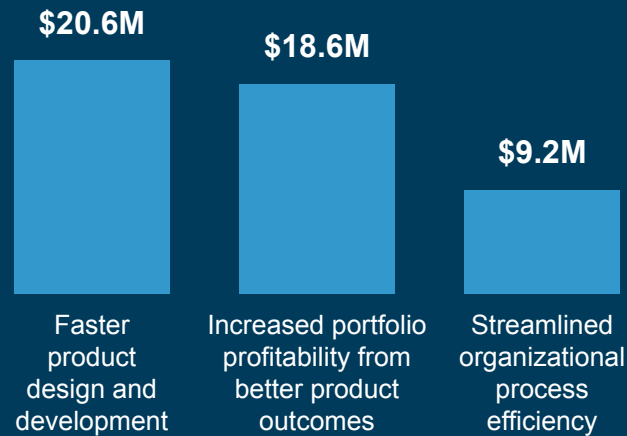


The Total Economic Impact™ Of IBM's Design Thinking Practice

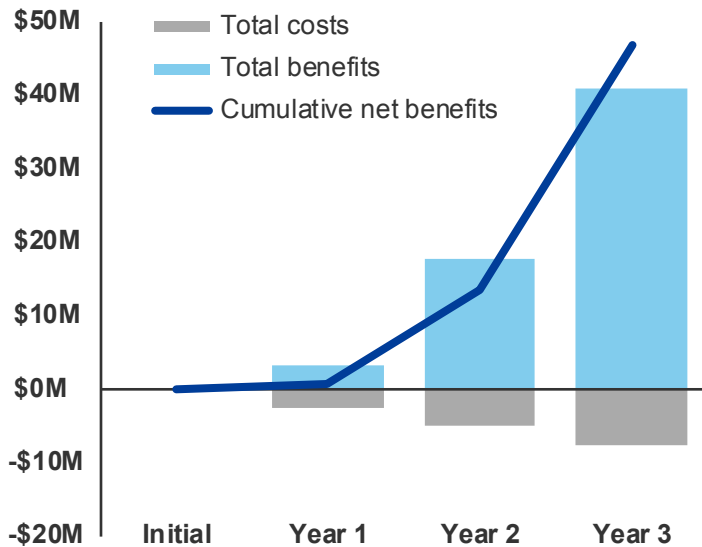
FORRESTER®

Forrester aggregated and analyzed data from 60 survey respondents and four customer interviews to conclude that IBM has the following three-year financial impact.

QUANTIFIED BENEFITS (THREE-YEAR, RISK-ADJUSTED)



FINANCIAL SUMMARY



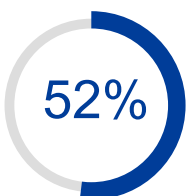
VOICE OF THE CUSTOMER

"IBM demonstrated that design thinking was a faster and better way to align, vision, and deliver the MVP. We got our pilot from design to delivery in less than 9 months, when most other projects take 18 to 24 months, or are never even completed."

*SVP of technology services,
financial services*

"I measured the steps in the development pipeline under traditional delivery techniques against the projects we ran with design thinking . . . teams using design thinking were 15 to 20 times faster."

*Director of digital products,
financial services*



52% of survey respondents associated IBM with design thinking, more than any other organization.



Read the full study

This document is an abridged version of a case study commissioned by IBM, titled: "The Total Economic Impact Of IBM's Design Thinking Practice", February 2018. Read the full study at ibm.com/design/thinking.

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