

Odoo Developers: The Superheroes of Business Automation

Odoo development is entering an interesting new phase. Highly skilled Odoo developers are still very much needed for more in-depth customizations, but there is now a new breed of user—the citizen developer.

Citizen Developers: Business Users with Superpowers

Citizen developers are business users with a basic understanding of coding or visual development tools. With low-code and no-code features expanding within Odoo's use-case framework, they are able to:

Develop simple workflows and automation: Citizen developers could effectively automate some routine activities in their department to make it run efficiently with minimum errors.

Customize existing modules: There are pre-developed modules available with Odoo for different functionalities. Citizen developers can customize these modules according to their requirements with the help of drag-and-drop interfaces or basic coding.

Generate reports and dashboards: Citizen developers will be able to use user-friendly reporting tools to create reports and dashboards that give value-added insights within their field of expertise.

The Advantages of Citizen Development

The emergence of citizen developers comes with the following benefits:

Agility: Solutions can be quickly developed and deployed by citizen developers without the need for the IT department.

Collaborative enhancement: Citizen developers fill the gap between business and the need for technical solutions, thus improving on communication and collaboration.

Reduced costs of development: Citizen development puts the power into the hands of businesses to handle some of the simpler in-house tasks and thereby making them less dependent on costly [Odoo developers](#).

The Role of the Odoo Developer in the Age of the Citizen Developer

Though the citizen developer has its own place, the Odoo developer should still be around for:

Complex Customizations and Integrations: Odoo developers are truly indispensable for complex features that require advanced skills in coding.

Security and governance: Odoo developers assure proper security protocols and data governance are put in place as citizen development flourishes.

Mentorship and support: Developers in Odoo can mentor citizen developers, provide some form of technical guidance, and troubleshoot any issues that arise.

The Future of Odoo Development: A Collaborative Approach

The future of Odoo development will need to shift towards this collaborative approach. Collaboration between the skills of Odoo developers and the agility of citizen developers will help businesses unlock their full potential. Fostering a culture of innovation and empowering everyone with the opportunity to contribute to building a more efficient and data-driven organization.