IBM **M&C Labs**

Marketing Digital Lab

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Marketing Digital Lab - "Illustrate the Art of the Possible"

Create fully **digital customizable**, **immersive**, interactive **customer experience** to let CxOs immediately **"visualize and live" business impact** of proposed digital transformation **roadmaps tailored for their company**

**5 workshops format** to be customized

Access to **hundreds of studies** and whitepaper from Institute for Business Value

New set of methodologies based on Customer Journey, Accelerated Envisioning and Rapid Prototyping ("Mural" industry/client specific)

130 demos available

Real-time connection with **4 international Labs/Competence Centers**

3 sets of Social and Digital Services

Positioning
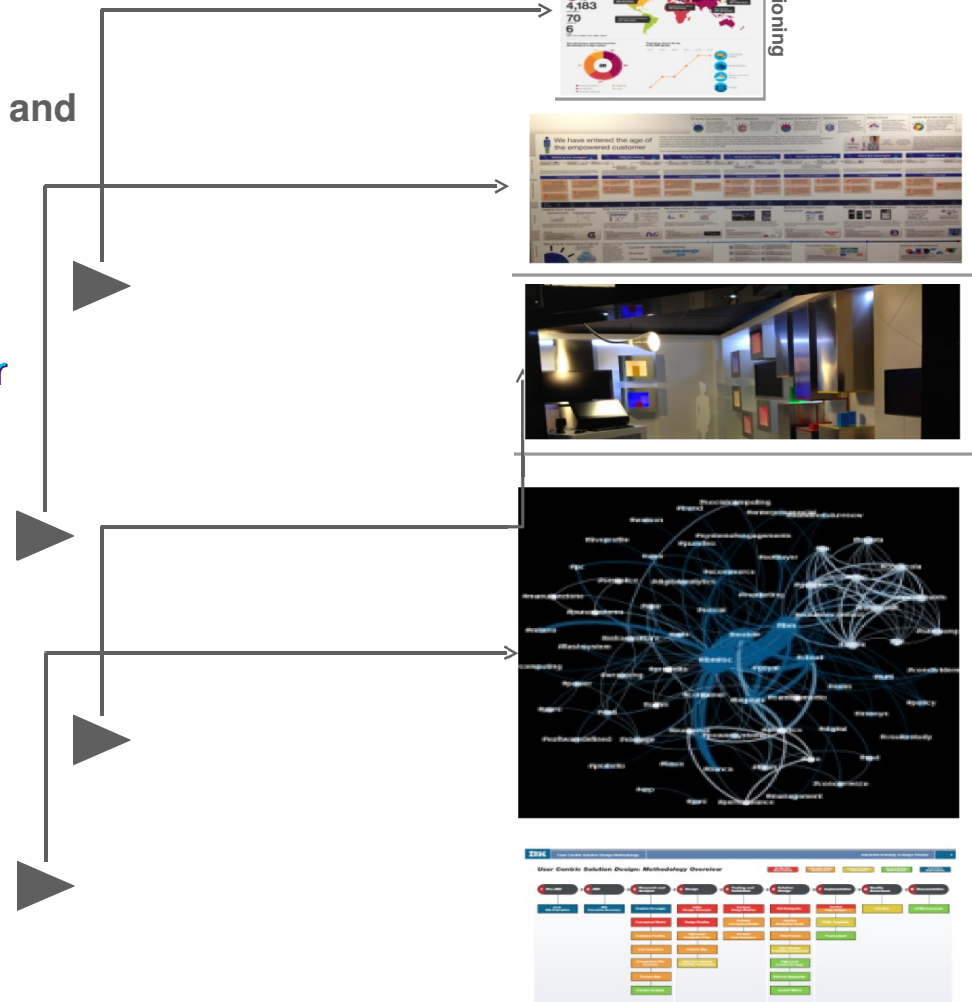
Methodologies

Physical POC

Digital POC

Building a strategy for the future with Accelerated Visioning…

Customer Value Strategy

Journey Map

Capabilities Assessment

Target Operating Model

Roadmap

Business Case

…and accelerating your experience delivery

Customer Journey Design

Innovation Discovery Workshops

2 week Mobile Prototypes

Customer Insight Jumpstart

Digital Platform Redesign

Outcome-driven

Agile collaboration

Strategy-led

Data-activated

Innovation Discovery Workshop - A consistent, proven process brings the team to reach the expected outcomes

**Discuss
(1–2 days)**

Understand goals and gain commitment

**Plan
(1–3 weeks)**

Identify topics and prepare for exploration

**Explore
(1 day)**

Participate in the **workshop**

**Assess
(15–30 days)**

Examine opportunities and gain further commitment

**Progress
(Time varies)**

Support and develop ideas

Work with client teams to understand client needs and strategic fit.

- Assess clients business needs
- Understand client innovation readiness
- Determine their strategic fit with IBM strategy

Establish exploration objectives and set expectations with client and client teams.

- Identify appropriate explorations topics
- Plan engagement and collaborative working sessions
- Prepare client teams and IBM experts to facilitate engagement

Conduct exploratory engagement to uncover insights and new growth opportunities.

- Facilitate collaborative working sessions
- Identify insights and new growth opportunities
- Prioritize opportunities

Identify action plan with client team to build on the insights and opportunities discovered through our joint exploration.

- Clarify business potential of new growth opportunities
- Disseminate insight within IBM
- Lay out joint development roles and responsibilities

Support other IBM teams in the delivery of new growth opportunities.

- Coach outcome teams on innovation methodology
- Enable teams to navigate innovation challenges as they arise

Building the best experience labs in the world

IBM **Design Thinking**

1. **Agile** – New ways of working - iterative, rapid and agile
2. **Mobile** - Integrated mobile development
3. **Dedicated** - Concentration of creative, design, analytics and strategy skills
4. **Innovation** - Hands-on innovations and demos
5. **Co-location** - with the best of IBM – IBM Research, IBM Design, IBM Marketing and IBM MobileFirst

Global network of 14 labs for client co-creation

TORONTO
CHICAGO
BOSTON
NEW YORK
ATLANTA
MEXICO CITY
SAO PAULO
LONDON
GRONINGEN
BANGALORE
BEIJING
SHANGHAI
TOKYO
MELBOURNE

Marketing Digital Lab
IBM Client Center, Segrate

New Interactive Experience Labs
Announced in March, 2014

Existing IBM Experience Labs