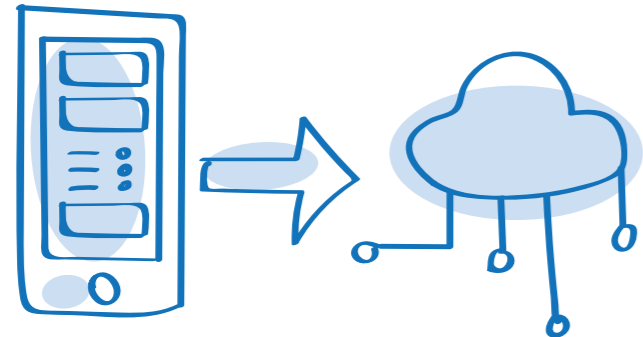


WHAT'S HAPPENING

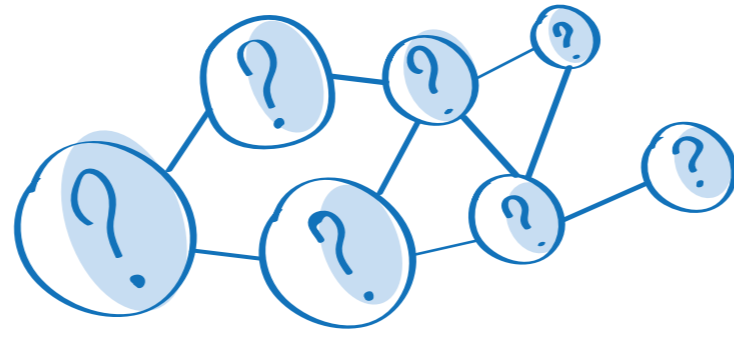


THE WORLD IS CHANGING FAST
Our world is changing faster and faster every day. We moved from a time when problems were relatively simple and independent to an era of complex, fuzzy and interdependent challenges.



FROM PRODUCT TO DIGITAL SERVICES
The days where companies were only competing with physical products are over, nowadays it is all about digital services and the ecosystems surrounding them.

EXPERIENCES AS TOUCH POINT
Every workflow, every process in the company and every experience we put out there becomes part of that ecosystem.



COMPLEXITY OF PROBLEMS
A gap has grown between the complexity of the problems we face and the ability of our tools to handle that complexity. This has left organizations unable to see the true nature of the problems they face.

MULTIDISCIPLINARY EFFORT
Current challenges' complexity requires us to work at the intersection of different knowledge domains. The solution is no longer in any one silo but in the mix.

WHO we are



We are a multidisciplinary team of business designers, strategy consultants, developers, experience consultants, mobile experts, salesforce experts.

NEW TOOLS

It's time for new tools that allow us to better understand the problem from the beginning and apply future-oriented principles to increase innovation and competitive advantage.

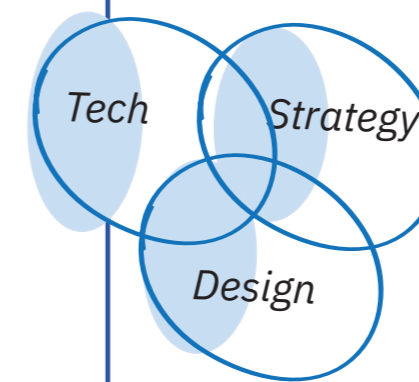
HOW we work



DESIGN METHODS

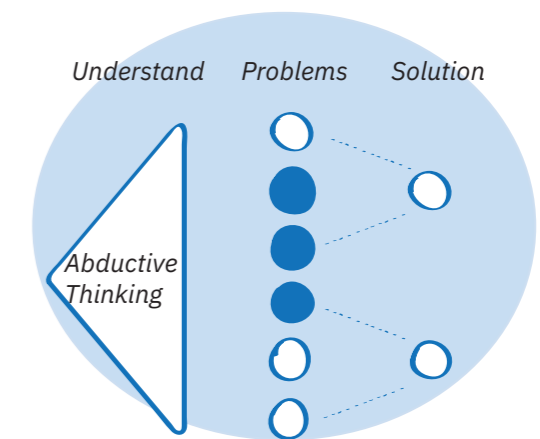
We use design methods to picture organizations real challenges and identify opportunities for action.

We understand the 'whats' as well as the 'whys' of the problems we face.



STRATEGIC ROLE

We see challenges from a big-picture perspective. By looking at the entire system and connecting the dots, we identify what problem to solve (*design*), what *business* will emerge from solving the problem, and what *technology* can be used.



It doesn't matter how efficient and how great solutions are if they answer the wrong question.

ENTERPRISES MUST REINVENT THEMSELVES to survive, compete and thrive in this complex digital future.

In IBM iX, we can support organizations in the journey of **GROWING THEIR BUSINESS BY** exploiting the power of **DESIGN**.

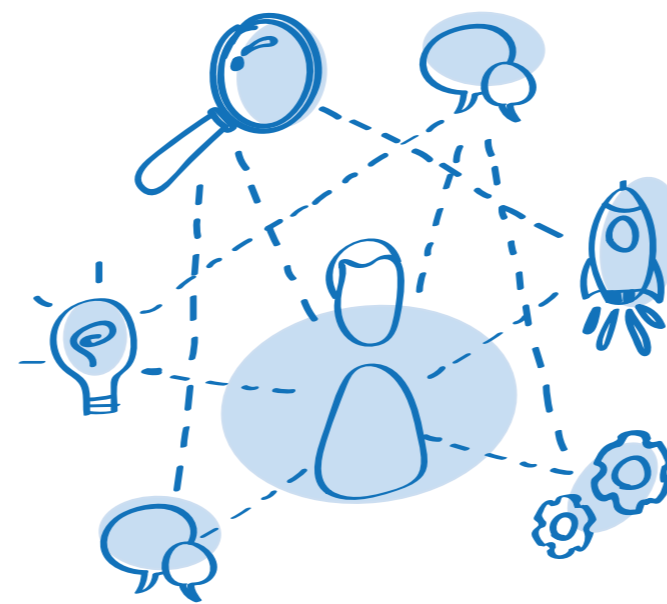
WHAT we do

WE TRANSFORM organizations



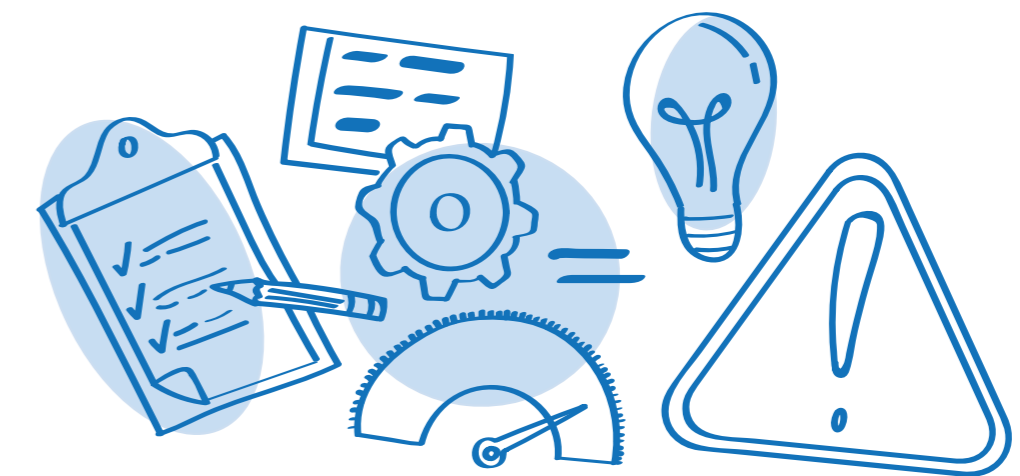
- ▶ We help clients identify the path for their future digital business and adapt fast to a constant changing world.
- ▶ We empower employees to deliver more value to the end users by building a more customer centric organization.

WE CREATE experiences



- ▶ We understand and empathize with users (customers/employees) to recognize the pain points in their journey.
- ▶ With the power of analytics and an agile way of working we translate the gathered insights in solutions at speed (MVP's).

WE MAKE it work



- ▶ We help clients constantly manage evolving customers' expectations by improving performance, or putting new platforms in place.
- ▶ We scale solutions through agile, lean and architecture disciplines and we ensure they are integrated with client's existing systems.

WHY IBM

WE MAKE IT REAL

We make innovation real and tangible. We make things, we don't just tell you.
Creative + Practical.

- IBM GARAGE -
We do it with you.

KNOWLEDGE IN HOUSE

IBM Research • Data scientists

#1 in Services
#3 in Software
#3 in Hardware

INTEGRATION & SCALABILITY

Thanks to the power of the entire IBM we are able to deliver large scale successful solutions at speed.

FOCUS ON ENTERPRISE

We have solid experience in the B2B market.