

Campus Edge Ideation

Putting Campus Edge To Work

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IDEATION

WHY

Benefit is created by applying new technologies to the right use cases.

WHAT

Together we identify relevant **areas**, discover **stakeholder needs**, ideate **relevant use cases**.

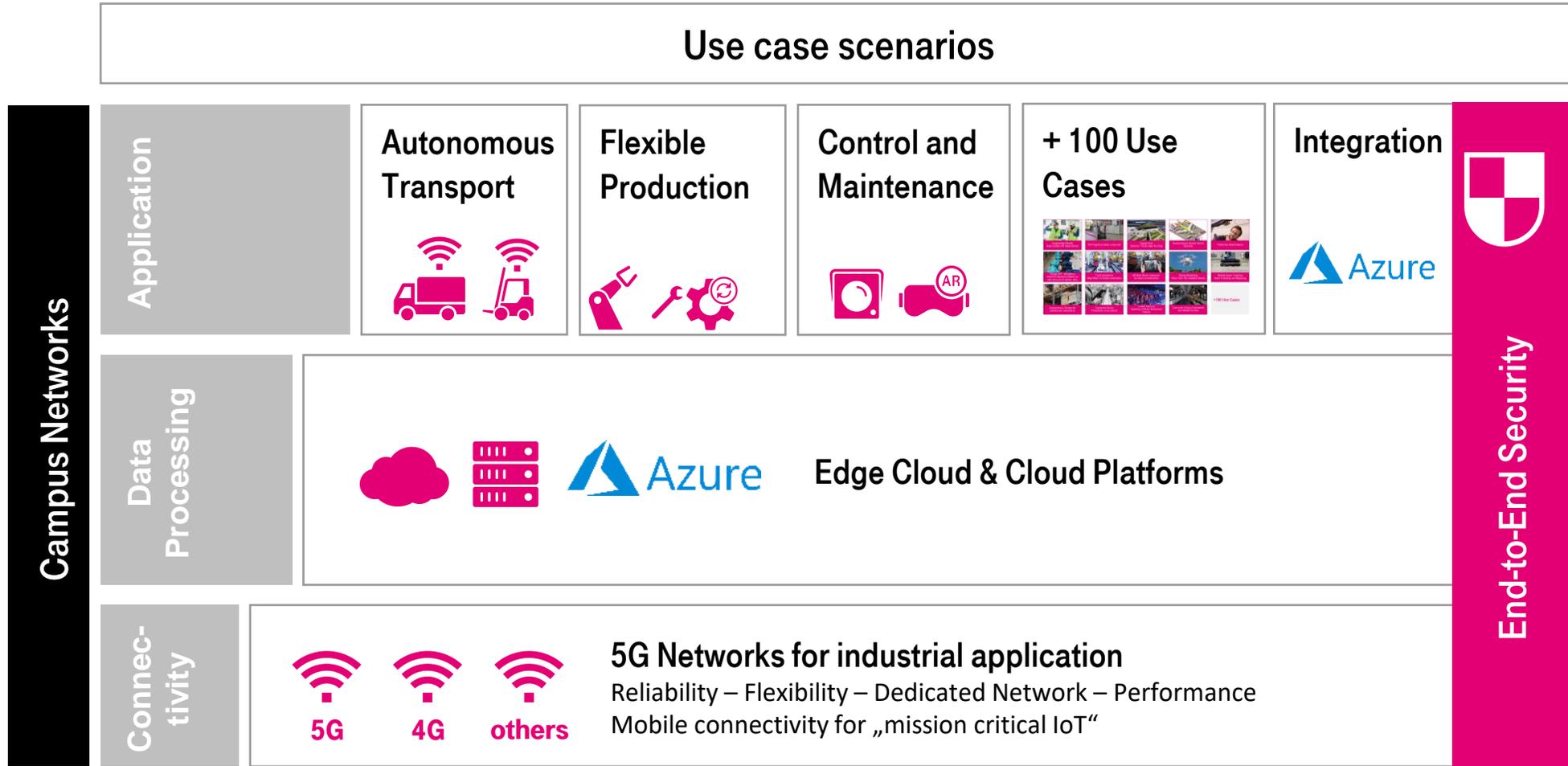
HOW

We offer a **compact ideation** approach, directing the focus from technology to usage.

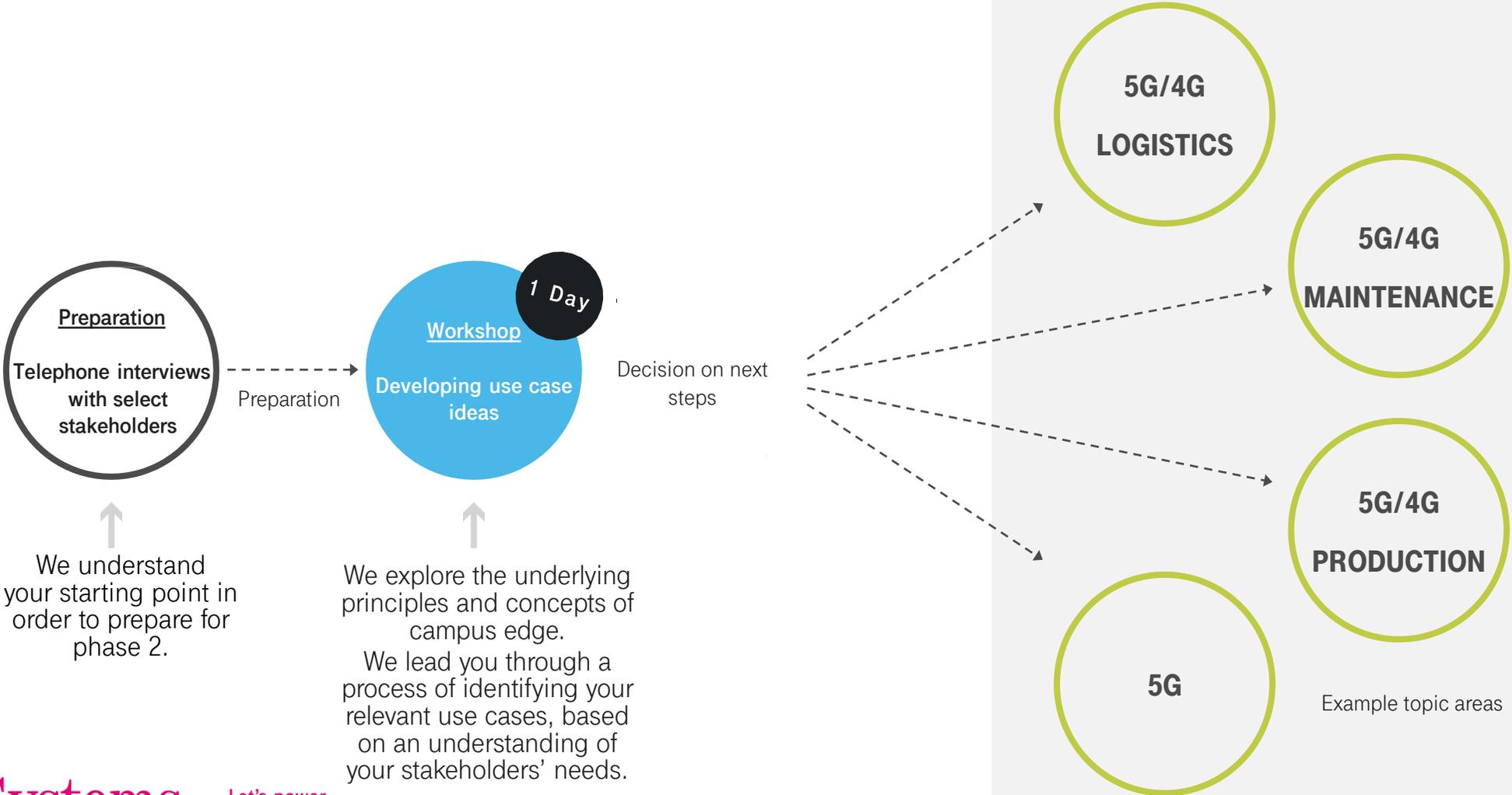


Value is created by Use Cases on Campus Edge

Redirecting the Focus from Technology to Application



Our Ideation Journey for Campus Edge Based On Design Thinking



Campus Edge Ideation

At A Glance

Identifying the right use cases for campus edge.

Preparatory Interviews

- Interviews with select stakeholders
 - Starting point: Are there ideas to be built on in the workshop ?
 - Client strategy: Which strategic imperatives need to be supported ?

1 Day Workshop

- Understanding Campus Edge
- Ideation on relevant use cases
- Workshop facilitated by design thinking facilitator.
- Ideation: Client teams facilitated by moderator.
- Photo documentation of key results



Ideation Package

- Up to 5 Interviews with select stakeholders
- 1 Day Workshop with up to 15 client participants:
 - Lead facilitator
 - 3 facilitators for ideation teamwork
- Photo documentation

Package @ € 12.500

Package price not including travel cost for onsite activities, individual pricing for adapted contents or bigger number of participants upon request.

Thank you!



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CAMPUS EDGE IDEATION



Package
Price
€ 12.500

Challenge

- In order to fully utilize the potential of new technologies, the most beneficial use cases need to be identified.
- Identification can only be done in a user-centric approach, including stakeholders.

Solution

- A compact workshop format, guiding client teams through a structured ideation process.
- Facilitation by design thinking experts.
- Common identification and evaluation by stakeholders.

Why Design Thinking ?

- Focus on stakeholders' needs
- Combination of creativity and structured process

Customer benefits

- Focus on the right use cases for your next steps towards campus edge