Startup speed.
Enterprise scale.

IBM Garage

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IBM Garage is a bold, comprehensive approach to innovation, modernization and transformation that quickly creates and scales new ideas that dramatically impact client’s business.

IBM Garage helps clients achieve business outcomes with our award–winning methodology, on IBM Cloud technologies executing with speed and impact, at a relatively low cost entry point.
De-risk your journey through structured iteration.

Co-create
Envision the future

Co-execute
Iterate to product-market fit

Co-operate
Scale to market

Measure and learn
Build prototype
Build MVP
Market test

Mission
Vision
Strategy
Ideas

Business initiative
Product-market fit
Release 1
Release 2
Release 3
Foundations of IBM Garage

People and capabilities
Your team, our team, a customized squad of expertise

Applied technology
A catalog of products and technologies to power your solutions

New ways of working
Modern approaches, practices and points of view for the digital era

Available anywhere
Workspaces to inspire ideas and enable change

IBM ecosystem
Ever-expanding teams and partners, including the full resources of IBM
IBM Garage is a true partnership.

Innovating in the IBM Garage is something we do with you — not for you or to you. With your team and ours, we combine the right people with useful data, applied technology, intentional spaces, and our proven methodology, all while your team experiences working with high-performing squads, driven by the intrinsic motivation that comes from adopting our new way of working.
IBM Garage is an authority in leading-edge technologies.

By fusing the deepest technology capabilities with industry knowledge and strategy execution, IBM Garage applies technology with a purpose, as the means to innovation — not the driver of innovation. IBM Garage overcomes challenges and creates assets to help break through technical barriers, enrich business innovations, and widen your competitive advantage.

hybrid multicloud
artificial intelligence
automation
data science
analytics
open source
blockchain
modernization
security
Internet of Things
DevOps
quantum
integration
microservices
IBM Garage Methodology is the path to continual success.

The IBM Garage Methodology is a single, seamless set of proven agile practices that integrates user experience, implementation and cultural change to guide your solutions from idea to enterprise-scale adoption.
IBM Garages are places of innovation.

IBM Garage has built-for-purpose locations around the world, ready to deliver the IBM Garage experience — many embedded in startup communities. We can also come to you. Grounded in speed-to-value, IBM Garage taps into local IBM capabilities, with thousands of additional experts and accelerators accessible through your Garage experience.
IBM Garage is the result of innovation and modernization.

IBM Garage is the product of more than 100 years of constant innovation and modernization. IBM Garage fuses Enterprise Design Thinking with first-of-a-kind solution engineering, new and open technologies designed to advance business, leading-edge and mature enterprise-based skills, and a roster of ready partners, yet still provides the strength, support and resources of IBM, dedicated to your success.
Realize innovative ideas at speed.

**Framing**

Align sponsors on opportunities with the highest potential business value and desired business outcome.

**Envision**

Leverage Enterprise Design Thinking and align LOB and IT on initiatives that meet the business strategy, and agree on the MVP to pursue.

**Architecture**

Assess and align the minimum viable architecture needed to build the MVP and test your hypothesis.

**MVP Build**

Test your hypothesis via learning-driven iterations to find the product-market fit that aligns to business value.

**Scale**

Power up your production application and scale your IBM Garage capability to continue providing business value.
IBM Garage Method

Opportunity Framing Session

**Identify the right opportunity**

*Improve experience for a Target user to deliver measurable business outcome*

**Design Thinking Workshop**

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

**Architecture Consulting**

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

**Minimum Viable Product Build**

**INCEPTION**
Plan development with prioritised detailed user stories based on the MVP.

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

**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**
Run experiment

**BUILD**

**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.

I have a solution. Wow!

Authorized as of 2020 IBM Corp
**IBM Garage made it happen.**

**American Airlines** migrates to the cloud
American Airlines achieved 40% cost savings by avoiding existing upgrade costs via cloud migration, while improving operational reliability, productivity and customer response times. In addition, their cloud-native Dynamic Re-accommodation app shortened wait times for passengers and reduced workload from AA support staff.

**Primerica** modernizes heritage applications
Primerica partnered with IBM Garage to modernize their heritage applications on an open hybrid cloud environment. In the process, they differentiated their application architecture, improved life insurance processes and triggered a surprising cultural transformation.

**Volkswagen** delivers new mobility services
In a long-term partnership, Volkswagen and IBM developed new mobility services together using the IBM Garage. Together we launched “We Experience” – the first of a series of new services tailored to the needs, location and preferences of Volkswagen drivers.

**Mueller, Inc** boosts customer loyalty
To open a new channel and provide better service, Mueller worked with the IBM Garage to build an app that streamlined pricing and enabled contractors to directly quote prices to customers, which dramatically expedited project timelines.

**McLane** unlocks new revenue streams
As one of the largest supply chain services leaders, McLane wanted to explore ways to use existing assets to grow revenue and continue their expansion in the hyper-competitive and low-margin distribution sector. With the help of IBM Garage, they launched a new line of business: selling ad space on their large fleet of distribution trucks.
IBM Garage superfans

American Airlines

“Having the confidence to just flip the switch really came out of the whole project from the beginning. This was a unique opportunity for us to embed the business side with the technology team.”

Deutscher Sparkassenverlag

“We found with the Garage a new business model, the customers viewed the value for them, and it was win-win-win for all of us.”

Etihad

“We had the right technology, we had the right platform. We started to think of our customer journey and we thought about check-in business value that could be seen very quickly—and that is what we tackled. We were able to execute it in three months—a POC in two weeks. We produced results faster than we had ever done before. Check-in conversion went from 42% to 70%, with results in a week.”

DXC.technology

“One week of design thinking, seven weeks of standup, and by the eighth week we had the app in the hands of our clients. One of the things I hear often from IBM is about earning the right to continue doing business with its customers. Outcomes like this are what earns it.”

XComP

“What IBM did is they actually looked deeper into the solution we were trying to do. And what we’ve been able to do with Watson analytics...has been a revolution for us.”

A core strength of IBM is turning innovation and ideas into value. Today, that happens for IBM’s clients through the Garage methodology. The Garage methodology allows companies to develop a deep innovation culture through the support of a trusted partner in IBM and the right mix of services, technical, partner, talent, and design resources when they engage. The strength of the Garage methodology plus IBM’s strategic commitment to Garage results in a valuable partner in the development of a corporate innovation capability.
Thank YOU

Begin your IBM Garage experience.
ibm.com/garage