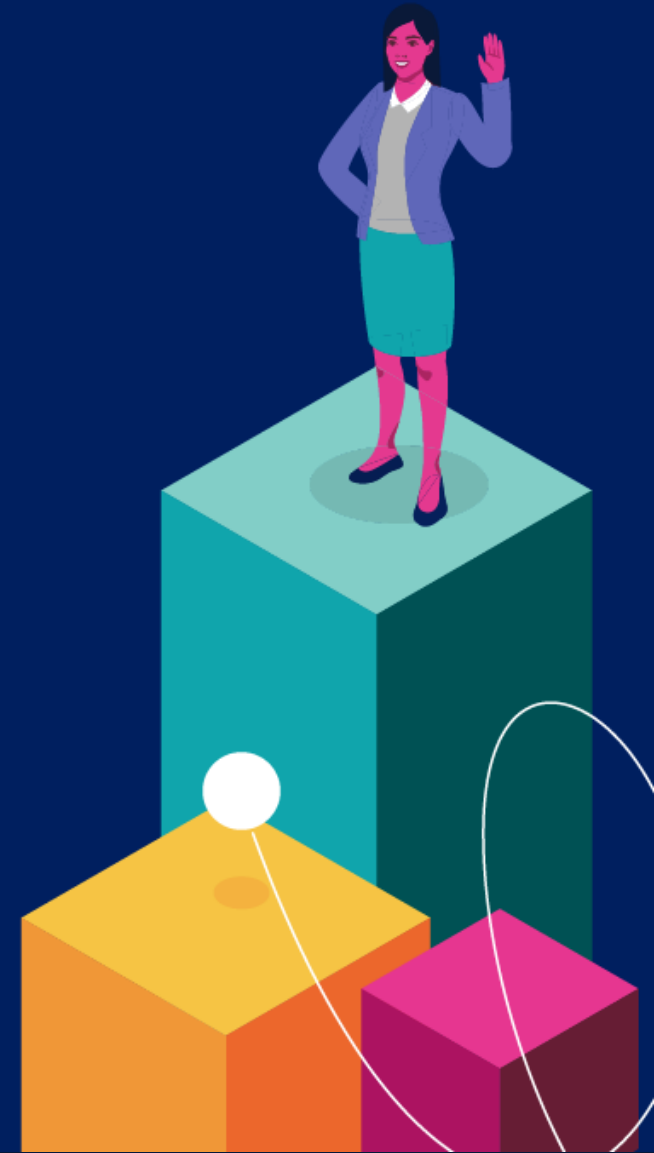


What is Citizen Development?

Non-Technical Users developing applications with little or no coding experience

How does Pega help?

- Bring IT and Business Together
- Governed Low Code
- Bridge the Business and IT divide
- Speed to market
- Greater business agility
- Lower application development costs
- Increase involvement and input provided by business stakeholders
- Increase productivity of pro developers by leveraging citizen developers



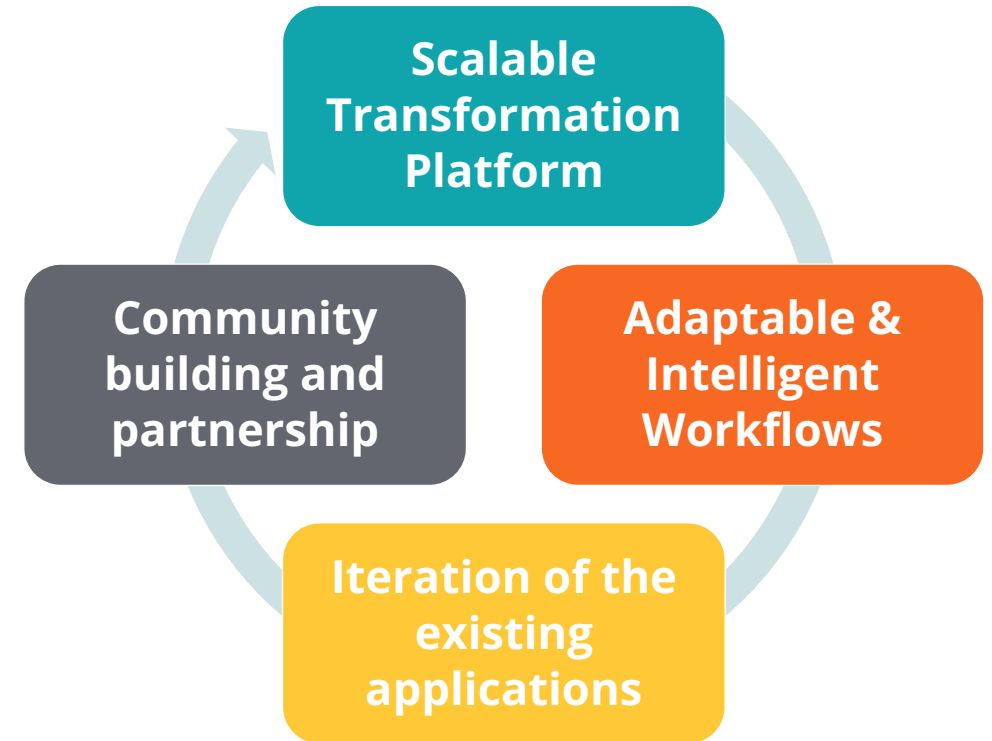
Citizen Development Mission and Approach

Unlocking untapped value

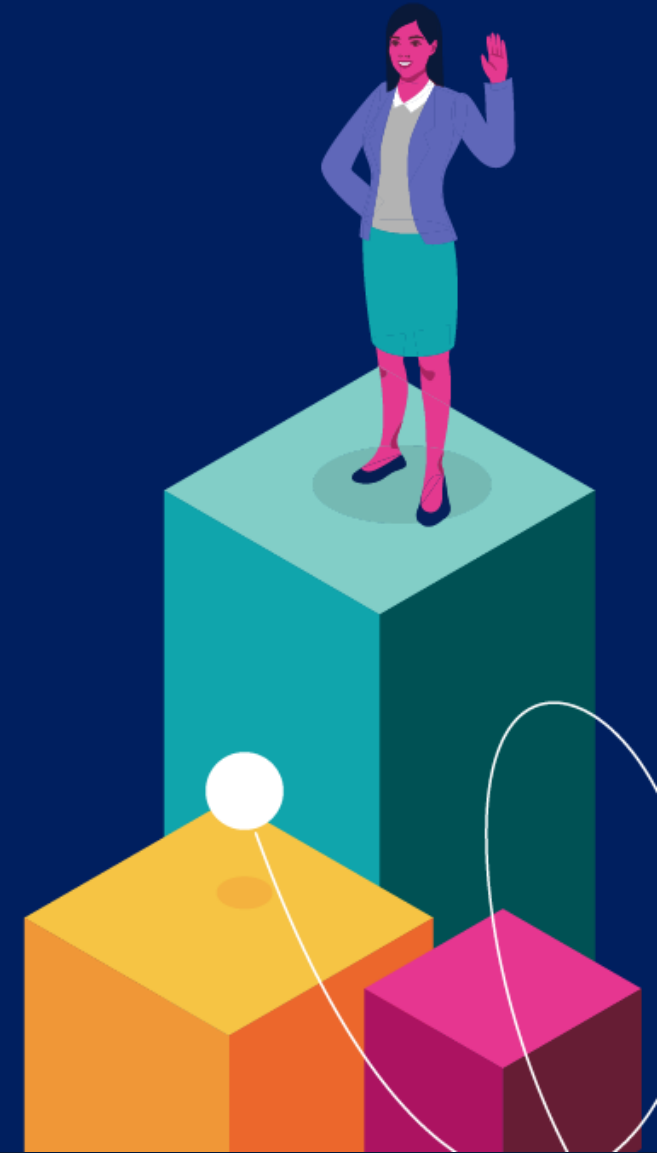
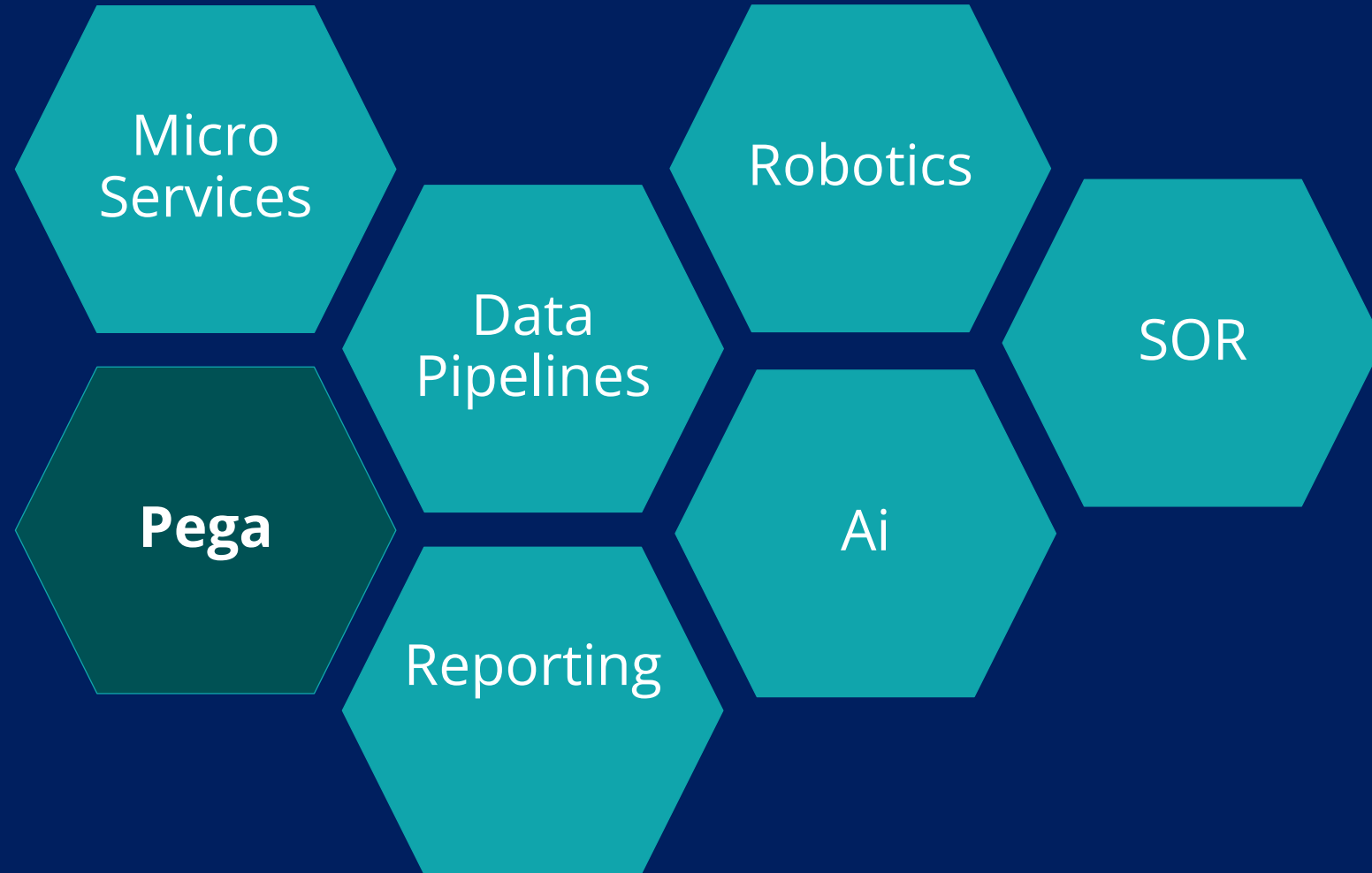


Sample Mission:

Create exponential value through innovating business outcomes and process transformation



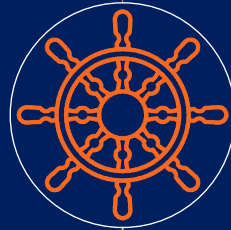
A Low Code Technology Landscape



Organize for Success



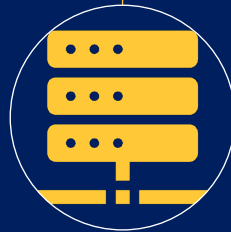
Executive
Sponsors



Steering
Committee



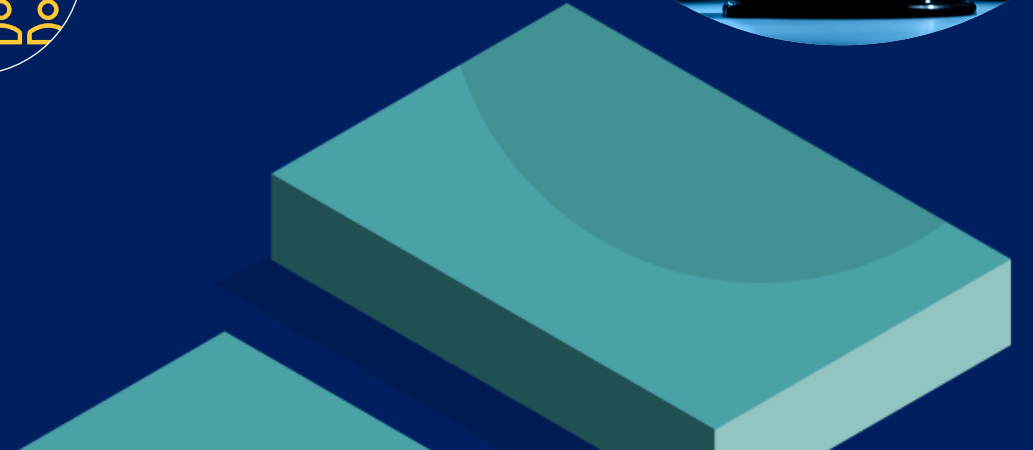
Community



Technology
Support



Enablement



Establish a Citizen Development Program



Startup

- Build the services and means to execute
- Create the essential re-usable components
- Friendly audience for the first few applications
- Education and Awareness by Geography or Line of Business
- Create a formal intake process
- Establish the Community
- Light weight score cards

Scale out

- Success Stories
- Community Activation
- More Application 100s
- More Developers 500+
- Increase In Complexity
- Consistent metrics and monitoring

Scorecards

Track the Program

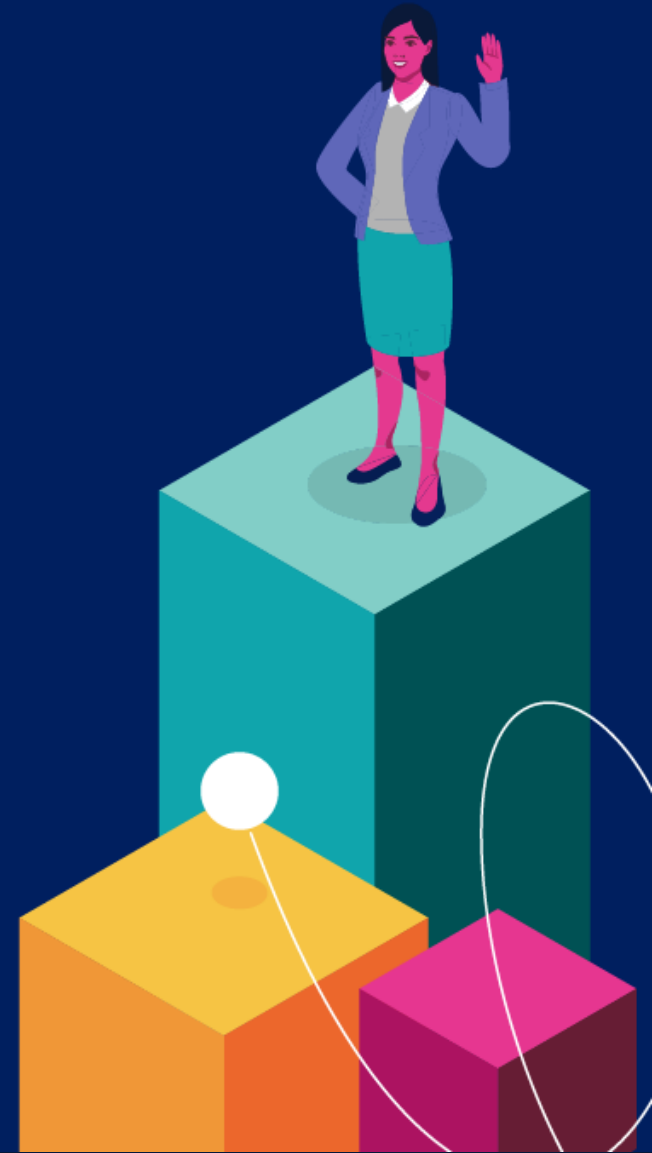
- **Application Success** can be measured by
 - Time to Value – From idea to production
 - ROI – Time Savings, Automation, Risk
- **Community**
 - Enabled
 - Active
 - Experts



Design Around the Citizen Developer

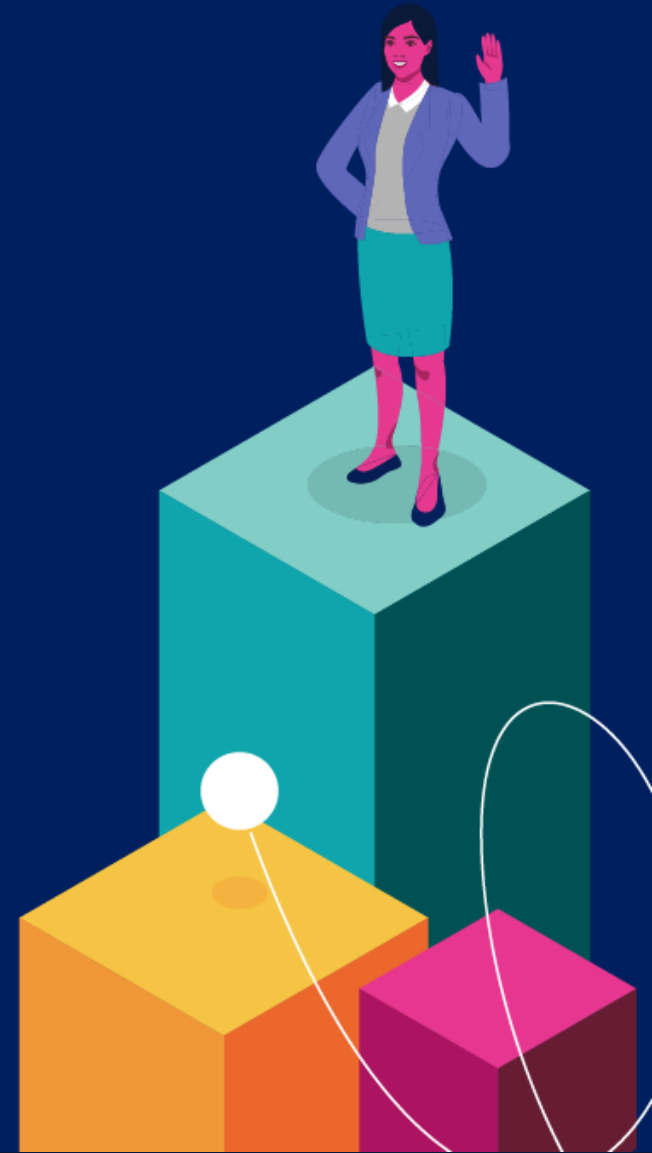
Experience Matters

Interest



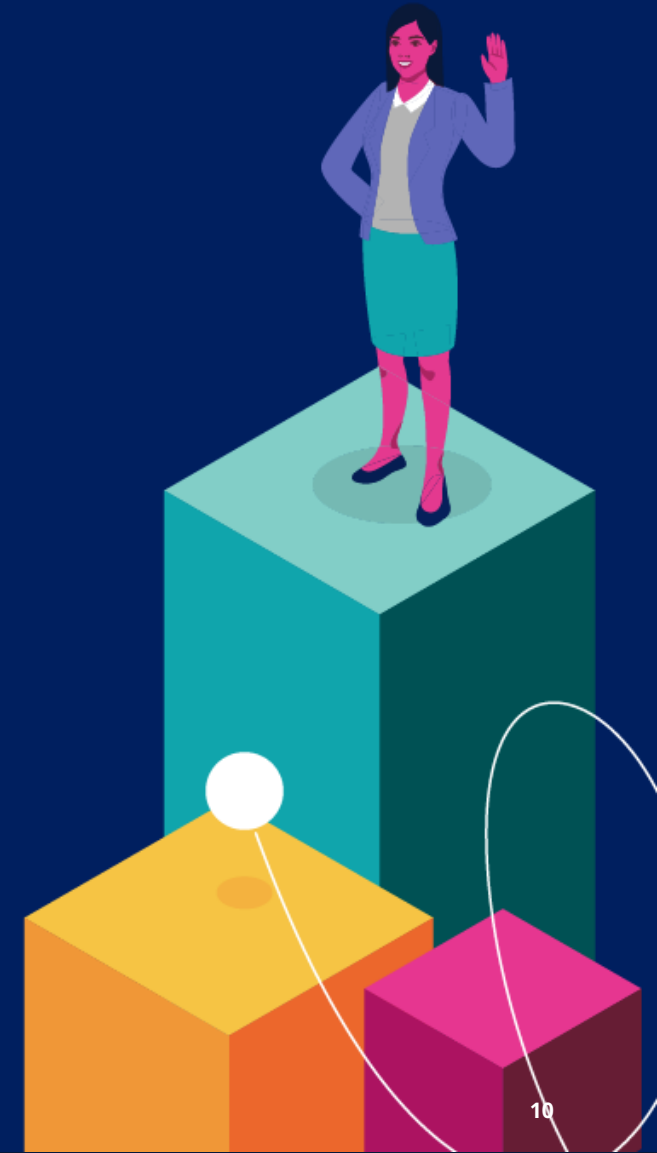
Enablement and Support are Essential Throughout the Journey

- Low Code Workshops
- PegaThon
- Ongoing support



Low-code Lab

- **Session format**
 - Instructor led 2-hour sessions for up to 30 participants
 - Hands-on experience with App Studio, leveraging pre-built functionality
 - Wrap-up: Pega low-code value, additional enablement and certification options, Q&A
- **Low-Code Lab Participants**
 - Mixed audience of business stakeholders, citizen developers and some Pro Dev's
 - Participants have limited or no prior experience with Pega
 - Learn about Pega low-code platform capabilities, key differentiators, App Studio experience
- **Benefits**
 - Demand generation
 - Initial 'Great' Experience



Pegathon!

2 Days to Build an Application

- **Format:**

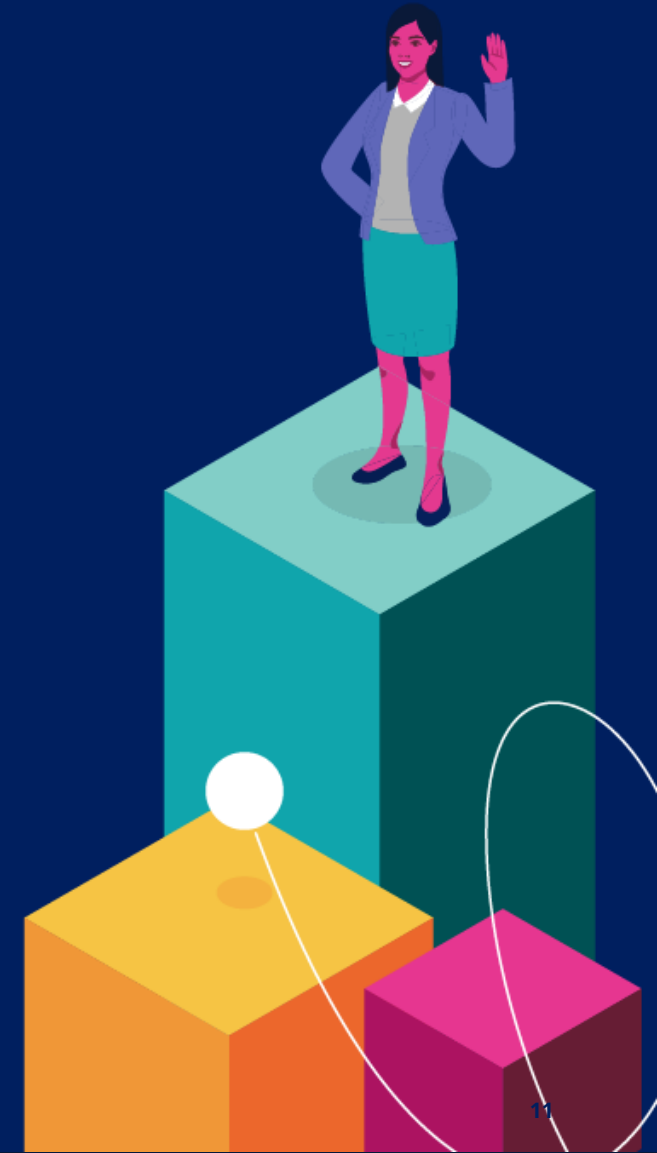
- Bring a realistic business scenario
- Small teams with 1 pro dev, 2 citizen dev's and up to 2 observers
- Teams build app in stages with guidance and support from Pega lead facilitator and coaches

- **Objectives**

- Leave with 80% of what the application needs to do
- Pro dev's collaborate with citizen dev's to build a low-code application.
- Citizen Dev's leverage reusable assets created by Pro Dev's

- **Benefits**

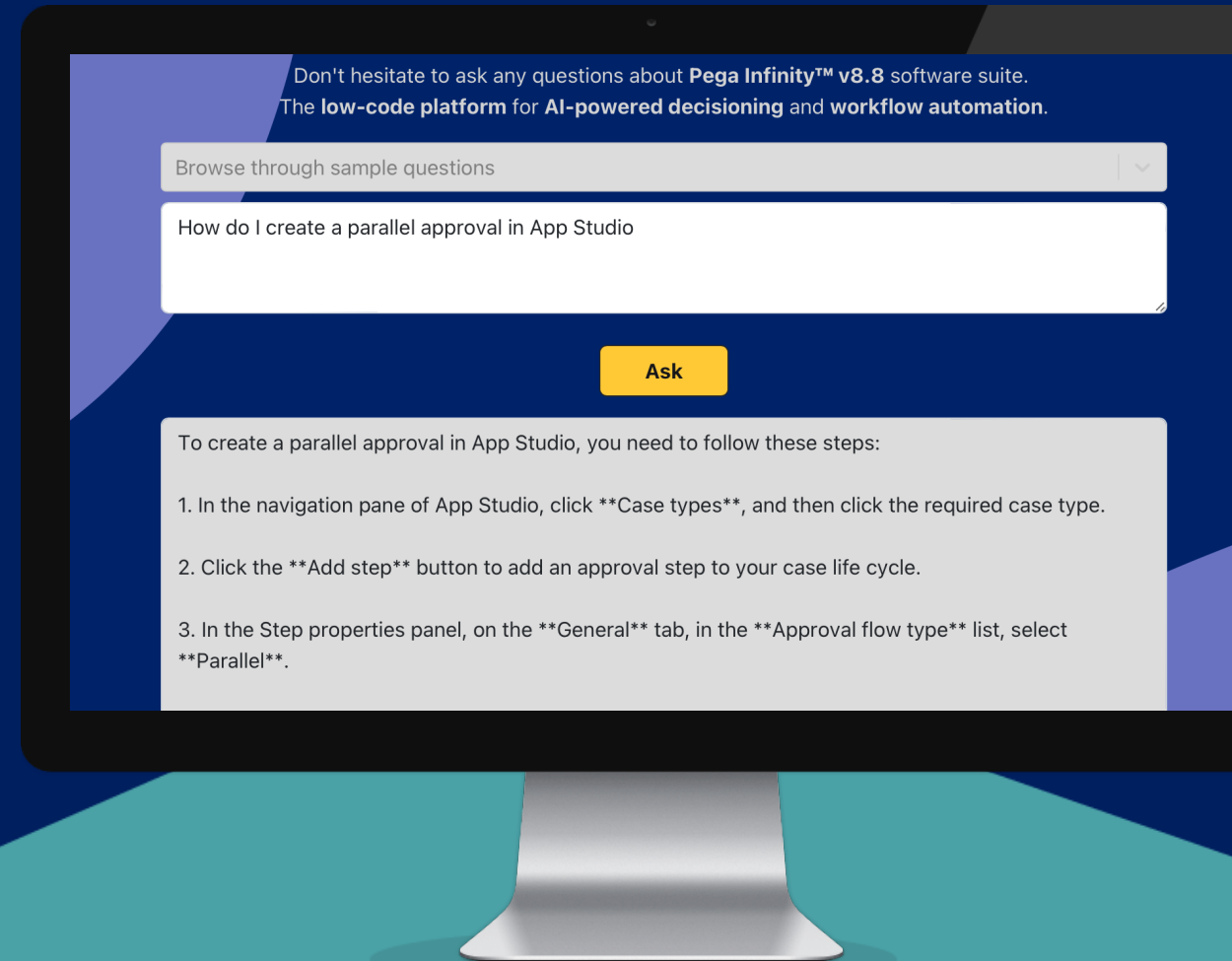
- Gain experience working as a low-code fusion team to build an application
- Enables team members to showcase their ideas and low-code skills and receive recognition
- Identify new reuse candidate components



Ongoing Support

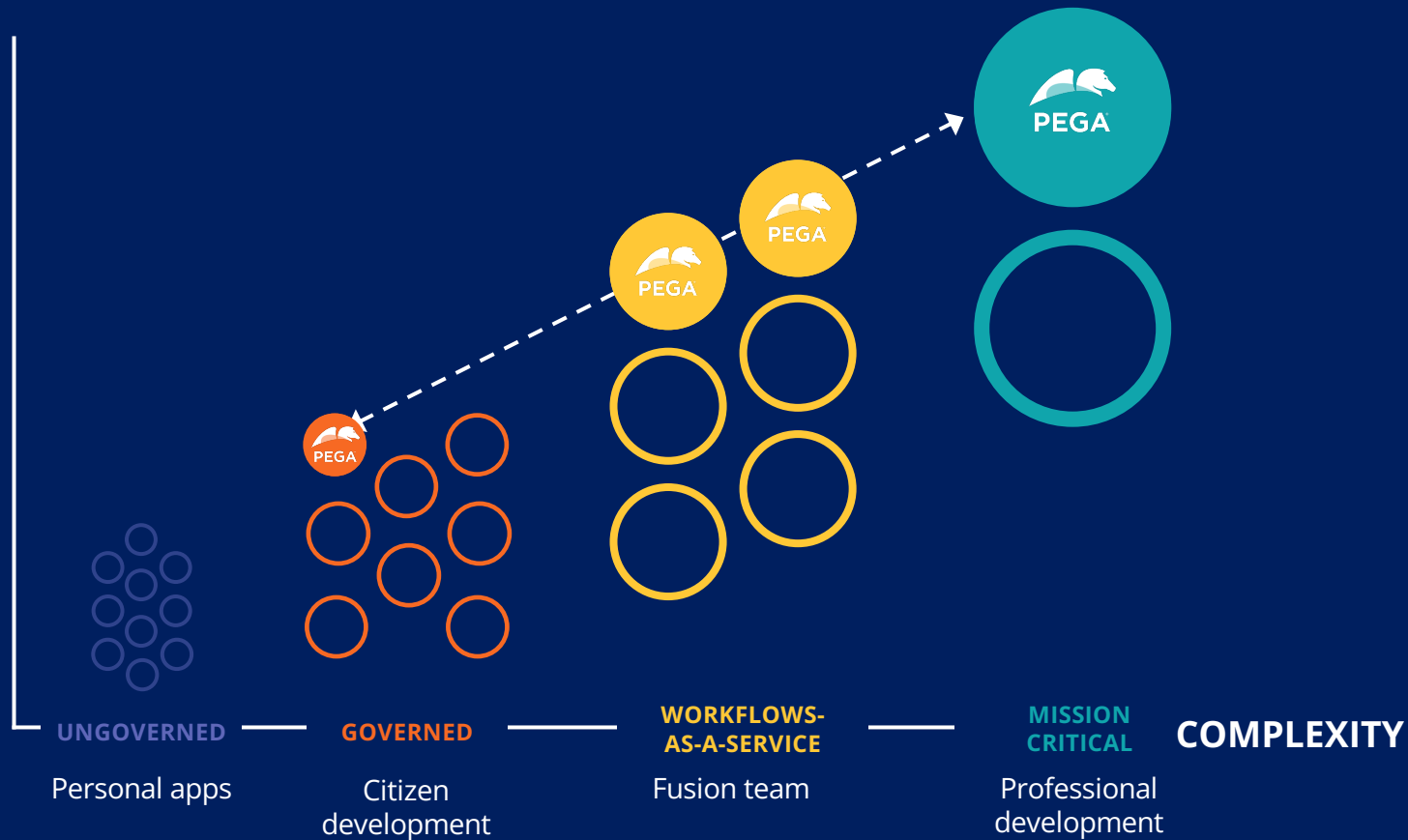
Meet the Citizen Developer at their moment of need

- Searchable How to Articles
- Pega Study Buddy
- Videos in the Citizen Developer Zone on Pega.com
- Pega Community Forum
- Reference Application – Hello Approval
- Expert Walkthroughs
- Pro Developer Assistance

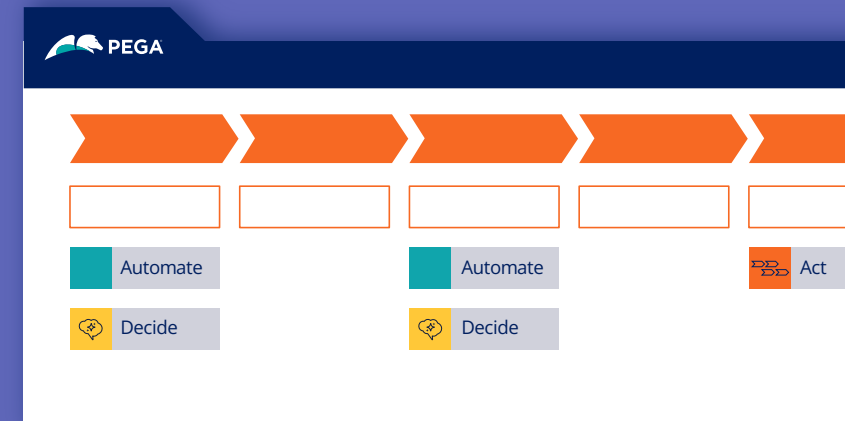


Citizen Development in Context

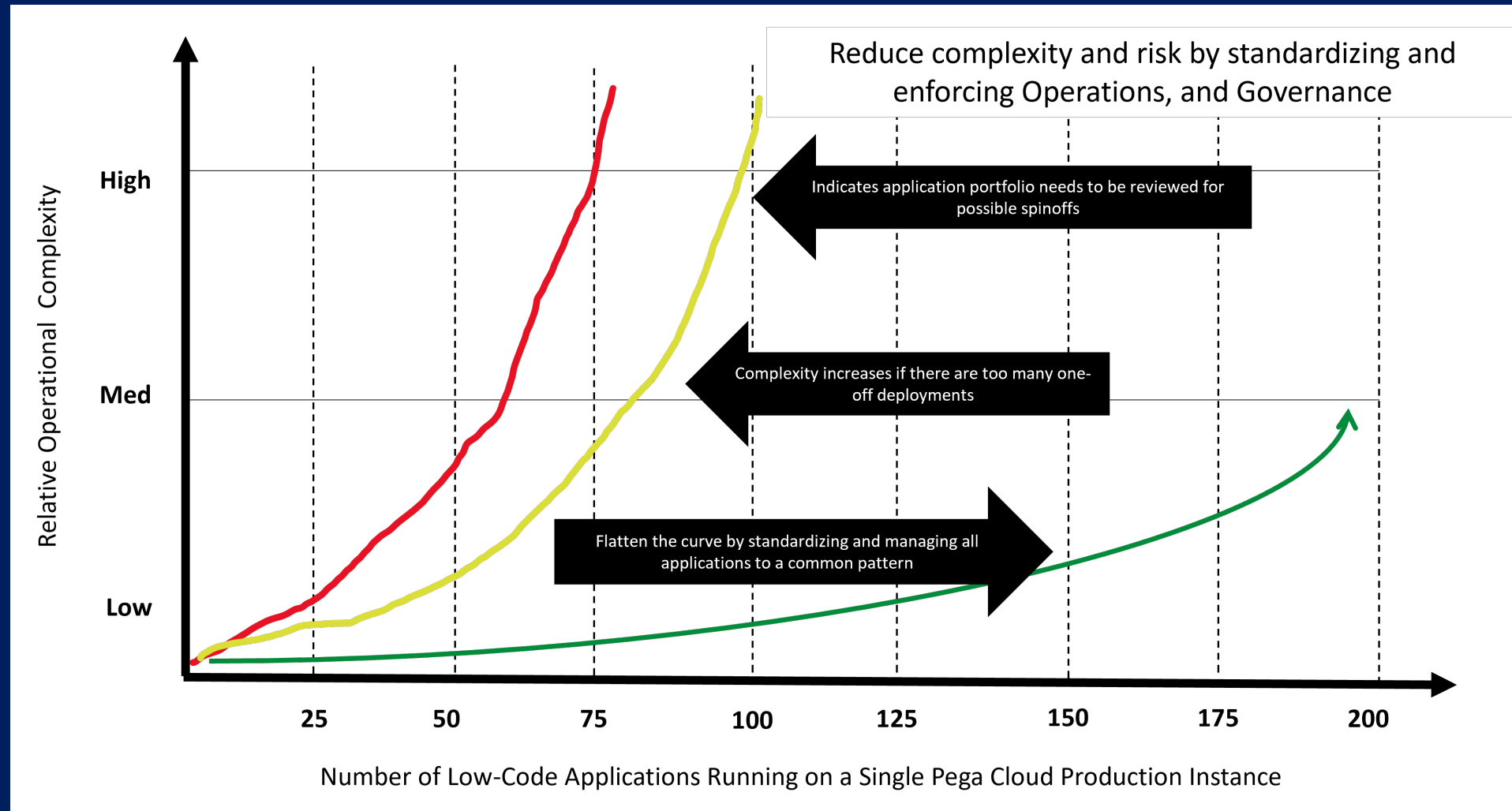
More experienced teams and tiers combine to support the Citizen Developer



One Common Platform



Plan for Success and Keep an Eye on Growth



Results



Business Problem

- Simply put – Should we do business with the entity under review?
- Managing Reputational Risk for new contracts is done via spreadsheet, email, and phone call. The process is inconsistent and cannot be audited.

Solution

- Create a simple intake and review application that serves as a collection hub that allows for a multi level management review

Results

- Almost complete elimination of point to point emails
- All documents supporting a decision are all in one place
- Traceability end to end is done
- Time to value 4 week to build

What's next

- Potential use of Gen Ai to do content summarization of the supporting documentation
- Automatic data acquisition beyond the initial input

Results



Business Problem

- Providing back office support for mortgages is done through a multitude of systems
- Swivel chair processing and cut & paste keep the business running

Solution

- Empower business operations to map out their processes in Pega App Studio and build workflows to automate the manual steps
- All supported by a small set of Pega experts focused on reuse and acceleration

Results

- Immediate productivity increase for the first application

What's next

- Frequent releases of new functions
- Automate the entire set of mortgage back office processes using the same approach.
- Explore the use of Ai



PegaWorldiNspire

