

**How organizations deliver value faster by utilizing a citizen development platform**



# Enterprise objectives

1

**Accelerate** new digital initiatives

2

**Increase** operational excellence

3

**Drive** cost optimization

# The experts say

**9/10**

IT decision-makers claim their IT systems are preventing them from growing and becoming efficient.



**86%**

Of IT decision-makers say the biggest challenge to digitally transform their business is too few software developers.



**25%**

In 2021, 25% of revenue will come from new products and services; digital provides the best opportunity for expansion.

**FORRESTER®**

# What we hear



## Not self-reliant

The business wants and needs to be more self-reliant and is constantly looking for new ways to bypass IT.



## IT systems unfit

Current software is either legacy or too rigid and hinder companies to become agile and competitive.



## App delivery too slow

Companies struggle to define a process to quickly go from business idea to application delivery.



## Out of control costs

Cost of development and maintenance is not transparent and predictable, therefore decreasing ROI.

# Desired state

Business led-IT in a governed a controlled way

## Governance



### Business-led IT

Provide business-led IT teams with a solution that is easy to use, re-usable, extendable and governed by IT.



### Unlock IT systems

Easily connect and integrate with core systems to add new functionality without replacing them.



### Rapid app delivery

Establish an efficient and scalable process to get from idea to execution very fast.



### Cost...

Development and maintenance are scalable and predictable. Apps deliver proven value fast.

# A new breed of developer

73%

of the business wants to be self-reliant and be able to build their own apps

Gartner®

4x

The number of active **citizen developers** will be 4x the number of professional developers by 2023

Gartner®



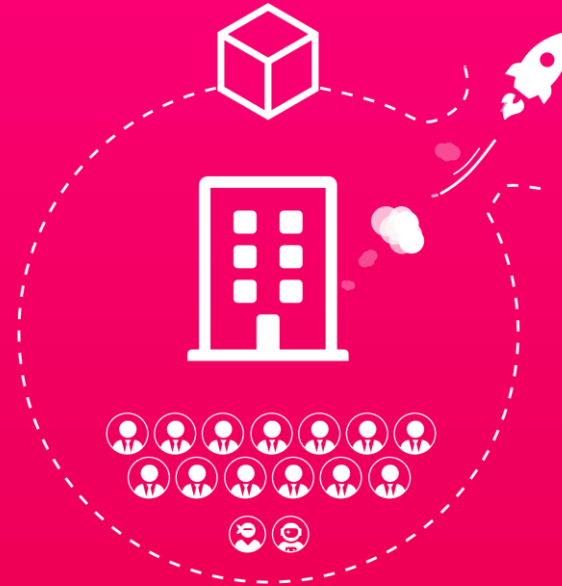
New breed of developer

B

# The impact of a new breed of developer



*A new breed of developer in IT*



*Citizen development*

# Different developer roles

## A new breed of developer in IT



Experienced  
developer



Business-led  
developer

## Citizen development in the business



Citizen developer  
power-user



Citizen developer  
business user



# Example use cases



*Experienced developer*



*Citizen developer power-user (B & IT)*



*Citizen developer business user*



# ROI of citizen development

**502%**

Return on investment, calculated according to Forrester's TEI methodology.

**11**

months

Payback in months. Benefits minus costs equal initial investment or cost.

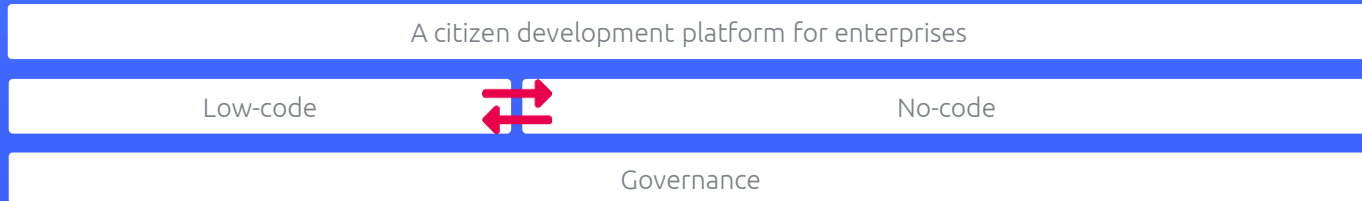
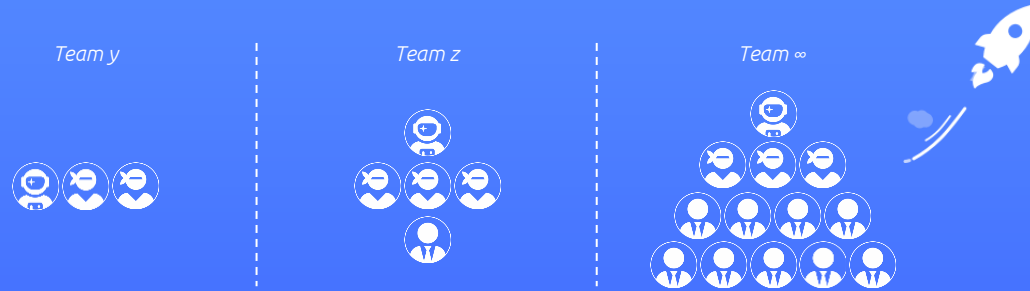
**48%**

Reduction in application development costs.

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Source: Forrester report: Cost Savings And Business Benefits Enabled By Citizen Development

# A citizen development platform for enterprises



*Experienced  
developer*



*Citizen developer  
power-user (B & IT)*



*Citizen developer  
business user*

# The Betty Blocks difference



## Easy to start and use for a new breed of developer

We eliminated technological barriers. Login to the cloud-based governed platform via your browser and start building with drag-and-drop components.



## Rapid app development without restrictions

Build apps rapidly with reusable no-code building blocks. Betty Blocks is extensible on any level with code, which ensures you never get stuck in the development process.



## Governed and agile platform for enterprise architectures

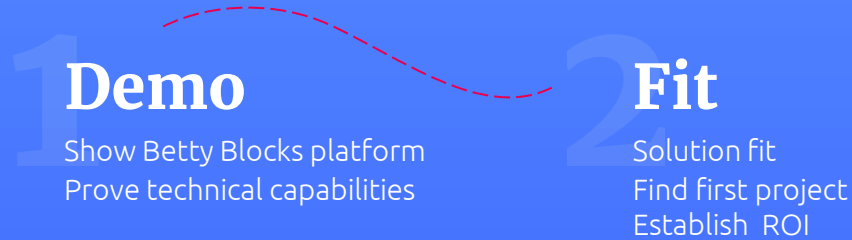
Build cloud-based apps in a modern way and easily connect and integrate with enterprise core systems. Governed Betty Blocks adheres to enterprise security standards and has guardrails and processes in place for safe app development.



## Cost-effective development and maintenance

Maintenance is automated, and development cycles are predictable. This way, you build cost-efficient and don't waste resources on tasks that just keep the lights on.

# Proven path to value



# Joint Citizen Development Research



*In cooperation  
with Betty Blocks*

