Learn How Citizen Developers Make Every Developer’s Life Easier

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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

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**Low Code: Studio Pro**

Complex apps
How Mendix enables makers

CIO
DEV LEADER
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PRO DEVELOPER
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CITIZEN DEVELOPER

Low Code: Studio Pro
Complex apps

No Code: Studio
Departmental apps
How Mendix enables makers

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...
Our solution: Collaboration Platform

1. Increased capacity and diversity in skills
   - Industry first: bring highly diverse skill sets together

2. Collaboration between makers
   - Mendix Makers are redefining collaboration

3. Synergy
   - Achieving more success together than they can on their own
Collaboration demo

BRYANNE BAYE
SR. EVENT MANAGER
CITIZEN DEV
Collaboration demo

BRYANNE BAYE  MICHAEL RENNIE  SHARON LIE  JORAM BOUMAN
SR. EVENT MANAGER  SR. MENDIX DEVELOPER  PROGRAM MARKETING MANAGER  IT MANAGER
CITIZEN DEV  PRO DEVELOPER  BUSINESS REP  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.

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PRO DEVELOPER

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CIO

DEV MANAGER

ARCHITECT

BUSINESS ANALYST

BUSINESS REP / PO

CITIZEN DEVELOPER
Low Code + No Code

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

I can make sure this app works for us

This saves me a lot of repetitive work and rework…

(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
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?

Benefits

• Valuable MVP
• Agile as a *business* process, not just a *development* process
• Better business outcomes
Users request a solution.
Our job: understand the problem, then draft a solution

**eXp Realty’s Experience**

**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…
Go MAKE It