



THiNKUBATOR

POWERED BY SOGETILABS 



Accelerating your ideas to reality

Agenda

The speed of innovation

SogetiLabs THiNKUBATOR

Applying the approach

1

2

3

The speed of innovation

1

In the last 15 years, 52% of the Fortune 500 companies have disappeared...



...thanks to digital disruption

Winning the game of Digital Disruption



Embrace the
new logic



Start now, move
deliberately



Focus on your
right to win



Create your
customers' future



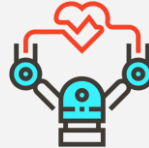
Price to drive
demand



Profit from
overlooked assets



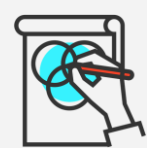
Control your part
of the platform



Integrate,
don't isolate



Challenge the
rules



Define a new way
of working



Trying to accelerate

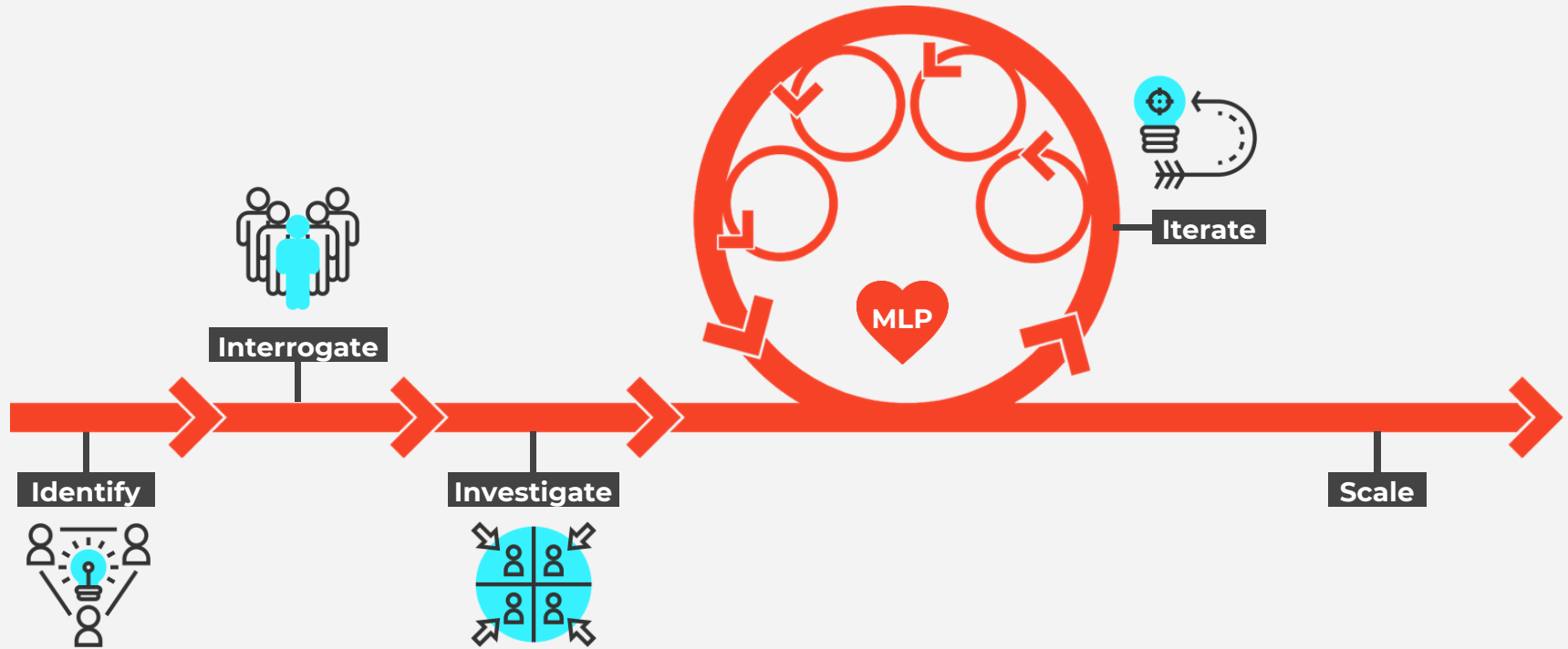
- With **innovation** labs
- Hiring **technology** experts
- Understand the impact with **research**

**How to get business value from advanced
technology
in the core of your company?**

SogetiLabs Thinkubator

2

The THiNKUBATOR model



The THiNKUBATOR model step by step



Step 1: **Identify**

Deliver three most promising scenarios

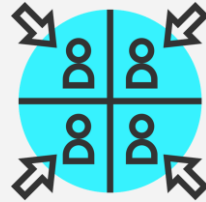
Find the three most promising scenarios where the technology will add value



Step 2: **Interrogate**

Deliver the solution design

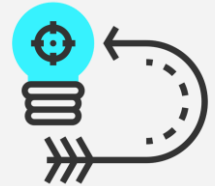
Choose the best scenario and define how it should be build



Step 3: **Investigate**

Deliver validated prototype

Create a prototype and validate it with the end users



Step 4: **Iterate**

Deliver integrated Thinkubator solution

Build the Thinkubator solution, while validating and learning

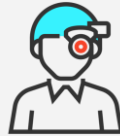
Different THINKUBATORS



Blockchain



Chatbot



AI-image
recognition



Connected
Products



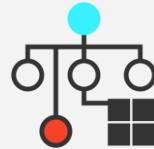
Platform Business



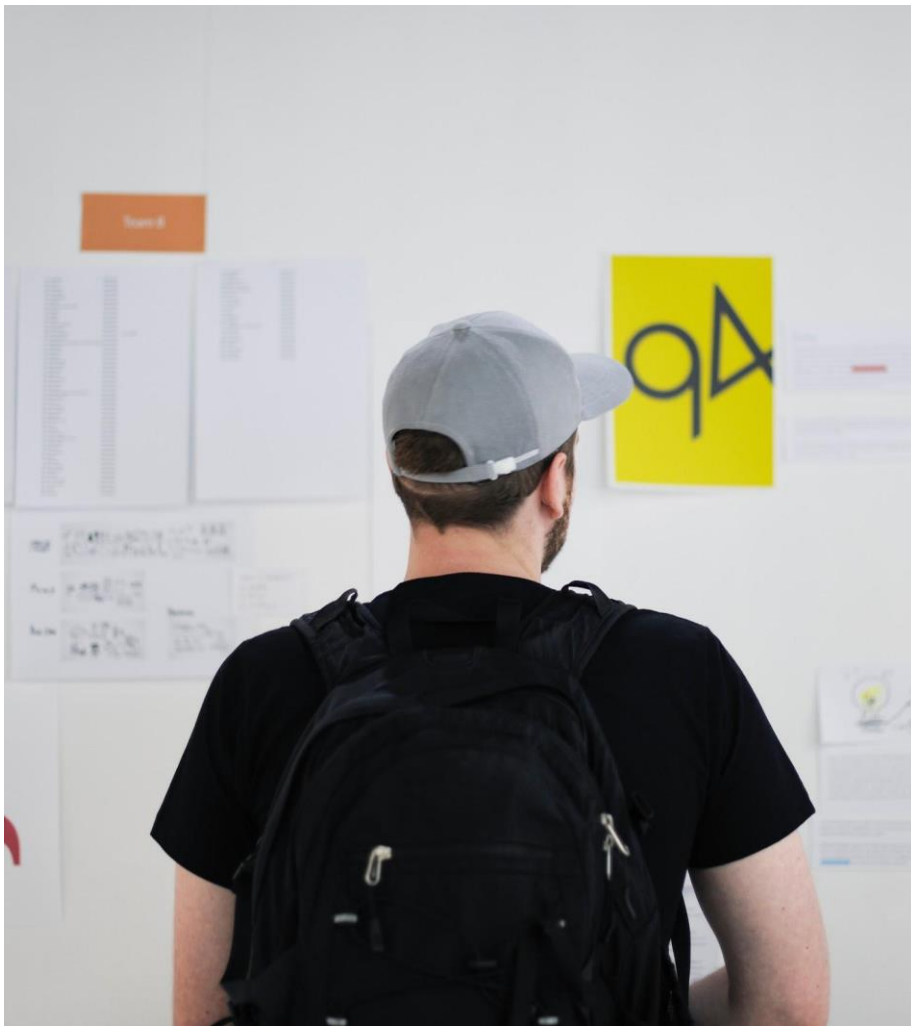
Microsoft Cognitive
Services



Azure Service
Fabric



Microsoft
Microservices



Where is it focussing on...

- It is focused **on a specific business challenge**
- It leverages **a HOT technology** and our Platforms, Processes and Accelerators
- It is **not** meant **to replace existing** discussions or wider implementation programs
- It is **not a PoC**

What makes it special...

- It provides a fast tangible working outcome: **'A business prototype'**
- We've **done** the pre-work (training, internal experimentation)
- There are **accelerators** (ARM Templates, Pipelines, guidelines & Practices)
- Pre-defined processes **per product** (Blockchain, OneShare, Platforms)





Why it works...

- **Proven, predictable way** to conduct experiments with advanced technologies
- Focus on **the business value** in your context
- **Avoiding losing time** in making technology work
- Leverage **existing technology** platforms
- Delivering **a working business prototype**

How do we offer this...

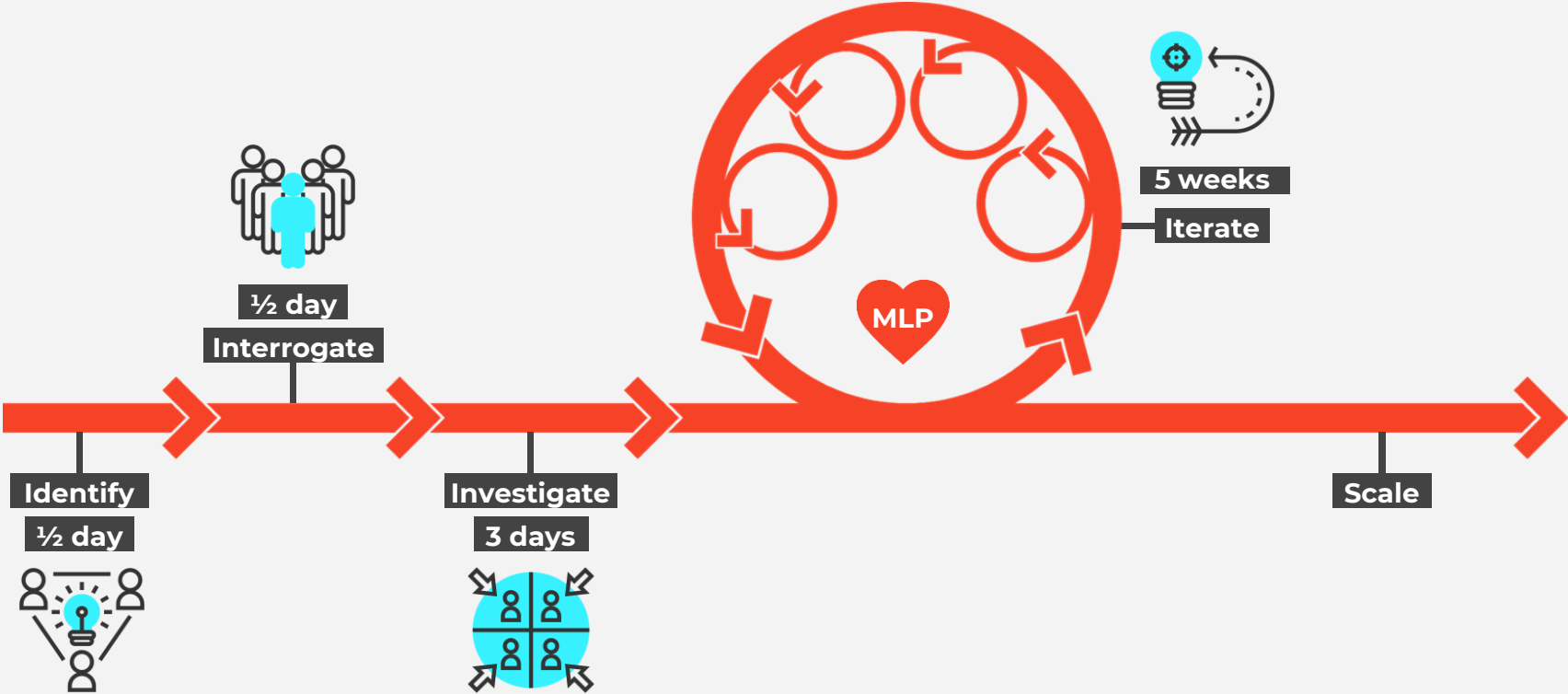
- We offer all phases as **one packaged service**
- From Euro 75K per **engagement** (depends per Country)
- **Go / No Go Decision** after each stage
- Delivering **a working business prototype**



Example: the chatbot Thinkubator

3

Chatbot lead time



Identify



4 hour workshop

Deliver three most promising scenarios

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

1/2 day

- **Needs gathering:** Gain common understanding of the client's challenges.
- **Evangelization:** we share our knowledge and expertise about the technology area.
- **Persona's & scenario's:** Participants are separated in groups. Each group will create personas and scenario's.
- **Consensus:** Participants vote on which scenario is most valuable and possible to support with the technology.
- **Deliverable:** Document with top 3 scenarios and the goal of the Thinkubator.

Identify

→ WHO - Customer

- ◆ Business expert
- ◆ IT Manager
- ◆ Designer - UX
- ◆ HR
- ◆ Marketing
- ◆ IT Architect
- ◆ Service desk
- ◆ Thinkubator decider

→ WHO - Sogeti

- ◆ Facilitator
- ◆ Business Analyst
- ◆ Solution Architect
- ◆ Data Scientist
- ◆ Technology Designer

1/2 day



4 hour workshop

Deliver three most promising scenarios

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

Interrogate



4 hour workshop

Deliver the sketches & roadmap

Choose the best scenario and
define how it should be built

1/2 day

- **Recap:** Recap of the identify. The top 3 most promising concepts will be presented again. Each concept will be validated against business value, technical feasibility and benefits for the end user.
- **Individual sketching:** Each member will individually create a solution for the selected concept.
- **Sketches shared:** sketches are selected and combined, until the best solution is presented.
- **Deliverable:** Decider decides on which solution will be prototyped and the scope of the solution is clear. Scope **MLP** for Thinkubator and next steps/roadmap.

Interrogate

1/2 day

→ WHO - Customer

- ◆ Business expert
- ◆ IT Manager
- ◆ UX Designer
- ◆ Service Desk
- ◆ IT Architect
- ◆ Dev Engineer
- ◆ Infra Engineer
- ◆ Thinkubator Decider

→ WHO - Sogeti

- ◆ Facilitator,
- ◆ Solution Architect
- ◆ Data Scientist
- ◆ Chatbot designer,
- ◆ Chatbot Developer
- ◆ Quality expert



4 hour workshop

Deliver the sketches & roadmap

Choose the best scenario and
define how it should be build

Investigate



3 days prototyping

Deliver validated prototype

Create a prototype and
validate it with the end users

3 days

- **Prototyping of the solution:** The selected solution will be prototyped. This will happen at Sogeti, so all needed support and knowledge can be used during the prototyping.
- **Test solution with users and client business:** Prototype is tested against real end-users. Client business is also able to test the prototype, so they will find their benefits in a real prototype instead of a PPT.
- **Findings:** The results of the tests are bundled with the outcome of the interrogation. Questions like “What's the value of the solution in the short term and long term?”
- **Deliverable:** The value of the solution is validated.

Investigate

→ WHO - Customer

- ◆ Business expert
- ◆ Dev Engineer
- ◆ Infra Engineer

→ WHO - Sogeti

- ◆ Facilitator,
- ◆ Solution Architect
- ◆ Data Scientist
- ◆ Chatbot designer
- ◆ Chatbot developer
- ◆ Quality expert

3 days

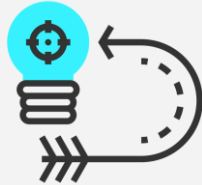


3 days prototyping

Deliver validated prototype

Create a prototype and
validate it with the end users

Iterate



5 weeks iterating

Deliver real implementation

Build the Thinkubator solution, while validating and learning

5 weeks

- **Sprint 1:** The selected solution will be prototyped. This will happen at Sogeti, so all needed support and knowledge can be used during the prototyping.
- **Platforms, Processes & Accelerators:** Sogeti tools and software applied to add velocity and differentiation to the process.
- **Iterations:** The sprints of one week will follow agile principles. It's important that the increment from each sprint will deliver value for the client.
- **Deliverable:** An integrated REAL solution that solves a business problem

Iterate

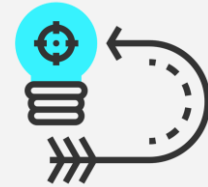
→ WHO - Customer

- ◆ Business expert
- ◆ Dev Engineer
- ◆ Infra Engineer
- ◆ UX designer

→ WHO - Sogeti

- ◆ Facilitator,
- ◆ Solution Architect
- ◆ Data Scientist
- ◆ Chatbot designer
- ◆ Chatbot developer
- ◆ Quality expert

5 weeks



5 weeks iterating

Deliver real implementation

Build the Thinkubator
solution, while validating and
learning

**To find out more or if you want a to
discuss a Thinkubator workshop
please contact**

marketing.global@sogeti.com