



“The cross-organizational approach fueled the GENOHackathon by incorporating new perspectives and mentalities. It’s a platform to jointly and unbureaucratically evolve ideas and rapidly develop prototypes.”

—Michael Luks, Innovation and Transformation Manager, Fiducia & GAD IT AG

Business challenge

FinTechs are disrupting the banking and insurance sector, representing new partners and competitors for the established banks at the same time. Fiducia & GAD IT AG demonstrated that their industry innovation excellence is on par while conducting two collaborative hackathons.

Transformation

Fiducia & GAD IT AG chose the IBM® Bluemix® platform to host an initial internal hackathon in order to evaluate this new concept and technology. Teaming up with DZ BANK Gruppe and ADG in a second Bluemix event, they incorporated IBM Watson™ services into new innovative systems of engagement.

Results

With 75 participants collaborating with start-up style innovation and creativity on the Bluemix platform in cross-organizational integrated teams, the second hackathon produced 12 executable prototypes from new ideas in just three days.

Business benefits

Demonstrates leadership

as an industry innovator and cutting-edge IT services provider

Sharpens competitive edge

by launching new capabilities for banking, insurance and investment use cases

Anticipates financial gains

with offerings potentially driving new streams of revenue

Fiducia & GAD IT AG

Innovating financial services with hackathons supported by the IBM Bluemix platform

Headquartered in Münster, Germany, Fiducia & GAD IT AG provides IT services and solutions to the country’s cooperative banks, private banks, insurance companies and other organizations in the financial industry. The business has nearly 5,600 employees and manages approximately 100 million customer accounts.

Solution components

- IBM® Bluemix®
- IBM® Bluemix® Watson™ Services

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