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One-Day Innovation Workshop

Maximum value in just one day
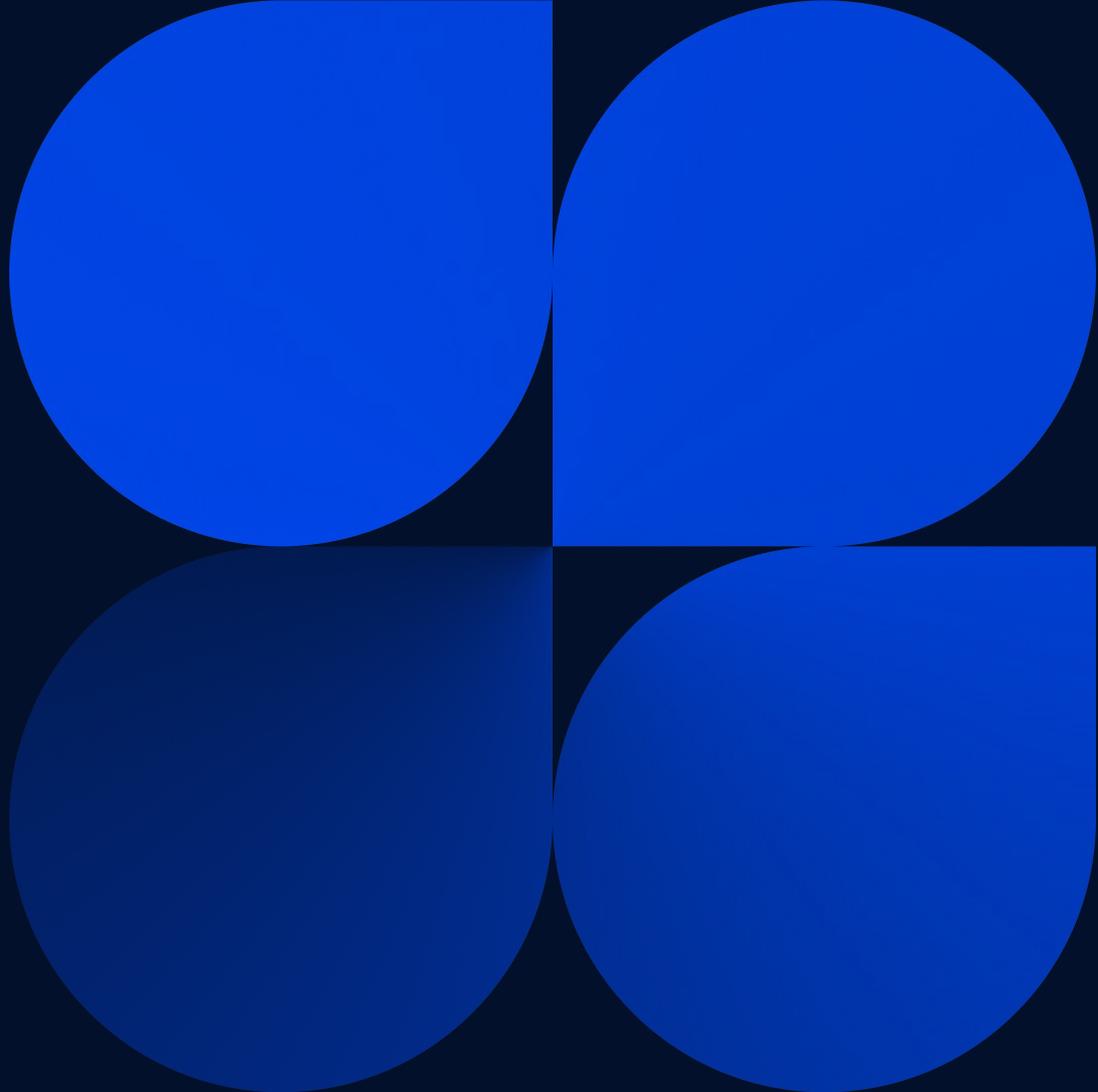
ELEKS innovation workshop helps you:

Turn your business ideas into a robust and actionable project plan

Refine your strategy within the context of digital transformation

Harness cutting-edge technologies to benefit directly your business needs

Our dedicated product design team will guide you through the entire process, from the initial briefing to post-workshop actions –

all within a single day

Possible directions / Workshop goals

Strategy & Prioritisation

Define your strategy, prioritise functionality, reach alignment between stakeholders

Value Proposition

Gain empathy towards your users and shape your offering to fit the market demand

Product Ideation

Conceptualize new product, services and solutions, refine business flows

Technology Vision

Define the critical architecture drivers, and the select appropriate technologies

Service Blueprinting

Use service design to streamline processes that are underlying your digital experience

What you get:

∨ — **Strategic goals, defined strategic place and direction, refined business model**

∨ — **Customer/user persona, value proposition canvas, adjusted product strategy**

∨ — **High-level product concept, prototype for user/customer validation, prioritized features map**

∨ — **High level technology vision with technical design and decision records**

∨ — **Omnichannel analysis of business processes and customer touchpoints, presented as a service blueprint**

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Workshop Timeline Example **1**

Preliminary agenda   *Workshop is planed individually based on each customer's unique needs and requests*

15 min.	45 min.	15 min.	30 min.	15 min.	60 min.	15 min.	15 min.

Intro: workshop purpose, team introductions, ice-beaker

Defining problem statement: Business context, problem, objectives & goals

Break

Defining customer personas or user roles

Break

Customer journey or system workflow mapping Additional possibility to overview dataflow and integrations

Break

Wrap-up: Summarizing results, aligning on the next steps / action plan

Duration

3 - 4 hours depending on the agenda
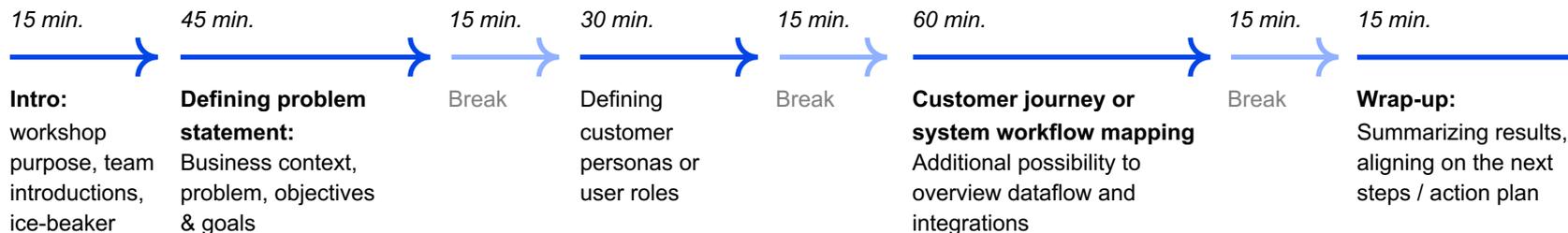
Participants

Customer's team:

2-3 stakeholders
(Product owner, Project sponsor, Technical lead, other decision makers)

ELEKS' team:

3 experts
(Customer experience expert*, Business Analyst, Tech expert)*

Outcomes

- Problem statement & Business context
- User personas / User roles
- Customer journey / General solution workflow

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Workshop Timeline Example 2

Preliminary agenda   *Workshop is planed individually based on each customer's unique needs and requests*

| 15 min. | 45 min. | 15 min. | 60 min. | 15 min. | 30 min. | 15 min. | 15 min. |

Intro:
workshop purpose, team introductions, ice-beaker

Defining problem statement:
Business context, problem, objectives & goals

Break

Ideation of possible solutions utilizing emerging technologies
Utilizing expertise of data science and R&D specialists

Break

Prioritization of ideas based on impact vs. complexity matrix

Break

Wrap-up:
Summarizing results, aligning on the next steps / action plan

Duration
3 - 4 hours depending on the agenda
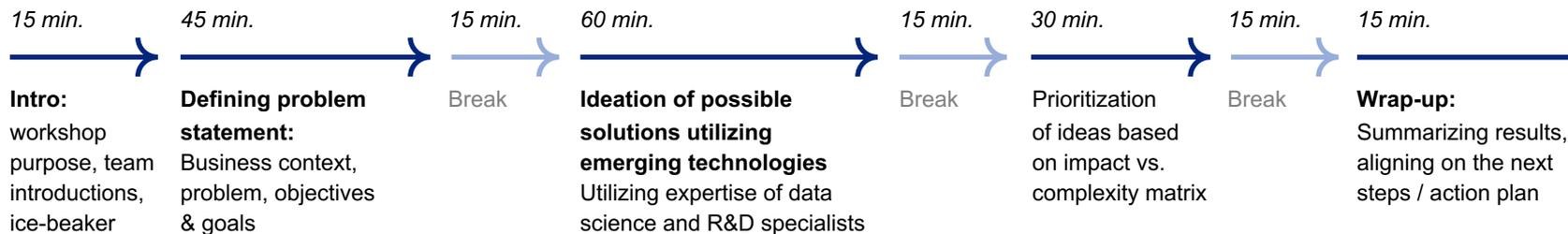
Participants

Customer's team:
2-3 stakeholders
(Product owner, Project sponsor, Technical lead, other decision makers)

ELEKS' team:
3 experts
(Customer experience expert*, Business Analyst, Tech expert)*

Outcomes

- Problem statement & Business context
- Solution vision
- Technology vision

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Set-up options

Option 1: **On site**

Option 2: **Online**

Travel expenses covered by customer

You will need

Collaboration tools
for online workshopping
FigJam or Mural

Stable internet connection

Possibility to join a video
conference on **Zoom or
Microsoft Teams**

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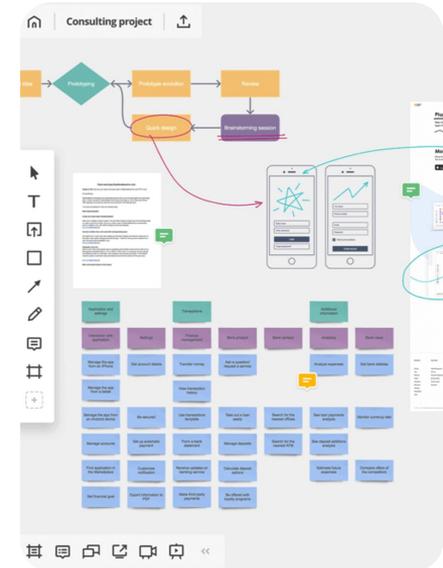
We will bring our best industry experts

- **Customer Experience**
- **Service Design**
- **Business Design**

- **Solution Architecture**
- **Technology Consultation**

- **Data Science**
- **Artificial Intelligence**
- **Machine Learning**

- **Product Management**
- **Business Analysis**

- **Cloud & Integrations**
- **Data Analytics**

- **Business Subject Matter Experts**
  - *Fintech*
  - *Healthcare*
  - *Insurance*
  - *Energy & Sustainability*

- **Technical Innovations**
- **R&D**

You benefits with ELEKS

01

A cross-functional team of technology, customer experience, and business domain experts.

02

Technical consultancy in data science, AI, solution architecture, integrations, cloud migrations, and R&D.

03

Subject matter expertise in fintech, healthcare, insurance, energy, and sustainability.

04

Facilitated onsite and online sessions with valuable results in a single day.

05

Meaningful deliverables such as problem statements, value propositions, high-level product visions, technology roadmaps, or customer segments.

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Case Studies

200+
customers
since 1991

20+
years relationships
with key clients

Fortune 500
clients from around
the globe

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CUSTOMER JOURNEY & PRODUCT STRATEGY

aramex
delivery unlimited

2 Customer Journey Workshops

for 20 Product owners

In-field Research

20 interviews and observations in Amman, Jordan

Defined Roadmap & Product Strategy for 2 years

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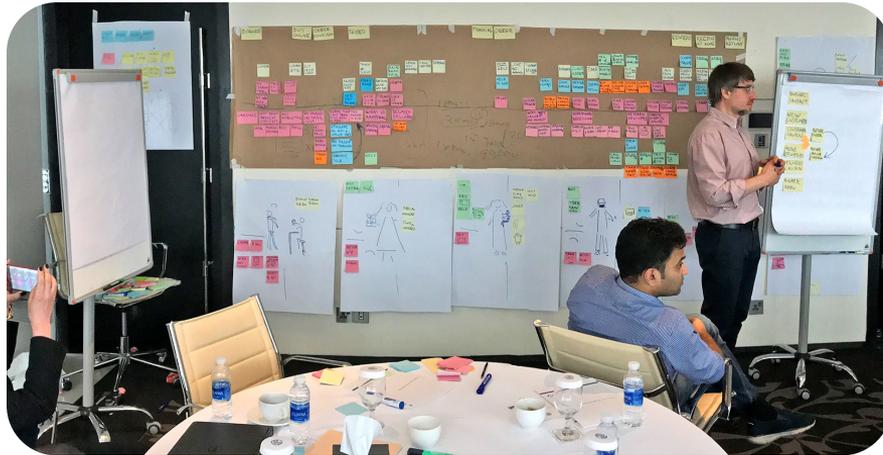
AIRCRAFT CONFIGURATOR

P A C E ▲
a **TXT** company

A German aviation and
aerospace engineering firm

SOLUTION

To improve the process of aircraft
configuration, we have designed and
developed a web application that
helps salespeople of major aircraft
manufacturers collect basic
configuration preferences of the
operators without involving tech
experts, and further transfer the data
to proceed with Passenger Layout.

Read the full story

2-day

**on-site Design
Workshop**

1 month

Design Phase
Design workshops
Persona, customer journey map, scope prioritization
Prototype
Backlog
Functional and non-functional requirements
Story Mapping
Product roadmap
Cost Estimates

3x

improvement in sales activities for aircraft engineering process

2x faster aircraft
configuration

2x less engineering
work at the early
stage of aircraft
configuration
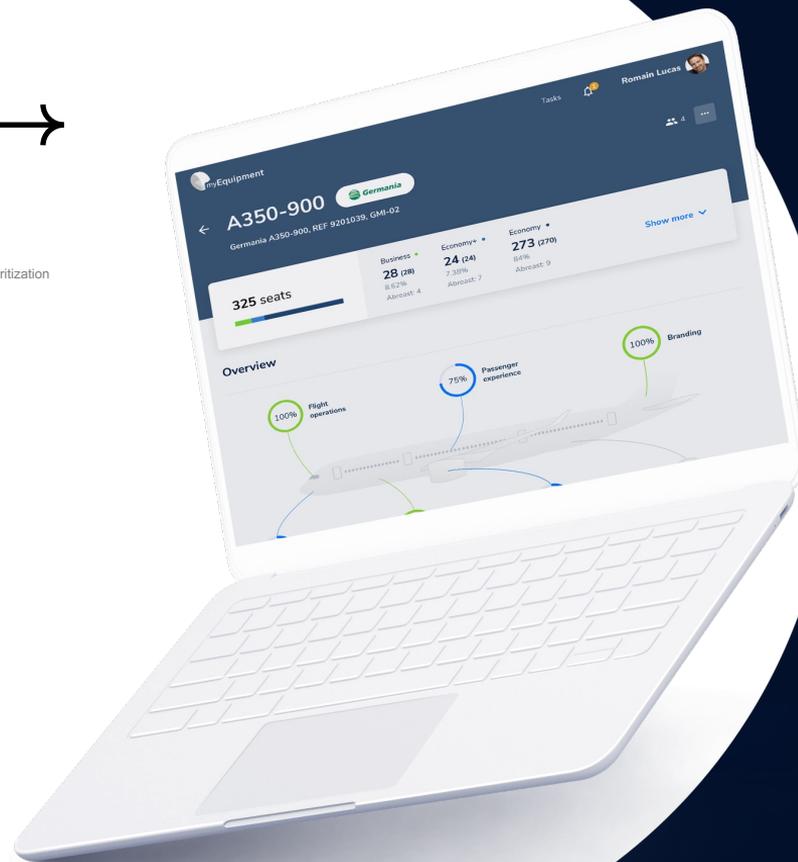
Services: Software Engineering   Product design

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myEquipment

Tasks   Romain Lucas

A350-900   Germania
Germania A350-900, REF 9201039, GMI-02

Show more ⌄

Business
28 (28)
8.62%
Abreast: 4

Economy+
24 (24)
7.39%
Abreast: 7

Economy
273 (270)
84%
Abreast: 9

325 seats

Overview

100% Branding

75% Passenger experience

100% Flight operations

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ALL EUROPEAN GAS MARKET DATA IN ONE CONVENIENT PLACE

1-day
on-site Workshop

1 month
Design Phase

until now
Ongoing development

GRTgaz

One of the major European natural gas transmission system operators

"They were very professional and very customer oriented.
I think, without ELEKS it probably would not have been possible to have such a successful product in such a short period of time".

Caroline Aumeran,
Head of Product Development, appygas

Flagship digital transformation
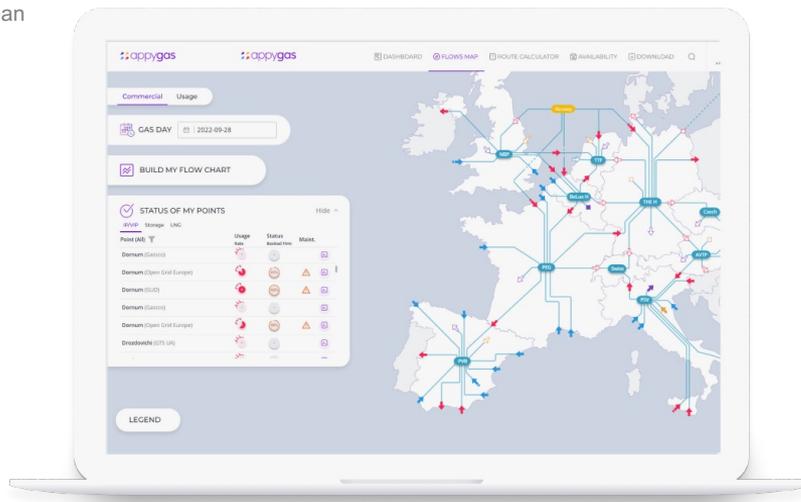
ELEKS helped GRTgaz Deutschland create _appygas_, a unique digital portal that allows near real-time viewing of European gas market information.

appygas integrates data from 60+ independent data sources to provide consolidated information for trades via modules such as:

- Route Calculator
- Flow Maps
- Maintenance Map, and
- Traders' Forum.

The ELEKS team was instrumental in guiding _appygas_ through the whole product development cycle — from framing the concept and creating product design to the portal's launch and support.

Read the full story   Watch the video

Services: Product Design   Software Engineering   Software Support

ADVANTAGES

Why shape Product Strategy with ELEKS team?

Customer centricity

We shape solutions around actual user needs, identify existing experience gaps and help business grow by offering pain relievers. We apply a continuous product design approach by measuring success using predefined metrics.

Advanced technologies

Our team has decades of experience in architecting products with cost effectiveness, flexibility and scalability in mind. We can advise you on latest technology and how it can help elevate your business.

Efficient processes

We have a proven approach to business design and product management, with efficiency baked into our DNA. Together with your team, we'll establish collaboration principles, aiming for cost optimization and risk mitigation.

Long-term partnership

Due to vide range of technology expertise throughout the whole product lifetime, starting from idea to implementation to support.

Domain Expertise

Domain-specific business knowledge due to long-term partnerships, extensive experience and shared responsibility on delivered projects.

GLOBAL PRESENCE

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20 offices

1,500+ delivery specialists

2,100+ total number of specialists

Americas
Chicago, USA
Las Vegas, USA
Toronto, Canada
Buenos Aires, Argentina

Europe
Tallinn, Estonia
Berlin, Germany
London, UK
Amsterdam, Nederland
Paris, France
Zürich, Switzerland
Split, Croatia
Zagreb, Croatia

Ukraine
Lviv
Kyiv
Ternopil
Ivano Frankivsk

Poland
Rzeszow
Krakow

Middle East
Ajman, UAE
Al Jubail, KSA

Asia
Tokyo, JAPAN

- Headquarters
- Development Centre
- International Office
- Partner
- Affiliate

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Thank you!