

Citizen Integrators

What are Citizen Integrators?

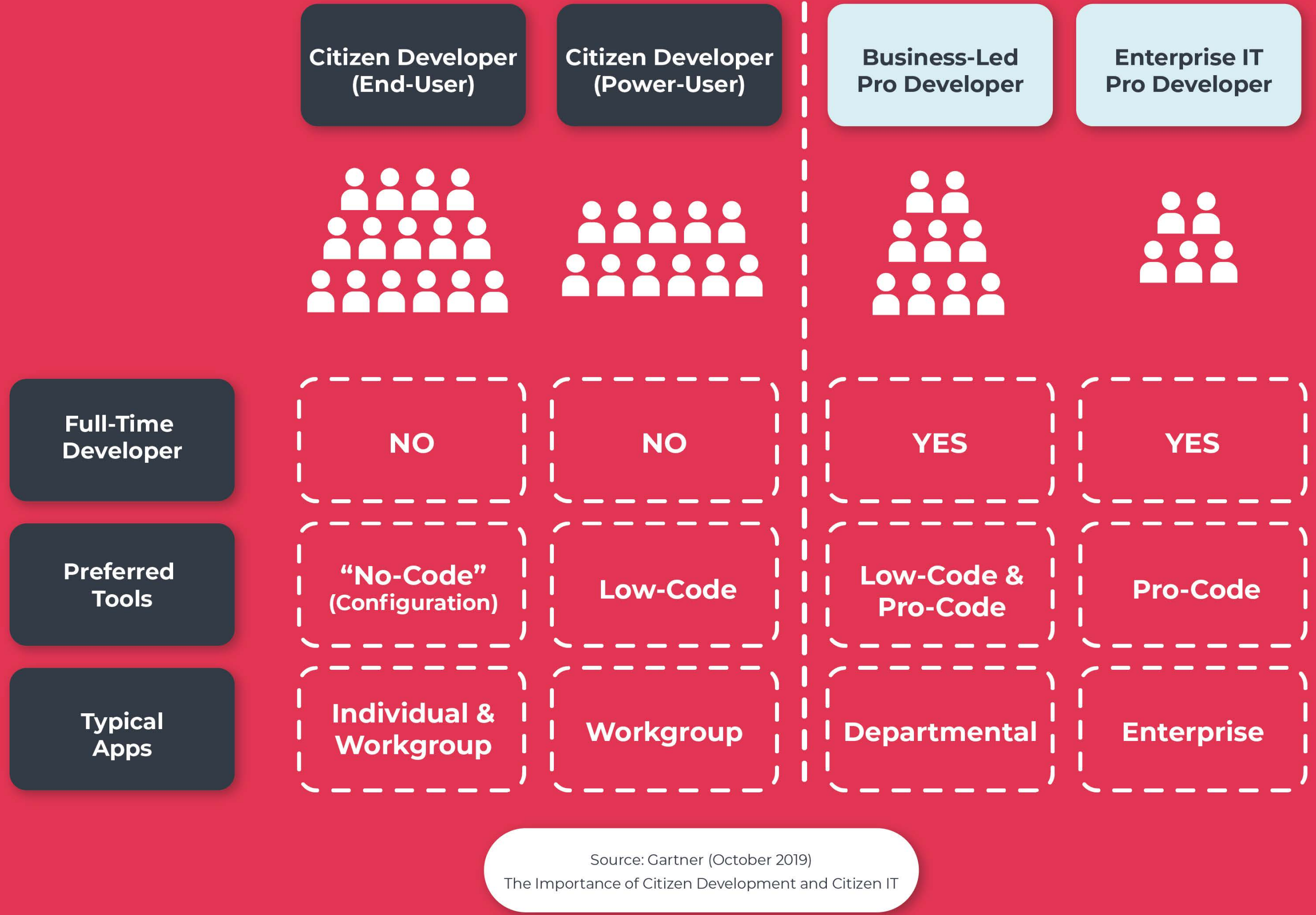
A Citizen Integrator is an individual who automates business processes using low-code tools.



The Citizen Integrator is able to use drag and drop applications to connect APIs together in order to generate a new unique integration or application.

Anyone Can Be a Developer

According to Gartner, “41% of businesses have active citizen development initiatives and 20% of those who don’t are either evaluating or planning to start citizen development initiatives.”

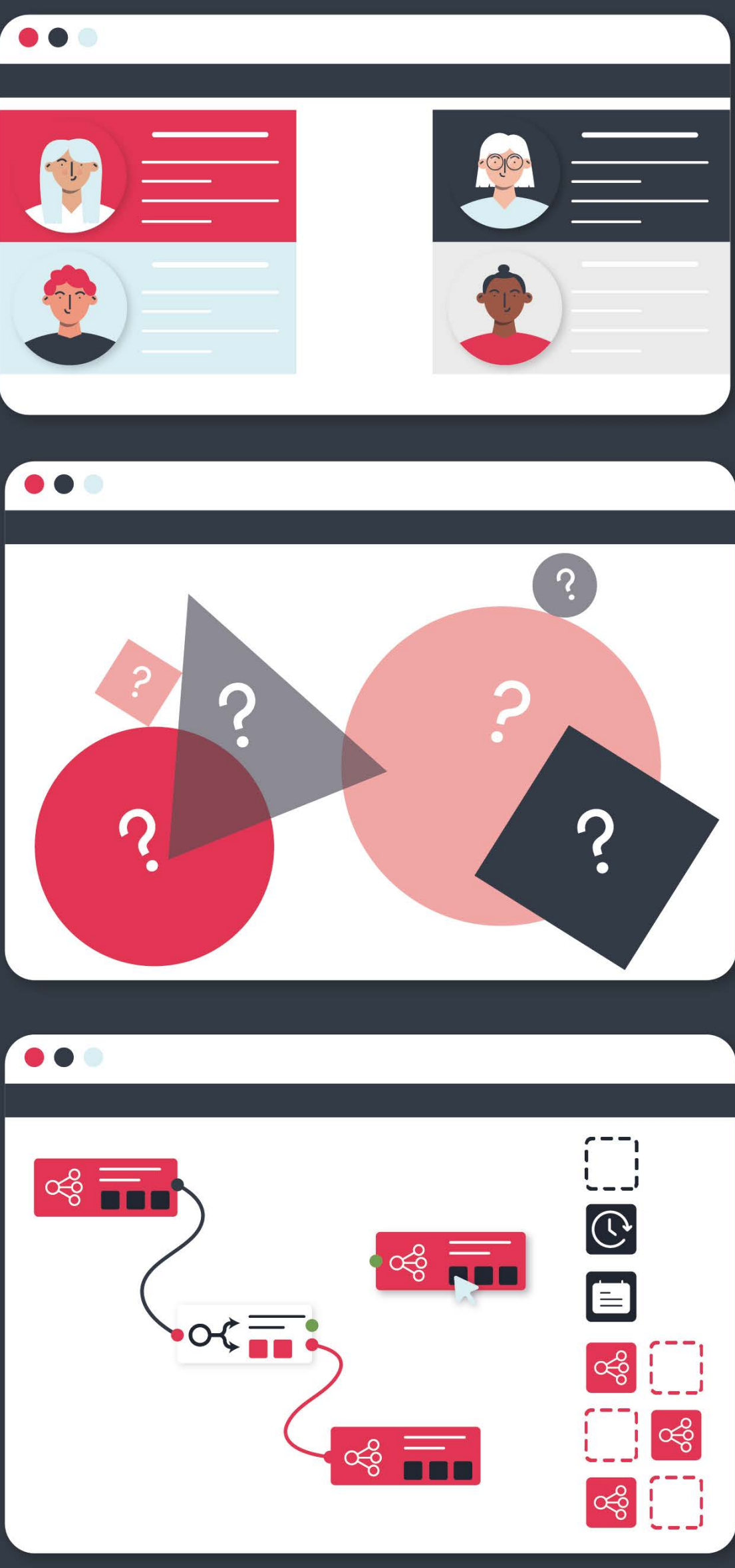


Where does the role of integrator sit within a business?

Citizen integrators tend to be existing employees in your customer success, product or developer teams.

All able to recognise their business’s needs, and act as a solution architect, who is able to come up with several solutions for a single problem.

Using low code tools they can deliver integrations to customers without adding to developer backlog, and the need for a technical programming background.

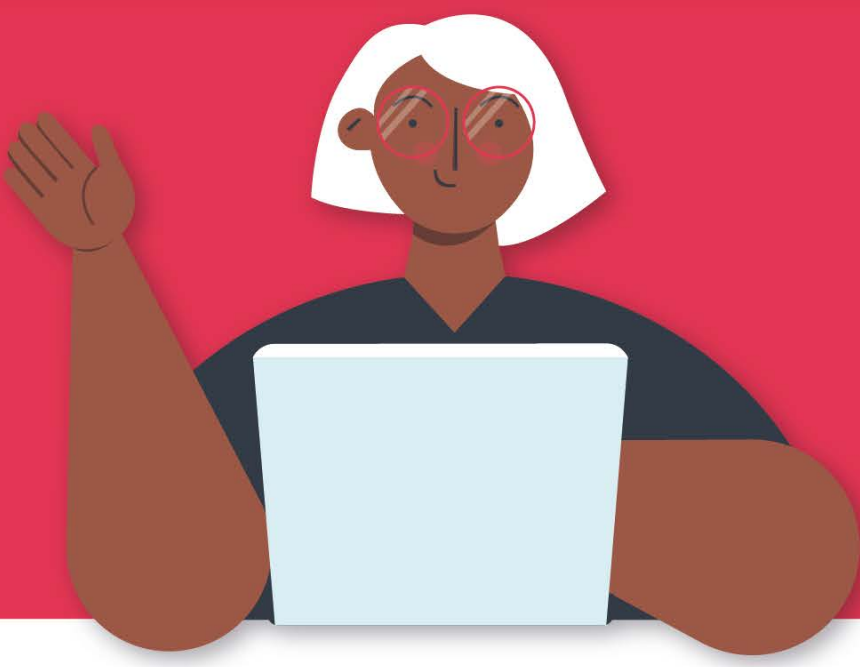


According to Mendex, “24% of low code users had no experience at all before using low code platforms. And 40% of users come from a mostly business background.”

Citizen Integrator Automation

A Citizen Integrator example would be a company who uses an eCommerce store to sell products.

By integrating their store with their CRM they can automatically sync products, contacts and orders to automatically keep track of pertinent sales information.



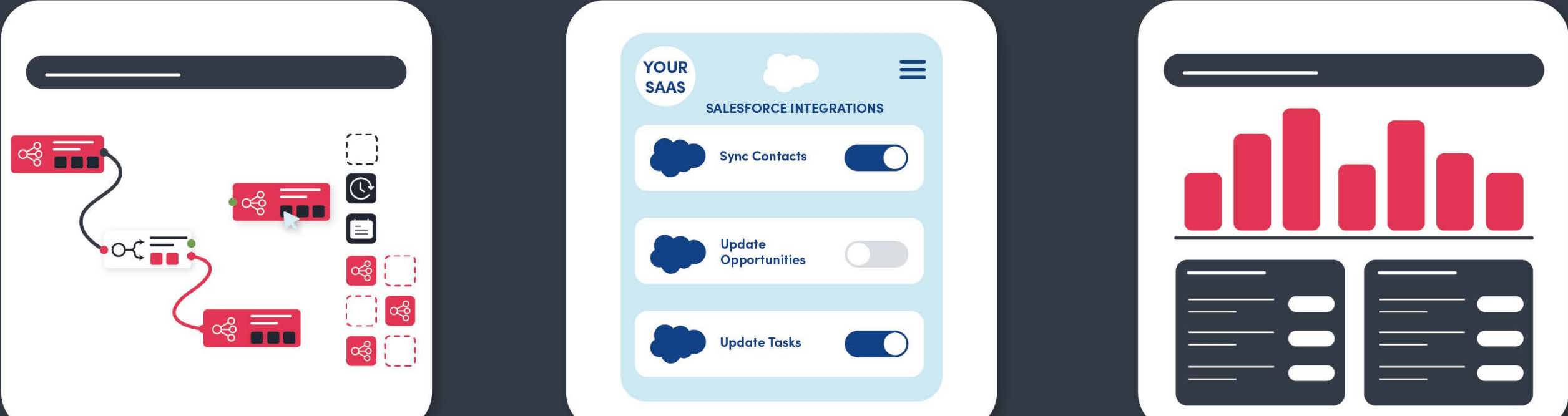
Cyclr for Citizen Integrators

Cyclr is an embedded iPaaS solution that is used to deliver integrations to your business’s end-users. Cyclr is built from the ground up with ‘simplicity first, complexity by design’.

BUILD

DEPLOY

MONITOR



The toolkit has been designed to be usable by people who understand the problem being resolved, not just people who understand the code. Cyclr has been designed with the Citizen Integrator in mind.