Speed of a start-up at the scale of an enterprise

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Think 2019 / September 19, 2019 / © 2019 IBM Corporation
De-risk innovation & speed-to-value

72% of businesses believe they are susceptible to digital disruption in the next 3 years.

14% believe they can act quickly enough to compete against it.

To meet the threat of disruption, businesses need the space and guidance to place bets that get to the right MVPs quickly, minimising the risks of innovation. Our new, unified IBM Garage is how we help our clients achieve this.
IBM GARAGE

Speed of a start-up at the scale of an enterprise

Where you can experiment with big ideas, acquire new expertise, and build new enterprise grade solutions with modern and emerging technologies for immediate market impact.
Foundations of IBM Garage

The IBM Garage is where you experiment with big ideas, acquire new expertise, transform your culture, and build new enterprise grade solutions with modern and emerging technologies for immediate market impact. In the IBM Garage, we do it with you, not for you.

People & Capabilities experienced
IBM Garage is something we do with our clients, not for them. The best people, with skills and capabilities in IBM and the Client to partner and co-create everything together.

Applied Technology with a purpose
Our clients benefit by our unique ability to fuse the deepest technology capability with our industry and domain knowledge, as we bring to IBM Garage the ability to use current and future technology to transform workflows that redefine how work gets done.

New Ways of working
IBM Garage Methodology combines Enterprise Design Thinking, Agile, distributed Agile, DevOps and Talent & Digital Change to ensure innovation delivers impact at scale, and is sustained by permanent culture change and skills in your organisation.

Global Network available anywhere
Your IBM Garage is not just what you see physically—it brings the innovation happening in many different locations across the world by over 100k professionals in real-time to you and your local IBM Garage team.
IBM Garage Spaces

San Francisco  Nice  New York  Tokyo  Austin  Copenhagen  Munich  Raleigh

Madrid  São Paulo  Dubai  Melbourne  Singapore  Toronto  London  and now Milan!
IBM GARAGE

how it works?
Co-Create
Co-Execute
Co-Operate
IBM Garage Phase Iterations

Co-Create:
envision the future

Co-Execute:
iterate to MVP

Co-Operate:
scale to market
The IBM Garage Development Process
Garage experts guide you through a proven process to innovate at speed a solution you can scale.

**Opportunity Framing Session**
Identify the right opportunity

Improve experience for target user to deliver measurable business outcomes

- business outcome
- business outcome

new users
existing opportunities

new opportunities
existing users

I have an idea.

½-1 day
The IBM Garage Development Process

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**Opportunity Framing Session**

Identify the right opportunity

Improve experience for target user to deliver measurable business outcomes

<table>
<thead>
<tr>
<th>business outcome</th>
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</thead>
<tbody>
<tr>
<td>existing users</td>
<td>new users</td>
</tr>
<tr>
<td>existing</td>
<td>opportunities</td>
</tr>
<tr>
<td>I have an idea.</td>
<td></td>
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\(\frac{1}{2} - 1 \text{ day}\)

**Design Thinking Workshop**

Get to the heart of the problem, consider potential solutions, converge on a proposal.

- Understand today
- Define where to start
- Explore a better future

**MVP DEFINITION**

The smallest thing you can build that provides the most value for your end user

AND provides answers to your greatest unknowns.

\(2 - 3 \text{ days}\)
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Opportunity Framing Session
Identify the right opportunity
Improve experience for target user to deliver measureable business outcomes

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Architecture Consulting
Define architecture for only what you need to produce your MVP.

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½-1 day

2-3 days

2-3 days
# The IBM Garage Development Process

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## Opportunity Framing Session

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- **MVP DEFINITION**
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  - AND provides answers to your greatest unknowns.

## Minimum Viable Product Build

### INCEPTION

Plan development with prioritised detailed user stories based on the MVP

- **USER STORIES**
  - 4
  - 1
  - 5
  - 2
  - 3

### BUILD YOUR MVP

- Define experiment and hypothesis
- Run experiment
- Analyse outcome

### Alignment

Keep team aligned on user needs and business goals with 15 minute daily standups and a project kanban board.

- **ALIGNMENT**
  - Developers pair-programming
  - Product Owner

### User Testing

Test with users to ensure you are addressing their need.

- **USER TESTING**
  - How would you...?
  - It would be nice if I could...

### Test-Driven Development

Write a test case, implement just enough code to pass the test, and innovate high quality code faster.

- **TEST-DRIVEN DEVELOPMENT**
  - Write a test case
  - Implement just enough code to pass the test
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**USER TESTING**
Test with users to ensure you are addressing their need.

**Scale with Confidence**

**MVP DEFINITION**
The smallest thing you can build that provides the most value for your end user

AND
provides answers to your greatest unknowns.

**BUILD YOUR MVP**

**LEARN**
Define experiment and hypothesis

**MEASURE**
Analyse outcome

**BUILD**
Run experiment

**TEST-DRIVEN DEVELOPMENT**
Write a test case, implement just enough code to pass the test, and innovate high quality code faster.

**CONTINUOUS INNOVATION**

I have an idea. Wow!

1/2-1 day

2-3 days

2-3 days

6-10 weeks

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Take your idea to reality with speed.

Activities

Initial Framing Session

Design Thinking

Architecture

Minimum Viable Product Build-up

Build Out

Client outcomes

✓ Align on your vision and desired business outcome.
✓ Confirm executive sponsor, product owner.
✓ Align LOB and IT on user experience and roadmap to meet your vision.
✓ Agree on next MVP business experiment.
✓ Assess and align minimum viable architecture.
✓ Test hypothesis via learning–driven production release.
✓ Achieve the stated business mission.
✓ Become self–sufficient in achieving business results with the IBM Garage Method.
✓ Scale production environment/app.

Applies to: Innovation | Modernization | Data & AI | and more

IBM Garage
American Airlines launched a first-of-a-kind cloud native Dynamic Rebooking application that improved their customers experience. The solution was delivered in less than 5 months, significantly reducing the original timeline by over half and improving customer engagement.

“IBM was pivotal in helping us work in a different way. I think we even surprised ourselves on how fast we could put the app into customers’ hands.”

— Jason Hobbs, Senior Manager, Application Development, American Airlines
Video: IBM cloud flies ith
American Airlines launched a \textit{first of a kind service} in 43 cities in 5 months. The cloud native Dynamic Re-accommodation app shortened wait times for passengers and reduced workload from AA support staff.

They also achieved \textit{40\% cost savings} by avoiding existing upgrade costs via Cloud migration, while improving operational reliability, productivity, and end customer response times.
IBM’s Garage success comes from its innovation platform that integrates access to the right people, deep advanced technology, enterprise scale ways of working, and locations anywhere in the world.
Let’s Meet!
Using Enterprise Design Thinking, Garage Method, Component Business Model and data driven insights to co-create your future Garage success.

Garage Success
You will leave the IBM Garage inspired and excited for your own innovation journey.
Thank You