



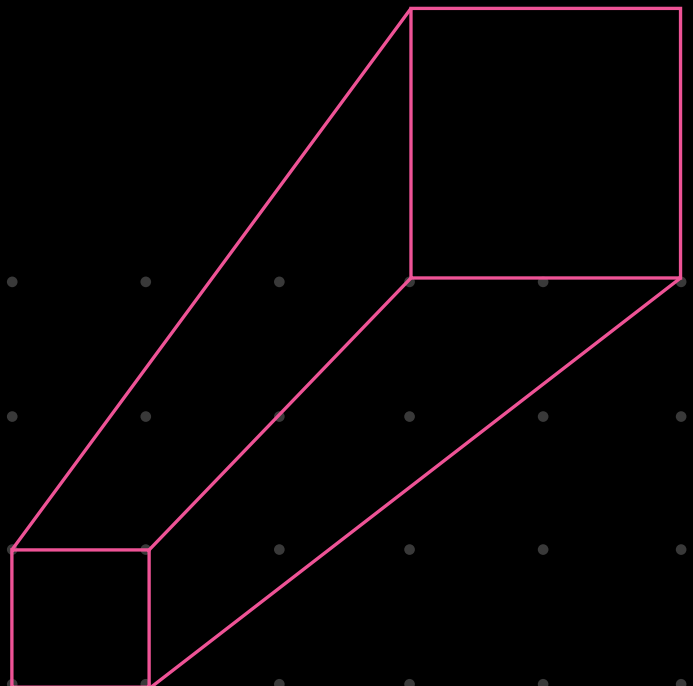
You've experienced IBM Garage

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

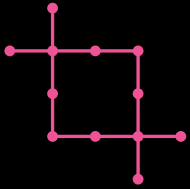
This design thinking-led approach to business transformation may have been new to you and we know you will have come away with lots of ideas to take back to your own organisation. So we put together this summary to help you plan your next steps.

What is IBM Garage?

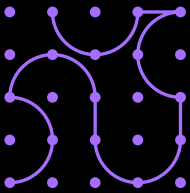
- A single, comprehensive journey that seamlessly blends business strategy, design and technology.
- The way IBM brings speed, innovation and transformation to you on your terms.
- A methodology spanning design, agile development and scaled adoption.
- A commitment to measurable business outcomes.
-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



The IBM Garage experience



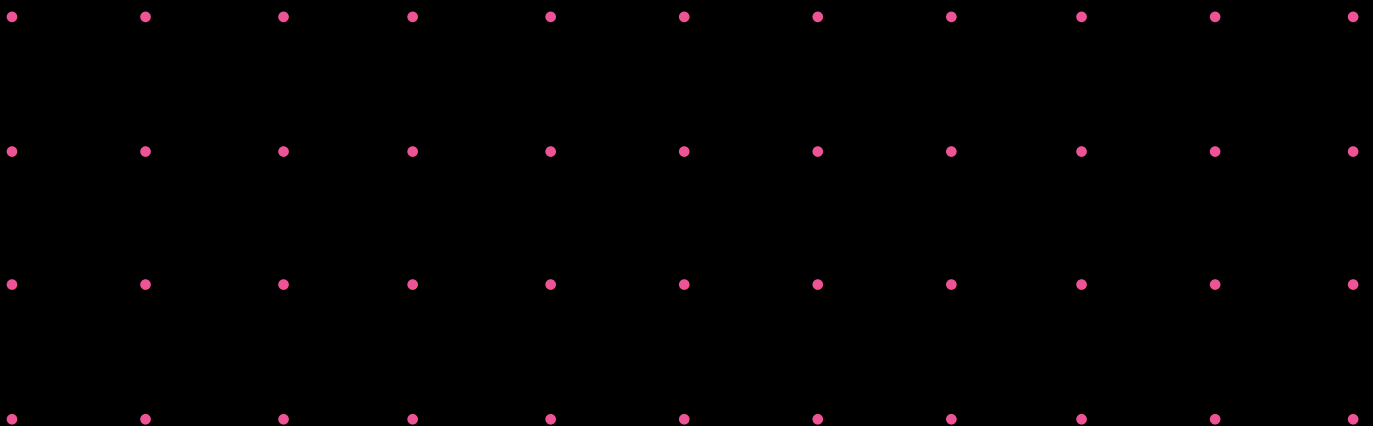
Co-create through enterprise design thinking workshops, delivered by experts.



Co-execute to build, measure, pivot and learn new ways of working.

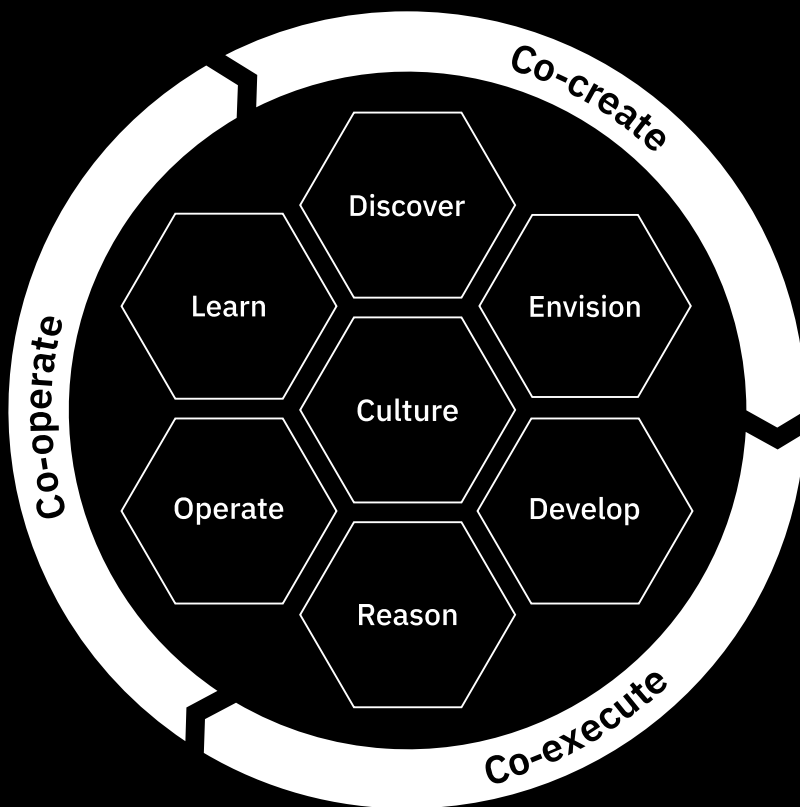


Co-operate to sustain rapid scaling and ongoing cultural change.



IBM Garage Methodology

Choosing how to develop ideas is as important as defining what ideas to develop. The IBM Garage Methodology drives unprecedented transformational change.



Learn more about the IBM Garage Methodology

ibm.com/garage/method/discover →

Our case study: Kaleidoscope Media



CEO Diane Mwangi

“As we expand our services across the continent we must always remember to keep the customer at the centre.”

CMO Leila Mourad

“We have the ability to compete with these other big players, we just need to focus on elevating the user experience across all of our platforms.”



CFO Patrik van der Laand

“It’s clear that our newer media platforms are growing and that our legacy offerings are declining. We must do everything we can to support this new era of growth.”

CIO Aneal Subramaniam

“When I joined Kaleidoscope a few years ago, it wasn’t clear that we had a cohesive IT strategy that met our business needs.”



What we did

1. We split into groups to explore and discuss the key personas.
2. We captured each persona's pain points and grouped them into themes.
3. We generated ideas that addressed these pain points.
4. We evaluated and plotted our ideas on a grid according to priority.
5. We wrote a value statement that captured the idea with the most potential.



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.

Your interactive, 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



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