

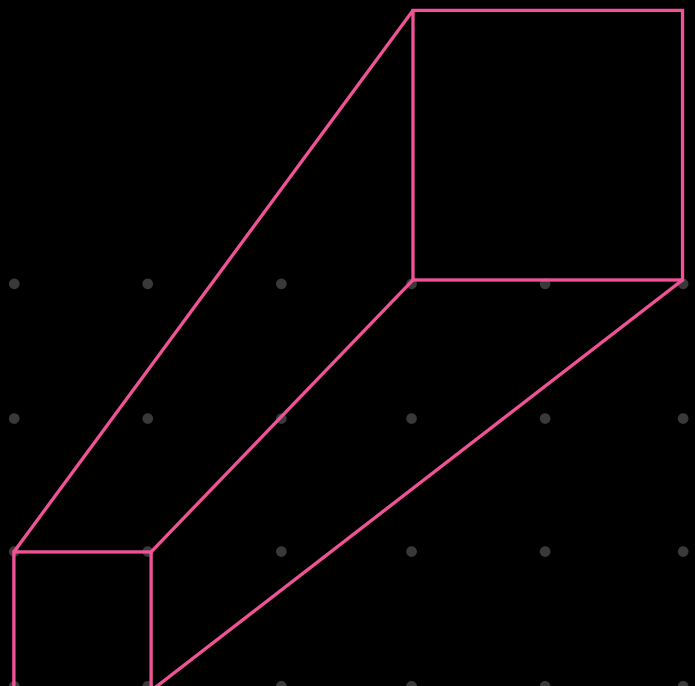
You've experienced IBM Garage

**We hope you enjoyed your virtual
IBM Garage taster session.**

This outcomes-focused, design thinking-led approach to business transformation may have been new to you and we know you will have come away with lots of ideas to take back to your own organisation. So we put together this summary to help you plan your next steps.

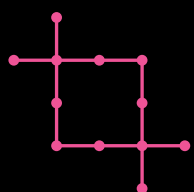
What is IBM Garage?

- A single, comprehensive journey that seamlessly blends business strategy, design and technology.
- The way IBM brings speed, innovation and transformation to you on your terms.
- A methodology spanning design, agile development and scaled adoption.
- A commitment to measurable business outcomes.
- An assembly of world-class designers and technical experts.

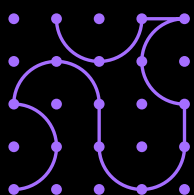


The IBM Garage experience

Three core principles underline the Garage experience. Clients can enter the process at any of these stages in their journey:



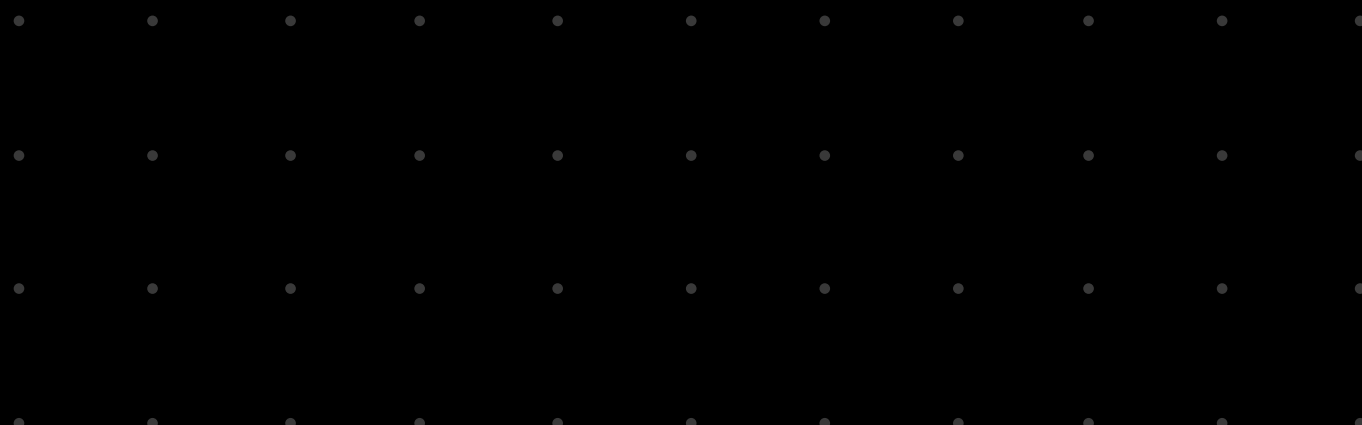
Co-create: define a business imperative or interrogate an existing idea



Co-execute: build out a minimum viable product



Co-operate: scale a solution and transform your organisation



Our case study:

Kaleidoscope Media

Kaleidoscope Media is a large organisation operating in more than 20 countries in Africa. It has ambitions to expand into 10 more countries, but faces fierce competition from multinational players. Kaleidoscope's leaders understand their ability to compete in the future will only be possible if they get to know their customers better than anyone and create individualised experiences.

What we did

1. We explored the customer perspective using an empathy map
2. We reviewed the drivers for four leaders in the business
3. We interrogated three hypotheses aimed at improving customer retention
4. We generated new ideas around our chosen hypothesis
5. We narrowed out thinking to one priority idea and evaluated it in wider context

Ready to get started?

Now that you've had a taste of IBM Garage, why not try a free virtual framing session? This is the next step to experience first-hand how IBM Garage can accelerate innovation and transformation at your organisation.

This time we'll focus on your business – not a case study. Your bespoke, two-hour virtual session will be guided by a handpicked multi-disciplinary Garage team. You'll hear experienced perspectives and jump into collaborative activities that ignite fresh thinking.

Register now for your virtual IBM Garage business framing session →

IBM Garage

Transforming the future of work with you

