



CampTek Software

Citizen Development: the next step for your brand

How CampTek Software can support your citizen development journey

What is Citizen Development?

For any business to advance, productivity is paramount. Striving to maximize output leads to growth and employee productivity play a major role in this process. Today's world is becoming more and more technologically inclusive and many companies have begun adopting enhanced models of digitized workplaces.

Citizen development is one such process; its aim is to involve non-technical employees by enabling them to create personalized applications using low/no-code platforms. This approach offers a simple drag and drop interface for building solutions tailored to individual needs to then be published for use across multiple departments.



Why does YOUR business need Citizen Development?

Businesses are complex ecosystems and stumbling blocks can occur at any step. Generally, IT departments are already under immense pressure and so, employee-level problems are often relegated to an ever-expanding backlog. Enabling employees to design their own solutions based on their own standards prevents slowdowns in IT, who can then focus on more significant, enterprise-wide, concerns. At the same time, depending on the company, it may even remove the need for a star-studded IT sector, freeing up resources that could be rallied towards other avenues.



Separately, citizen development aids in combating the currently limited pool of software developers. There is a noticeable dearth of trained developers and this places an additional burden on maintaining a solid IT department. The IDC predicts that around 500 million digital applications will be developed and deployed by 2023, a majority of which would be industry-specific. Typical IT departments would never be able to cope with this growing demand and so, the only solution would be to empower less tech-savvy business users to take matters into their own hands.

The background is a solid dark blue. It features faint, stylized illustrations of a robot on the left and a person on the right, both in a lighter blue shade. The robot has gears visible in its head and chest. The person is holding a tablet. Scattered around them are various circular icons: a Wi-Fi symbol, a balance scale, a bar chart with an upward arrow, a target, and a gear. The main text is in a large, white, sans-serif font.

**“ 61% of organizations either
have or plan to have active
citizen development
initiatives.**

Source: Gartner

How Can CampTek Software Help You?

- To ensure ROI on citizen development, the goal must always be for business developers to become self-sufficient. However, in the process, if their work is not continuously supervised by seasoned professionals, the quality of applications produced might suffer. At every stage, CampTek Software's team can help ensure that quality and utility are prioritized, both for current and future projects.
- The industry landscape is dynamic and the programs and employee-level applications required to keep up are in constant flux. For a sustainable citizen development model, constant training and guidance of citizen developers is required at every step. With an array of experienced professionals, CampTek Software can ensure that your team is always up to speed with the latest toolsets and methodologies.





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for robotic awesomeness



CampTek Software is a full life cycle RPA partner. We bring clarity to RPA and can support your business anywhere in the cycle. Many robots make light work.



For info on our Citizen Development program, visit
<https://www.campteksoftware.com/rpa-pricing/> or
[https://www.campteksoftware.com/rpa-citizen-](https://www.campteksoftware.com/rpa-citizen-development-as-a-service/)
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