



Sogeti Thinkubator

PART OF THE APPLIED INNOVATION EXCHANGE

Your 'Minimum Lovable Product' in just 9 weeks

Is this you?

“I don’t need another POC. I need a **working business prototype** that delivers business value instead of proving technical feasibility.”

“I have a **HOT technology** and I know it could be amazing but I need help to put it to work fast for our customers.”

“I have a **specific business challenge**, right now, and I need to solve it not discuss it.”



Then Thinkubator can help

1.



It provides a fast tangible working outcome: **'A business prototype'** in 6 – 8 weeks ready to scale

2.



We've **done** the pre-work (training, internal experimentation)

3.



There are **accelerators** (ARM Templates, Pipelines, guidelines & Practices)

4.



Pre-defined processes **per product** (Blockchain, OneShare, Platforms)



How does it work?

After
3 weeks

After 3 weeks, thanks to 3 workshops, we hand over a Clickable Demo and you have end user feedback.



Three workshops over a three week period: with one absolutely clear goal – to get you to the prototype design.

After
9 weeks

After 9 weeks, thanks to consecutive Sprints, we hand over your Minimum Lovable Product.



Then 6-8 weeks of Sprints to get you to a working business prototype we call your Minimum Lovable Product.



Who is it for

1.



Organizations who are looking to prototype **ideas to reality, quickly**

2.



Organizations that are already asking the question: **'how do I Innovate quicker'**

3.



Organizations that understand that **structured innovation** should be part of their daily business operations

4.



Organizations who understand the need to stay ahead by **adopting new technologies**

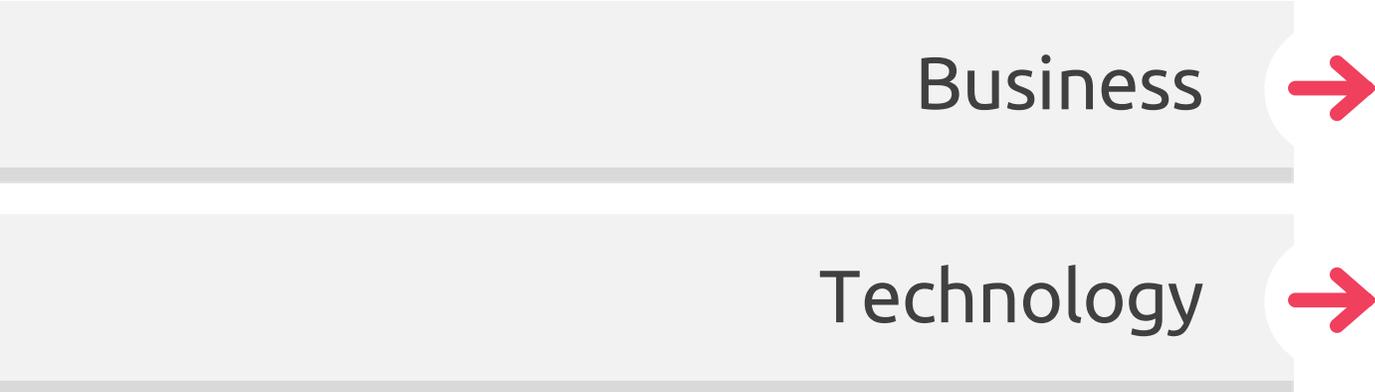
5.



Customers that understand that true Innovation is **a serious paid exercise**



Get to value fast



Find it

Prove it

Build it

Get to value fast – Thinkubator Business

Business →

Technology →



After
1 week

- What is the business issue?
- What are the challenges?
- What is the users' point of view?

Find it

After
2 weeks

- What is the best way to solve the business issue and how should it be built?
- Create a prototype and validate it with the end users

Prove it

After
9 weeks

- Deliver real implementation: Build the Minimum Lovable Product, while validating and learning

Build it

Thinkubator – business

1

How to deploy accelerated innovation pipelines throughout the enterprise so that they scale, align and make an impact in business leveraging state of the art technology, starting with **deep human-centric insights or entirely new visions for the future?**

2

The Innovation Accelerator is a **design-oriented corporate accelerator** to empower a scalable and sustainable operating model for enterprise innovation that delivers rapid business value in the form of innovative products, services and solutions

3

Powered by highly customizable team-based innovation platform: Platform includes Accelerator Mobile, Innovation Catalog, Machine Learning for Deep Design, DSL Technology for Accelerated Prototyping, and an Innovation Flow Engine to deliver value fast

4

Choice of **different service models** ensures scalable and flexible value delivery

5

Delivers digital **Minimum Lovable Products**/Services and business model design



The phases for business



Immersion and creating Vision.
Defining the Point of View: user persona, experience, the “why”.
Determine Product / Market Fit.

Key Activities include:

- Interviews
- Team Sessions
- Immersion (i.e. shadowing)
- Deep Design with ML Toolkit
- Innovation Team Onboarding

Deliverables include:

- Empathy Maps
- Point-of-Views
- Storytelling Canvas
- Opportunity Matrix

Creative exploration to meet the Point of View (POV).
Generate and select ideas.

Key Activities include:

- Team Sessions
- Creative Storming
- Concept Evaluation

Deliverables include:

- Journey Maps
- Product /Concept Maps
- Innovation Matrix

Build digital prototype and business model to test with end users. Gather and analyze feedback.

Key Activities include:

- Team Sessions
- Fabrica Prototyping
- Service Design

Deliverables include:

- Storyboards
- Lo-fi Visual Interface Design
- Digital Prototype
- Business Model Canvas
- Feedback Matrix

Develop digital beta and business model verification and validate with beta users. Measure for scalability.

Key Activities include:

- Team Sessions
- Prototyping
- KPI Development

Deliverables include:

- Digital Beta
- Business Model Strategy
- KPI Dashboard
- Launch Picture

Find it

Prove it

Build it

Get to value fast – Thinkubator Technology

Business



Technology



After
1 week

- What's new in the technology
- What is the best use case for the clients' business?

After
2 weeks

- Define how it should be built
- Create a prototype and validate it with the end users

After
9 weeks

- Deliver real implementation: Build the Minimum Lovable Product, while validating and learning

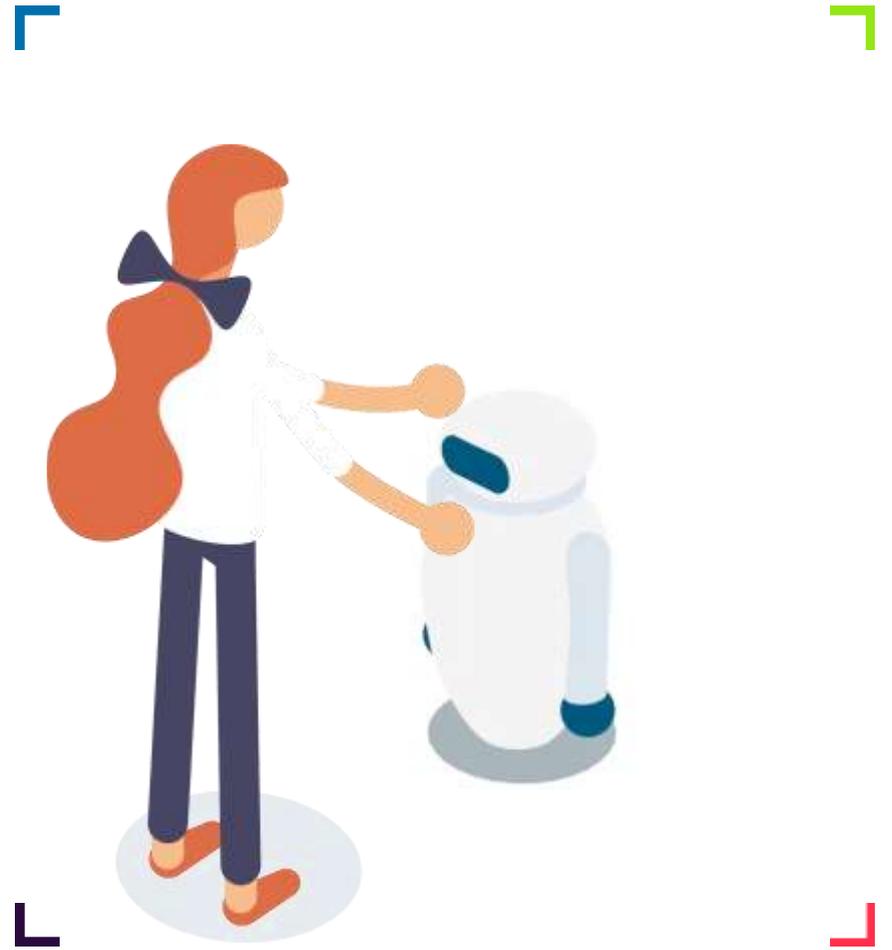
Find it

Prove it

Build it

Thinkubator – technology

- 1 How to deliver business value using a **particular new technology** like Chatbots, Blockchain or AR?
- 2 The Thinkubator focuses on a **hot technology** and a specific business challenge
- 3 Leverages **several accelerators**: existing platforms, templates, playbooks, pre-defined processes and technical building blocks in order to deliver value fast
- 4 Is delivered as **one packaged service** with a go/no go decision after each stage
- 5 Delivers a digital **Minimum Lovable Product**



The phases for technology



Identify where the technology will add value in the business' context.

Key Activities:

- Interview business owner on objectives
- Identify workshop participants
- Conduct 4 hour workshop

Deliverables:

- 3 most promising scenarios

Choose the best scenario and define how it should be built.

Key Activities:

- Conduct 4 hour workshop

Deliverables:

- Solution Design

Validate design with business stakeholders and end users.

Key Activities:

- Create clickable demo
- Conduct 4 hour workshop
- Process feedback in Solution design

Deliverables:

- Clickable demo
- Improved Solution Design

Create the experiment (or set of experiments) that will quickly test the value and feasibility of an innovative new towing solution.

Key Activities:

- Conduct sprint 0
- 2 week sprints:
 - Build experiment (e.g., hardware/software)
 - Test with end-users
 - Analyze & define sprint
 - ... iterate and repeat

Deliverables:

- Minimum Lovable Product

Find it

Prove it

Build it

What is special about virtual delivery?

1.



We use **Teams** as our main platform, with tried & tested Powerpoint templates, Teams specific apps like Mindmeister, Klaxoon and Whiteboards

2.



The process is fully prepared for a **frictionless experience**, no specific skills are needed up front

3.



Tools, platforms, & methods are **tried & tested**, leveraging the experience of our global network of AIE's

4.



The process is designed to keep everyone engaged and produce the same **deliverables** as it would in person

5.



We will discuss platform and tooling with you, to **optimally fit your situation and purpose**



How we deliver

In person..



..or virtual

Prioritization matrix

Big ↑

- Gepland aantal chatbot voor ZPP-ers
- Overheid: Fake news herkennen, over sociale media, met eigen data Fake news ontspooren
- Tenabehefbaar antwoord: In de producties content, live 24/7, via chatbot, om de content te controleren
- Via een medewerker: Het is niet mogelijk om te werken met een chatbot, maar wel met een chatbot die kan antwoorden op vragen en vragen stellen
- Uw producties content, live 24/7, via chatbot, om de content te controleren

Your No. 1 Use Case

Fast & Doable

Find it

Thinkubator Find It workshop

9:00



Welcome, client goals & strategy, technology state of the art [Join call](#)

10:10



Coffee Break [\(Stay in call\)](#)

10:25



Find use cases instruction [\(Stay in call\)](#) and execution [Enter template](#)

10:45

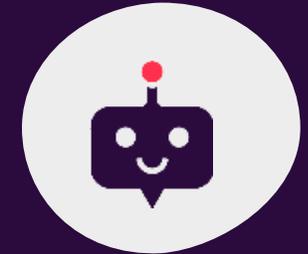


Cluster & prioritize use cases [Join call](#)

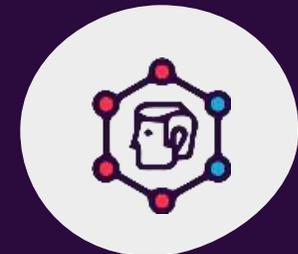
11:45



Results [\(Stay in call\)](#)



[SME call](#)



[Tech facilitator call](#)



[Process facilitator call](#)

How we deliver

In person..



..or virtual

Prove it

Thinkubator Prove It 1 workshop

9:00



Welcome, agenda & roles [Join call](#)

9:15



Define: make use case concrete [\(Stay in call\)](#)

10:15



UI Design [Join break-out call A](#)
and Technical Choices [Join break-out call B](#)

11:15



Coffee Break
[Join call](#)

11:45



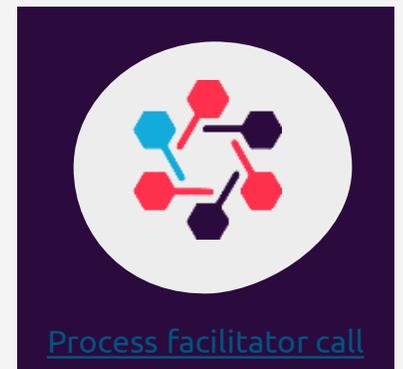
Results [\(Stay in call\)](#)



[SME call](#)



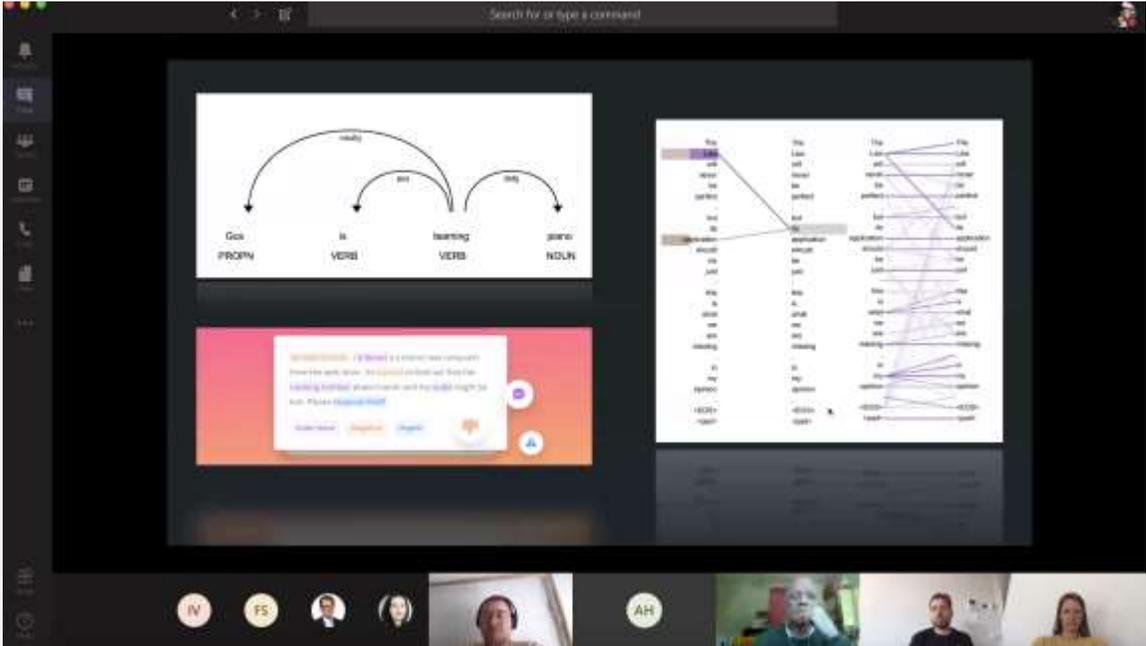
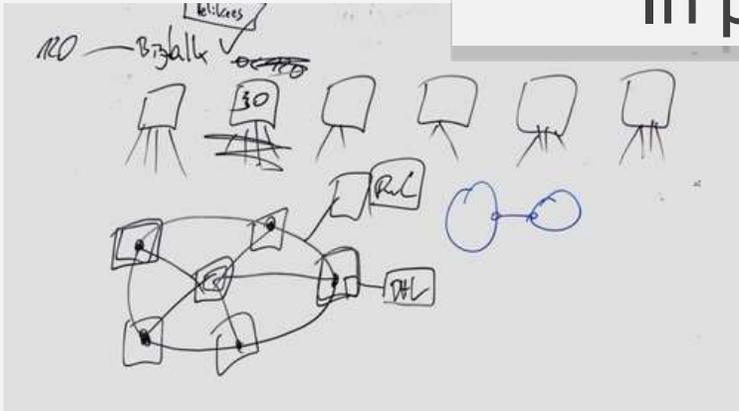
[Tech facilitator call](#)



[Process facilitator call](#)

How we deliver

In person..



..or virtual

Build it

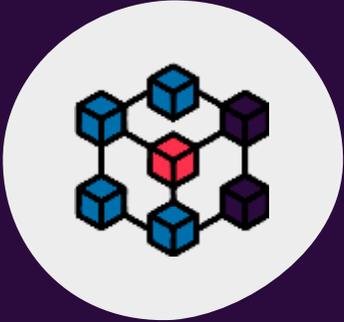
How we deliver

The screenshot shows the Azure DevOps interface for the 'Sogeti Power Platform' team. The main view is the 'Backlog' for the 'Sogeti Power Platform Team'. A notification at the top states: 'As a stakeholder, you can access the backlog, task and Kanban boards, work items and manage approvals for Releases. Learn more'. The backlog table lists six user stories, all in a 'New' state. The right-hand panel is in 'Planning' mode, showing three iterations: 'Iteration 1' (Current), 'Iteration 2', and 'Iteration 3', each with 'No work scheduled yet'.

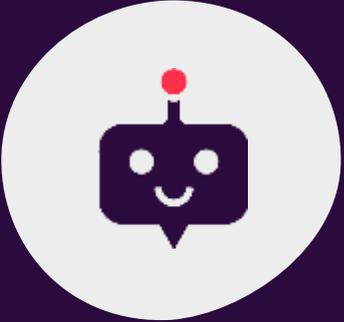
Order	Work Item Type	Title	State
1	User Story	Menu structure / Navigation	New
2	User Story	Topdesk	New
3	User Story	Power BI Admin	New
4	User Story	Microsoft Graph API	New
5	User Story	Dashboard Power BI Overview	New
6	User Story	UI Flows	New

Build it

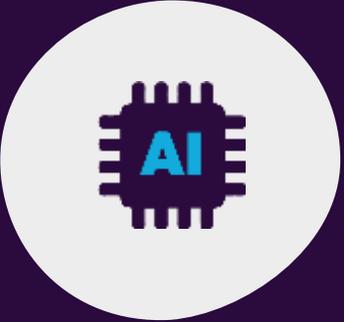
Different THINKUBATORS



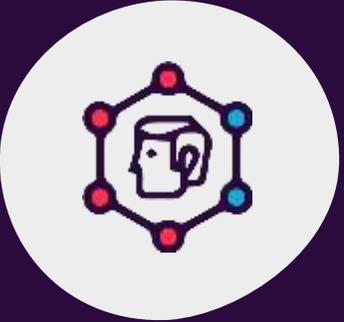
Blockchain



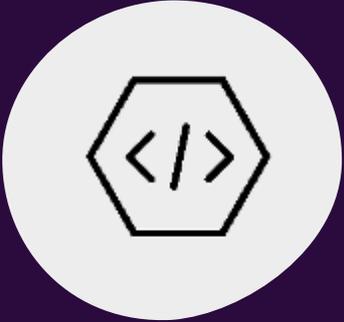
Chatbot



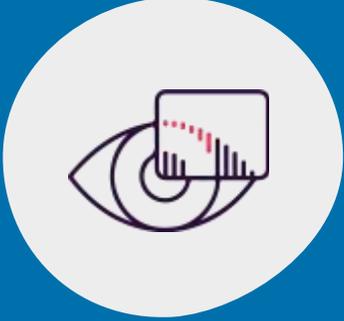
AI-Image Recognition



Intelligent Experiences



Low Code



Extended Reality



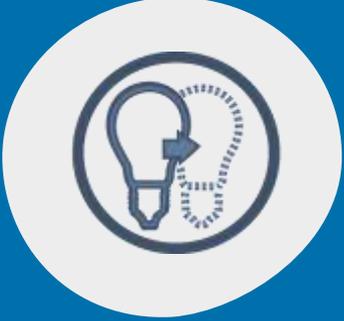
Connected Products



Semantic Search



Microservices



ADA & CDP

How Do We Offer This...

1.



We offer all phases as **one packaged service**

2.



75K – 125K Euro iterative **project engagement** Onshore
40K – 75K Euro On/Offshore

3.



Go / No Go Decision after each stage

4.



Delivering a **working business prototype** in your production environment in 6-8 weeks



Our credentials...

Blockchain	Chatbot	AI-Image Recognition	Intelligent Experiences	Low Code
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Extended Reality	Connected Products	Semantic Search	Microservices	ADA & CDP
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(to follow..)

Thinkubator stories

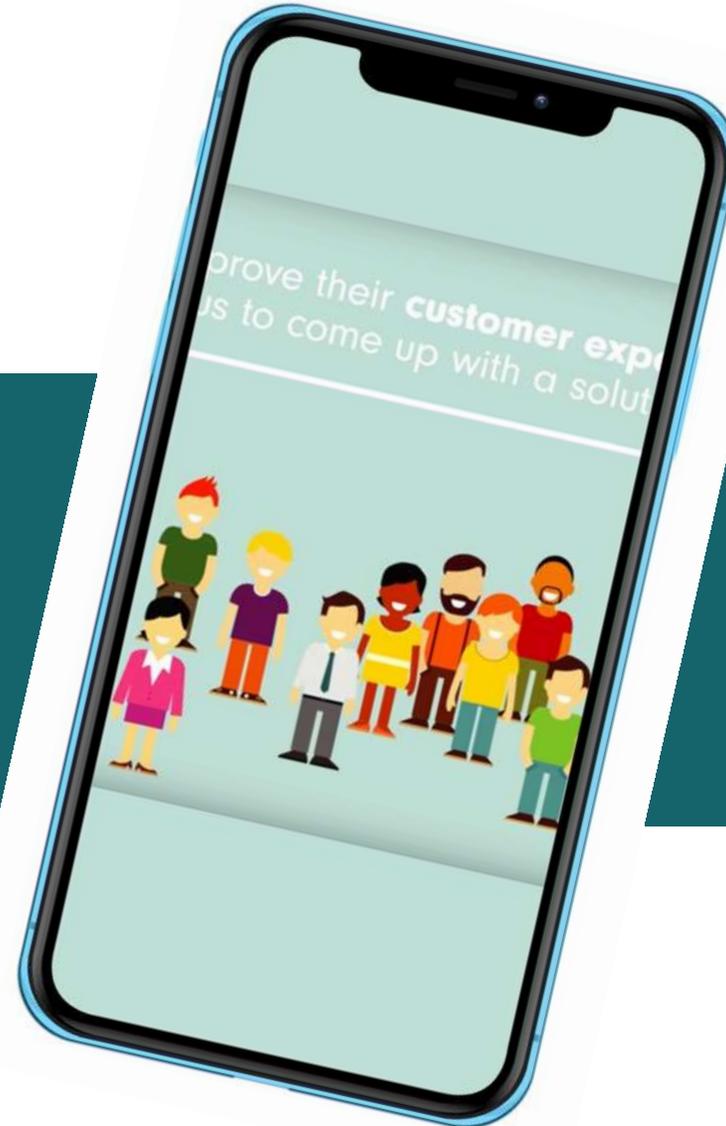
DSW

“

The Sogeti approach was really focused on speed and collaboration. As a result, we were able to build the Nikki DSW chatbot in six weeks.

”

Marielle Terlien –
Head of Functional IT DSW



Hold your Phone over this to learn more about the story...

Thinkubator stories



Wehkamp knew Blockchain was the answer, we helped them understand the true question. Thinkubator workshops aligned everyone on their Minimum Lovable Product design and technical architecture.

“ Thinkubator turned Vision into reality ”

Rieks Voslamber



Thank you



MLP

A Minimum Viable Product is there to work

It proves technical feasibility and it's there to test a product's key features. So far, so standard.



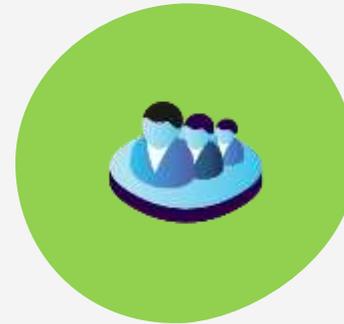
A Minimum Lovable Product is there to inspire

it's designed beautifully so that it appeals to the heart as well as the mind.

It's desirable, because its beautiful and has all your customer's most sought after features working well in a great design.



The THINKUBATOR model step-by-step



STEP 1

Deliver three most promising scenarios

Find the three most promising scenarios where the technology will add value

STEP 2

Deliver the solution design

Choose the best scenario and define how it should be build

STEP 3

Deliver validated prototype

Create a prototype and validate it with end users

STEP 4

Deliver integrated Thinkubator solution

Build the Thinkubator solution, while validating and learning

THINKUBATORS description & deliverables



Blockchain

Share your information in a digital ledger with your business partners through blockchain. Benefit from increased trust, efficiency and reliability, and faster access to information. Prototype your use case in 6 to 8 weeks.



Chatbot

When interacting with chatbots, our brain is led to believe that it is chatting with another human being. Build your customers digital friend in weeks and start to benefit from this new digital channel.



AI-Image Recognition

Video analytics brings a complete new spectrum of value and efficiency. Smart camera's with AI on the edge brings recognition, detection, search and statistics to the next level. In weeks you can make AI concrete for your business.



Intelligent Experiences

Cognitive services span Vision, Speech, Language, Knowledge, and Search. Combining many of these services together can either improve user interaction models, built engaging user experiences to improve your digital channels.



Low Code

Low-code development platform reduce the amount of traditional hand coding, enabling accelerated delivery of business applications. Build your enterprise applications with the Thinkubator approach to be able to deliver working business apps in production in 6-8 weeks.



Extended Reality

Discover how real-and-virtual combined environments and human-machine interactions generated by computer technology and wearables will bring new opportunities. Built your AR, VR Immersive experience or digital twin in weeks.



Connected Products

Smart, connected products offer expanding opportunities for new functionality, greater reliability, higher product utilization, and capabilities that cut across and transcend traditional product boundaries. Connect your products and start your journey.



Semantic Search

The semantic search Thinkubator build your search engine that will generate the most accurate results possible by understanding, the searcher intent, query context and the relationship between words, images or objects by using proven accelerators.



Microservices

The Thinkubator is designed to build a single-function business module. A micro-application that enable a specific granular business function to bring direct value. To kickstart your digital agility, to become more dynamic and therefore the ability to innovate.



ADA & CDP

ADA stands for Artificial Data Amplifier, A synthetic data generating solution using advanced deep learning, generates all types (image, tabular, text etc.) of data. Cognitive document processing, In 6 to 8 weeks able analyze, learn documents and store them in such a way into your database that our CDP also understands in what kind of context they are meant for.

What is the Applied Innovation Exchange (AIE)?

What is the Applied Innovation Exchange (AIE)?

The AIE is Capgemini's global platform that leverages a framework for action, a network of exchange locations, and a high-performance engagement experience together with a broad community of designers, technologists, sector experts, business and technology partners, academics, research organizations and startups.

The AIE is designed to **enable enterprises to discover** relevant innovations and to **contextualize** and **experiment** with them within their specific industry.

The cohesive network of Exchanges provides organizations an **immersive** and **transformative** environment for the **exploration, discovery, testing and application of innovation**, as well as the rapid deployment at scale and sustainability of their target business impacts.



What do we do at the AIE?

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The strength in any single AIE is reinforced by a global network of exchanges



Capgemini's global AIE platform integrates exchanges worldwide. This allows our clients to benefit from the accretive value of diverse, cross-industry perspectives on how innovation is being applied to drive key business outcomes.

● Current Applied Innovations Exchanges ● Upcoming Applied Innovations Exchanges

We organized our capabilities to assist through specific service elements that can be used stand-alone or in combination



Sustain		
<p>Proficiency & Certainty</p> <ul style="list-style-type: none"> Innovation capabilities & governance Innovation immersion Sustainable business value Culture of innovation 	<ul style="list-style-type: none"> Innovation Strategy Innovation Governance Innovation Coach Scaled Agile 	<ul style="list-style-type: none"> Innovation Residency Program Innovation & Ecosystem Watch Applied Innovation-as-a-Service
Discover	Devise	Deploy
<p>Innovation Discovery</p> <ul style="list-style-type: none"> New business model & emerging tech horizons Industry trends & inflection points Innovation ecosystem Cultural transformation & readiness 	<p>Minimum Viable Product</p> <ul style="list-style-type: none"> Ideas & insights into proof of concepts MVPs & Proof of Value Business model designs Platform architecture 	<p>Innovation at Scale</p> <ul style="list-style-type: none"> Pilot launches Test, measure and iterate Alignment and adoption
<ul style="list-style-type: none"> Problem Statement Exploration Innovation Fundamentals Workshop Emerging Tech Discovery Applied Innovation Roadmap Emerging Tech Ecosystem Scan 	<ul style="list-style-type: none"> Prototype – Design & Develop Digital Platform Design Hackathon-as-a-Service 	<ul style="list-style-type: none"> Align and Accelerate Pilot Assessment and Scaling Agile Deployment

About Sogeti

Part of the Capgemini Group, Sogeti operates in more than 100 locations globally. Working closely with clients and partners to take full advantage of the opportunities of technology, Sogeti combines agility and speed of implementation to tailor innovative future-focused solutions in Digital Assurance and Testing, Cloud and Cybersecurity, all fueled by AI and automation. With its hands-on 'value in the making' approach and passion for technology, Sogeti helps organizations implement their digital journeys at speed.

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of almost 220,000 team members in more than 40 countries. The Group reported 2019 global revenues of EUR 14.1 billion. *People matter, results count.*

Visit us at www.sogeti.com



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