role</th>
<th>Low Code: Studio Pro</th>
<th>No Code: Studio</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DEV LEADER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ARCHITECT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRO DEVELOPER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUSINESS ANALYST</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUSINESS REP / PO</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CITIZEN DEVELOPER</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Low Code: Studio Pro**
  - Complex apps

- **No Code: Studio**
  - Departmental apps
# How Mendix enables makers

<table>
<thead>
<tr>
<th>CIO</th>
<th>DEV LEADER</th>
<th>ARCHITECT</th>
<th>PRO DEVELOPER</th>
<th>BUSINESS ANALYST</th>
<th>BUSINESS REP / PO</th>
<th>CITIZEN DEVELOPER</th>
</tr>
</thead>
</table>

**Governance & Control**

Landscape / app and user management

**Low Code: Studio Pro**

Complex apps

**No Code: Studio**

Departmental apps
Win-win Collaboration
How collaboration leads to synergy, which is the key to unleash your human capital.
Win-win Collaboration

Governance & Control
Landscape / app and user management

Low Code: Studio Pro
Complex apps

No Code: Studio
Departmental apps

Collaboration Platform
Synergy between diversity in skills
Collaboration is already a challenge

70% of digital projects fail to meet expectations

40% New Dev

60% Rework

75% of rework effort is caused by lack of effective communications between business and IT.

The need for collaboration will only get bigger...

ALL OF THIS IS NEEDED TO MAKE IT SMART... but this is too much for just one person!
Our solution: Collaboration Platform

1. Increased capacity and diversity in skills
2. Collaboration between makers
3. Synergy

Industry first: bring highly diverse skill sets together
Mendix Makers are redefining collaboration
Achieving more success together than they can on their own
Collaboration demo
Collaboration demo

- Bryanne Baye: Sr. Event Manager, Citizen Dev
- Michael Rennie: Sr. Mendix Developer, Pro Developer
- Sharon Lie: Program Marketing Manager, Business Rep
- Joram Bouman: It Manager, Dev Manager
Low Code + Business involvement

Early feedback saves me a lot of rework

Hey, could you **provide feedback** on the pages I’ve just released

I can influence the outcome, to make this app more successful

Hey, could you provide feedback on the pages I’ve just released

Early feedback saves me a lot of rework

I can influence the outcome, to make this app more successful

Hey, could you provide feedback on the pages I’ve just released

Early feedback saves me a lot of rework

I can influence the outcome, to make this app more successful
Low Code + No Code

Hey, could you **build this page**, I don’t have the full details of how it should look!

This saves me a lot of repetitive work and rework...

I can make sure this app works for us

CIO
DEV MANAGER
ARCHITECT
PRO DEVELOPER
BUSINESS ANALYST
BUSINESS REP / PO
CITIZEN DEVELOPER

(next level business involvement)
While IT stays in control

I'm still in control over who sees what, in which apps

Hey, could you provide access to all apps for this user?

This is much easier than doing user admin myself - and more secure

CIO
DEV MANAGER
ARCHITECT
PRO DEVELOPER
BUSINESS ANALYST
BUSINESS REP / PO
CITIZEN DEVELOPER
Makers in the wild
How eXp Realty use Mendix to achieve business value faster by involving more makers
Makers at eXp Realty, cloud-based real estate brokerage services for the residential real estate market in the United States and Canada

Kirk Lattner, VP of Product Management
Leads a team of 10 product managers

“A picture is worth a thousand words; a working prototype is worth a thousand pictures”
Guiding Principle of Validated Learning

How do you build the right thing?

Testable hypothesis

Give the user something visual

Iterate until the user validates the solution

Start with UI

Use test scripts to test your UI

Benefits

• Valuable MVP
• Agile as a *business* process, not just a *development* process
• Better business outcomes
eXp Realty’s Experience

Users request a solution.
Our job: understand the problem, then draft a solution

Before:
Create mock-ups

Challenges:
• More Waterfall than Agile
• Time wasted trying to make Mendix app look like mock-up

Now:
Create working prototypes in Mendix Studio

Benefits:
• Reduced time from idea to prototype
• Easy to work together on the solution
• Always works well in Mendix
• Developers get a head start and have less frustration
• Saves time
What Makers have built

Key principles

• Most work in Mendix Studio, some in Mendix Studio Pro
• Developers help with more complex items
• ‘Single entity domain model’ for prototype
No Code + Low Code

I can apply our best practices to make this work

Hey, I’ve built this app and would really like to connect it to our enterprise data, **could you help out**?

There’s true value in this idea but have no clue how to proceed...

- CIO
- DEV MANAGER
- ARCHITECT
- PRO DEVELOPER
- BUSINESS ANALYST
- BUSINESS REP / PO
- CITIZEN DEVELOPER
Go MAKE It