I have an idea – what if we . . .

It's easy to innovate on a small team.
But almost impossible in a crowd
Be a Lean Startup in an Enterprise

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Innovation in the Enterprise

“Intrapreneurs have much more in common with the rest of the community of entrepreneurs than most people believe”

“Entrepreneurship . . . requires a new kind of management specifically geared to its context of extreme uncertainty.”

“The lean startup uses a different unit of progress, called validated learning.”
“The fundamental activity of a startup is to turn ideas into products, measure how customers respond and then learn whether to pivot or persevere. All successful startup processes should be geared to accelerate that feedback loop.” Eric Ries, *The Lean Startup*
A Team's Innovation

Build Fast

Validate With Customers

Feature flag
Hypothesis:
We believe that providing an app to help find a local charity as part of the Money that Matters program for customers who use mobile account management will increase donations to local charities by 10% and improve our image in the local communities we serve. We will know it is successful when donations to local charities increase and local charities partner with us on marketing our value to the community.
Innovation Idea is Prioritized and Funded
Learning Milestone 1 – Can We Build and Integrate Quickly?

Private cloud

Enterprise development

Mobile Account Management Team

Mobile Innovation Team

Innovation Sandbox

Manage accounts

Donate to local charity

Donate to a specified charity

virtual version of

Donate to local charity
Hybrid Cloud Deployment for Business Validation

Production environment

Enterprise deployment

Manage accounts

Donate to a specified charity

Innovation Sandbox

Donate to local charity

Mobile Innovation Team

Mobile Account Management Team
Learning Milestone 2 – Business Outcome Validation

Percentage of Clicks Resulting in Donation

- Specified Charity: 95% No Donation, 5% Result in Donation
- Local Charity: 80% No Donation, 20% Result in Donation
Migration from Innovation Sandbox to Production

Production environment

Enterprise deployment

Mobile Account Management Team

Innovation Sandbox

Mobile Innovation Team

Manage accounts

Donate to local charity

Donate to a specified charity
Innovation is Commercialized

Any bank customer

Manage accounts

Donate to local charity

Percentage of Clicks Resulting in Donation

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<thead>
<tr>
<th></th>
<th>Specified Charity</th>
<th>Local Charity</th>
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<tbody>
<tr>
<td>No Donation</td>
<td>95</td>
<td>80</td>
</tr>
<tr>
<td>Result in Donation</td>
<td>5</td>
<td>20</td>
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DevOps enables clients to transform their software delivery capability in order to achieve faster innovation and deliver measurable business outcomes.
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DevOps as an Innovation Platform

Steer

Rational Team Concert

Dev/Test

Innovation Sandbox

IBM DevOps Services on BlueMix

Deploy

Production Development

Rational CLM + UrbanCode + TestWorkbench

Operate

Production Deployment

Tealeaf
DevOps as an Innovation Platform

- Steer
  - Rational Team Concert

- Dev/Test
  - Innovation Sandbox
    - IBM DevOps Services on BlueMix
  - Production Development
    - Rational CLM + UrbanCode + TestWorkbench

- Deploy

- Operate
  - Production Deployment
    - Tealeaf
IBM’s Scaled Innovation Solution

Be a lean startup in an Enterprise

Get ideas to customers fast … Fail fast … Pivot

- Accelerated installation and configuration
  Get up and running quickly with 1 day “ready-to-support-delivery-of-innovation”

- Automated innovation lifecycle
  Spin off innovation work, get validation and incorporate into production seamlessly

- Real-time innovation insight
  Compare the value and cost of innovation work to lights on work within 5 minutes

Scan to learn more about IBM’s Scaled Innovation solution
Stop Talking; Start Building

YouTube Demos:
How to Be a Lean Startup in the Enterprise
https://www.youtube.com/watch?v=8FC3jHK_dWU &feature=youtu.be

Rational Integration Workbench for Virtual Service
https://www.youtube.com/watch?v=fy5RoP0fPYk&list=PLIpvhQfTOitq5lJdmp5aSquOmZNXD8pn9

Building Mobile App on BlueMix
https://www.youtube.com/watch?v=DbXN2mz90b0

Urbancode for Hybrid Cloud
https://www.youtube.com/watch?v=g3AsiPWVzX8

Tealeaf CX Mobile
https://www.youtube.com/watch?v=94O-lTMMi5M
Made with IBM DevOps

Thank you!
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