The citizen development effect

How to enable and empower the IT talent hiding throughout your company
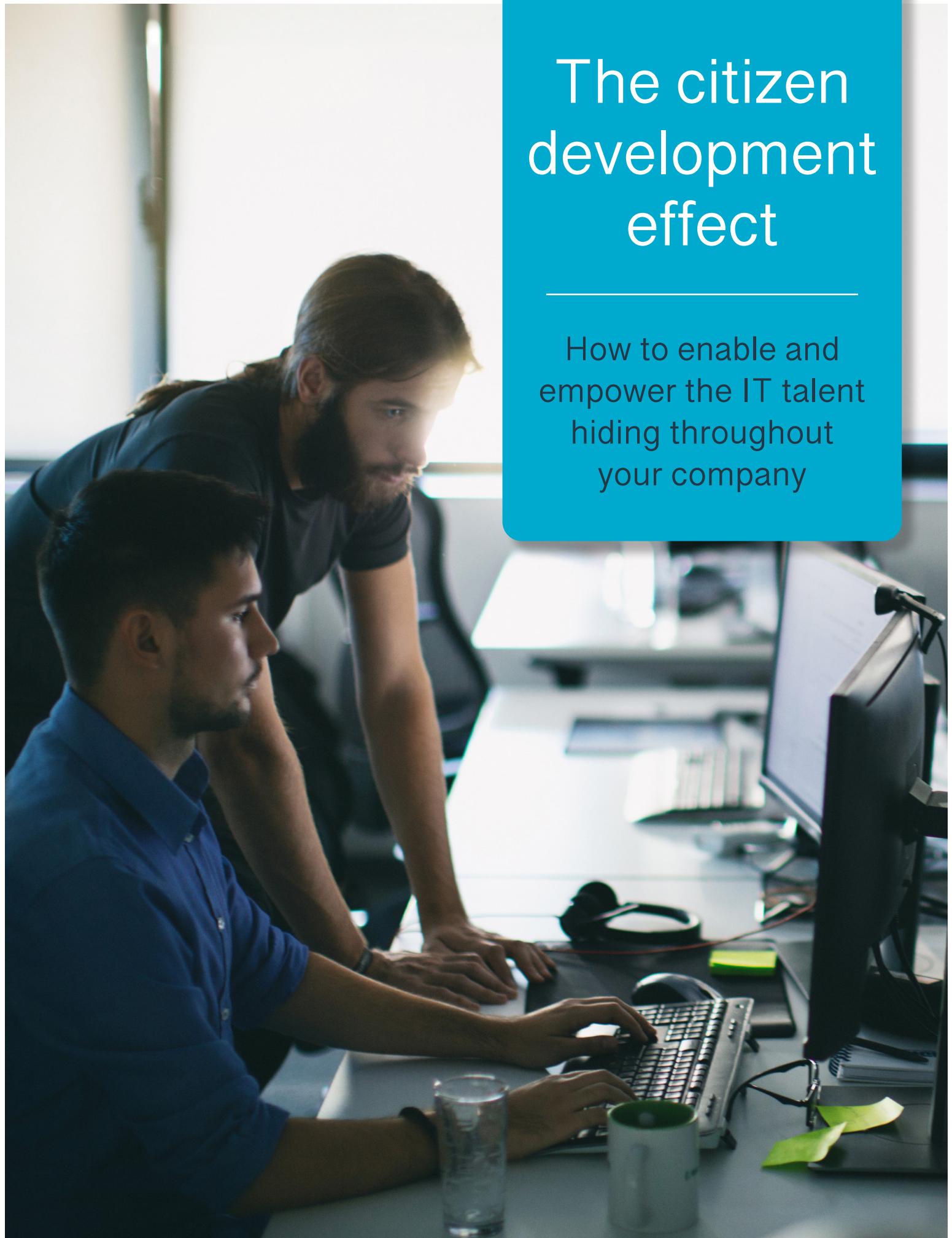
Don't sleep on citizen development

As much as technology is changing the world, the world of technology is changing even faster. Every day is met with headlines about how new programs and AI tools are giving everyday users more access to data and applications. In the middle of it all – your IT team. Between the backlog of requests, bug reports, and release updates and the ever-present threat of shadow IT and system security, they have enough on their plate.

What if there was a way to meet your company's IT demands without having to hire expensive developers or ask your current team to work after-hours?

The solution is already happening in companies around the world. Citizen developers are bridging the gap between tech supply and demand, and Nextworld is giving them the tools to make a huge leap forward.


The growth problem

From revenue and market share to demand for data and workflow systems – across the board, your business needs to grow. Not every system grows the same nor is every return consistent. Not only is your IT department taxed with continually developing your enterprise product, there is a growing list of internal tech needs demanding your team's time.

This is just the base of a growing problem:

As of 2022

88% of IT leaders report larger workloads to manage and distribute

Over 80% of developers report career burnout, and **81%** of these developers cite meeting COVID and WFH needs as the cause

Nearly 100% of companies with IT departments report having to deal with SHADOW IT – when an employee goes beyond the approved tech stack to get their jobs done
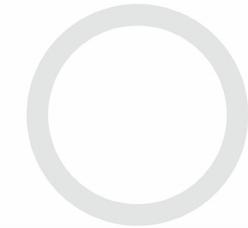
of all software projects are behind schedule
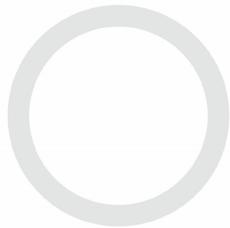
of businesses have IT tickets that are unaddressed
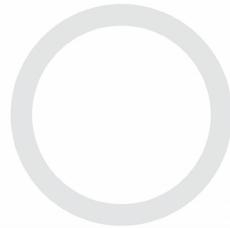
of all IT departments have some kind of backlog

Handling terabytes of business data, deciphering departmental needs, and tending to an infinite queue of fixes and releases - all of this complicated even further as the demand for software developers and IT pros reaches an all-time high.

Your developers have enough on their plate to keep them busy for years, but you need to implement a smoother IT solution TODAY.

Introducing: the citizen developer

IT managers in every industry are now turning to citizen development to bridge the gap between what companies need and how they can deliver on these needs. The best part? You don't have to hire anyone new. Right now, there are citizen developers across your company who are ready to support your IT staff while finding innovative ways to use company data and meet customer needs.

Citizen Development is a workplace practice that empowers employees from any department to design and implement app-based technology with only a basic understanding of the development process.

The most common bottleneck when hiring IT developers is learning the code. Nextworld's Solution? Remove the code.

How a citizen developer contributes

Your Customer Success team knows they can increase their productivity ten-fold if they just had a simple application to connect two databases. They know what they need, they just don't know how to put it together. Your developers can put it together, but they might misinterpret what they need.

Between the two groups is a language barrier: code.

This is where the citizen developer comes in.

Citizen Development leverages no-code tools to enable anyone in your company to create or modify drag-and-drop work-flows. applications, and business logic built on top of what your IT department already uses. Without exhausting your resources, any department can get what they need in a timely manner.

No more communication gaps, fewer meetings, one-less development cycle to worry about, and one less department manager bothering you for something new.

Customer Success does the work, but you keep control! The benefit of Citizen Development is in how they are still limited by the existing IT governance and data permissions - letting them build without the risk of breaking anything.

How no code/citizen development works

The part everyone loves to hear: **Minimal Training**.

Citizen Developers only need to learn how to think like a developer. Processes, data sources, outputs. If this, then that. No need for code! No-code solutions from Nextworld even let your citizen developers create what they need with the help of a visual, drag-and-drop interface.

Now that you don't need to hire additional IT personnel and manage an overburdened department, your IT team can stay nimble and focused on delivering revenue-driving services.

Some Nextworld partner companies have even gone so far as to train a dedicated Citizen Development liaison. This individual ensures everyone across the company is sufficiently trained on development practices and polices before no-code apps are implemented by new employees.

Lower the barrier of entry, increase what's possible.

Are you ready to be surprised by what your company can make happen?

Beyond dollars and sense

THE KEY BENEFITS OF YOUR CD PROGRAM

Citizen Development could change the direction, and the future, of your company. Cost savings, faster implementation, cross-department ingenuity, and more.

COST EFFECTIVENESS

From training to platform upgrades, no-code keeps citizen developers in the loop no matter what they're making. As your company, and your platform, grows, the applications from your citizen developers grow with it. No need to eat up development cycles with code rewrites. On average, Citizen Development can annually save hundreds of thousands of dollars in development costs.

COLLABORATION

Don't let a language barrier keep the best ideas from your tech stack. Your marketing team may not understand Python, but that doesn't mean they don't have great ideas about collecting, analyzing, or sharing data. Citizen Development asks: what would you do if you could do anything?

DATA-INFORMED DECISION-MAKING ACROSS THE BOARD.

Data, not just for leaders anymore. Teams win when they have access to the up-to-date information they need.

SCALABLE APPLICATIONS

Make it once, use it forever. Workflows and applications can be implemented and accessed by anyone with the right permissions. Whether they are across the hall or around the world, everyone gets the same set of tools.

The future of citizen development

- Citizen Development is on the rise as managers are seeing no-code development deliver upon internal demands within days at a fraction of the cost.

- Citizen Developers now outnumber Professional Developers 4:1

- Demand for CD apps will grow 5X faster than traditional IT development.

- By 2024, 80% of tech services will be created by non-tech professionals

- As Gen Z (those born between 1997 and 2012) are increasingly dominant in the workforce. No-code interface is second-nature to a majority as this generation grew up with drag-and-drop building tools.

- The no-code platform market has grown an average of $1BN a year between 2019 and 2022, with an anticipated 15% market increase every year for the next five years.

- The widespread proliferation of generative AI (ChatGPT) has accelerated the demand of citizen development by 31% in some industries.

Nextworld® is enabling the future of citizen development

Nextbot® is our proprietary no-code platform that lets citizen developers build and customize applications in just days. Minimal training, maximum output.

The Nextworld platform is built to ensure all new, **custom work from your citizen developers** is compliant and within your policy parameters before a new product release. As a benefit, CDs and their applications gain the advantages of the new technologies and partnerships we deliver through our platform.

Our clients, from all over the world, enable their SMEs to use citizen development to build all-new workflows, modify applications, adding business logic, and even creating robust, interactive reports.

With Nextbot, one of our clients turned an everyday commissions spreadsheet into software you might find on a SaaS marketplace.

The Nextworld difference

Beyond the ERP, we provide enterprise-level no-code solutions. We know our competitors offer low-code/ no-code for low-level applications and limited modifications. Nextworld takes it further so you can take it to wherever you need your business to go. Plus, you will find enterprise-grade features like comprehensive security, artificial intelligence, elastic scaling, workflow orchestration, and always-on auditing - just to name a few.

Traditional IT vs. composable citizen development

With so many no-code applications on the table, do you need traditional IT? Definitely. Instead of asking if you need one or the other, no-code solutions show you how Traditional IT and CD support one another to provide company-wide growth.

You will always need the structured and professional approach of your IT department to ensure what you offer your clients is both robust and scalable.

Citizen Development empowers your entire company to claim a stake in the technology they use. Plus, their unique perspective about the product and the client can yield innovative results.

With the support of your traditional IT department, your citizen developers can take a composable approach in tying together Nextworld's existing applications to start seeing what's possible today so your entire company can image what they'll create tomorrow.
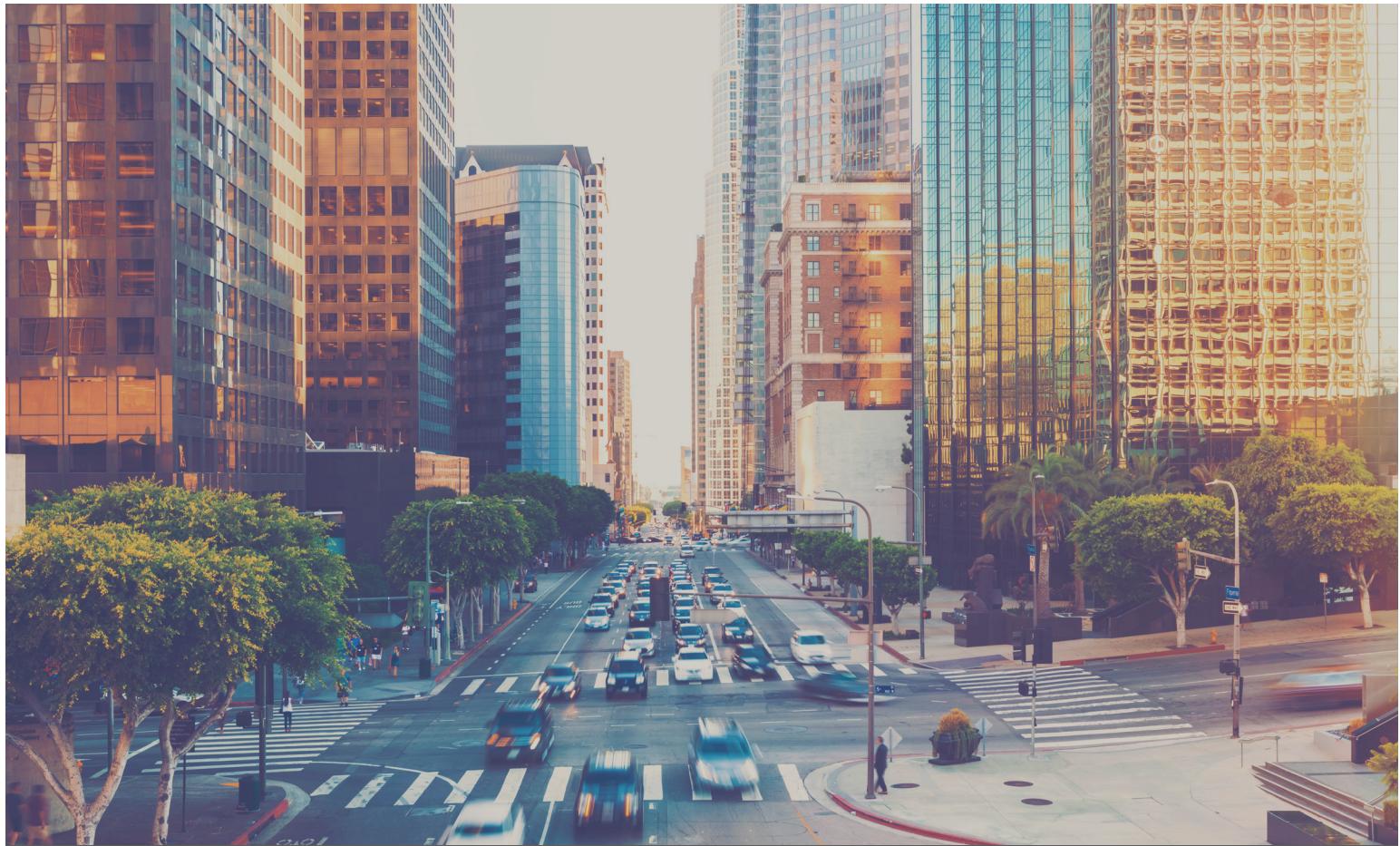
Nextworld + citizen development

Keep your IT developers on task without compromising attention to the internal demands of your company's department heads. Citizen Development is how companies are creating new and innovative ways to use their data and serve their clients.

Nextworld's platform is the no-code solution your company needs to manage growth, no matter how large or how fast. If you're ready to grow with an enterprise-grade solution that will serve your CDs for the long haul, Nextworld has what you're after.

Our video library is packed with demonstrations of what citizen developers from all over the world have built with our on-demand platform. What will you build next?

Access demo library

Want to read more about what makes Nextworld's no-code platform the right next step for your digital transformation?

EAP eBook
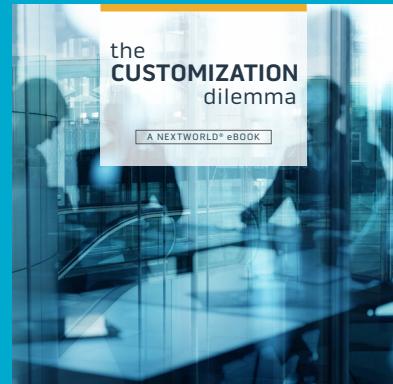
Customization dilemma eBook

Shadow IT blog