Let's talk.

About the challenges of our time.

IBM iX

It has never been more important to talk about the key issues of our time. But tackling them is even more important!

Instead of making plans and talking about different options, we are already coming to grips with the change that will eventually affect all of us. While the agenda may seem complex, today we have far more knowledge and tools at our disposal to help us come up with solutions than we did in the past.

To ensure that people remain at the heart of every solution, they must be included in discussions and, more importantly, the process.

Change can be unsettling. But there can be no progress without change. Only those who can adapt their opinion and behaviour will be able to make a difference.

We empower people to break free from routine, think in fresh ways and work with new methods. This is what gets us out of bed in the mornings: Your change is our motivation.

Change is the only constant.

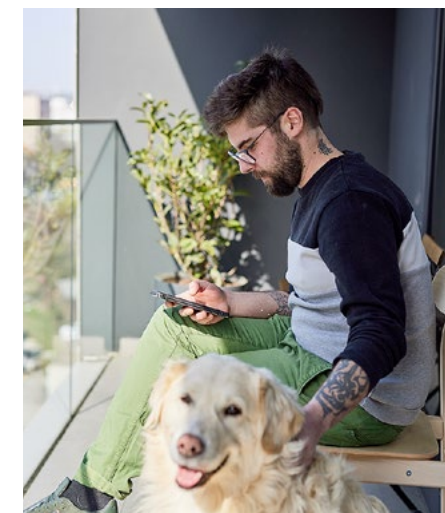# Change is what drives us.
But what drives change?

Acting instead of just talking. Together we'll find answers to some of the major questions of our time.

Can I really do business in a sustainable way and be successful at the same time?

IBM iX

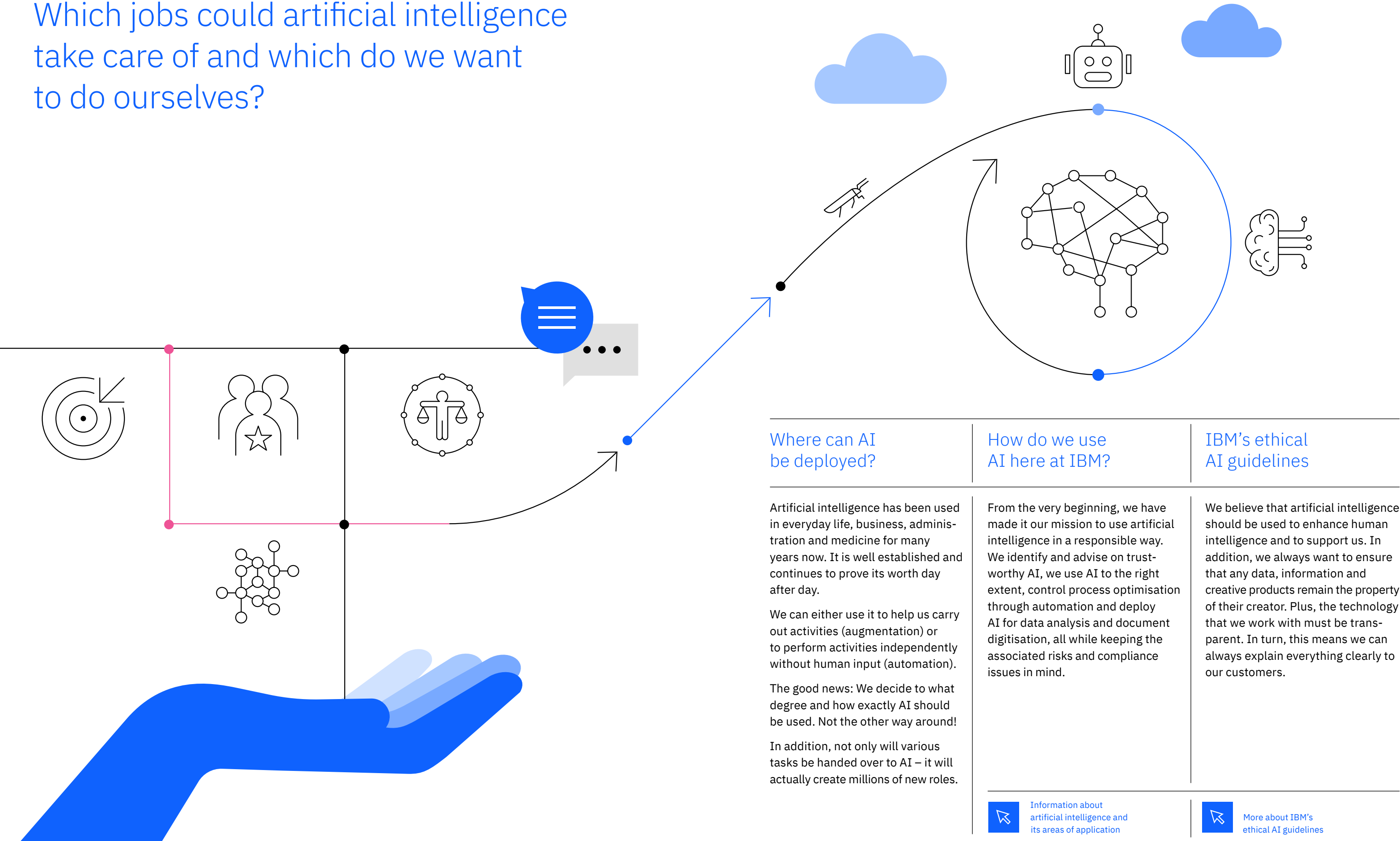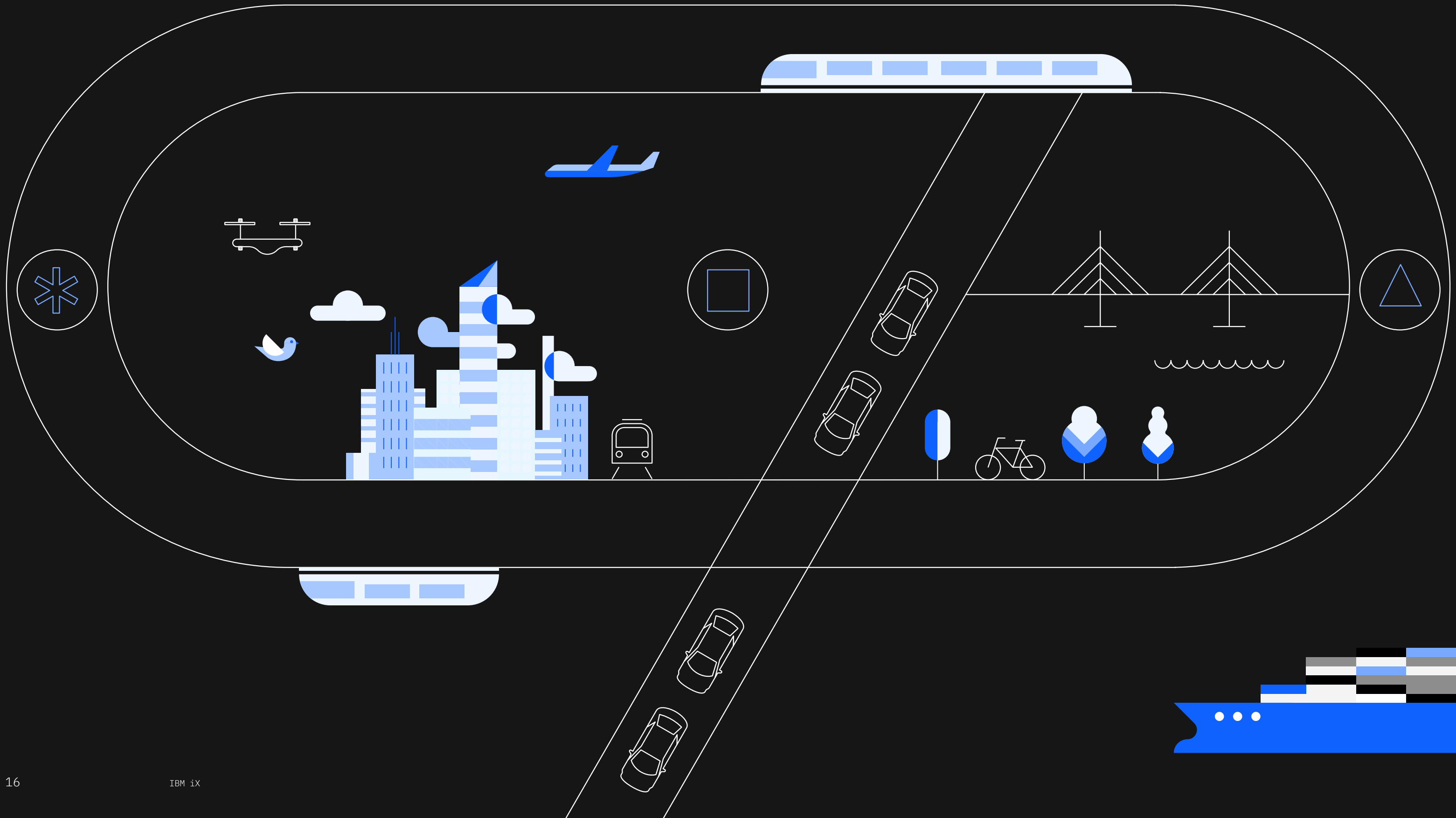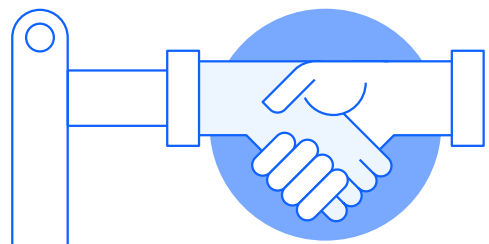# How are we making the most of the digital transformation?

„/Imagine"

…a world in which AI
is a friend and not a foe.

# Which jobs could artificial intelligence take care of and which do we want to do ourselves?

Where can AI be deployed?

Artificial intelligence has been used in everyday life, business, administration and medicine for many years now. It is well established and continues to prove its worth day after day.

We can either use it to help us carry out activities (augmentation) or to perform activities independently without human input (automation).

The good news: We decide to what degree and how exactly AI should be used. Not the other way around!

In addition, not only will various tasks be handed over to AI – it will actually create millions of new roles.

How do we use AI here at IBM?

From the very beginning, we have made it our mission to use artificial intelligence in a responsible way. We identify and advise on trustworthy AI, we use AI to the right extent, control process optimisation through automation and deploy AI for data analysis and document digitisation, all while keeping the associated risks and compliance issues in mind.

IBM's ethical AI guidelines

We believe that artificial intelligence should be used to enhance human intelligence and to support us. In addition, we always want to ensure that any data, information and creative products remain the property of their creator. Plus, the technology that we work with must be transparent. In turn, this means we can always explain everything clearly to our customers.

Information about artificial intelligence and its areas of application

More about IBM's ethical AI guidelines

# What does the future of mobility look like?

IBM iX

Those who dare to ask the next question will find answers.
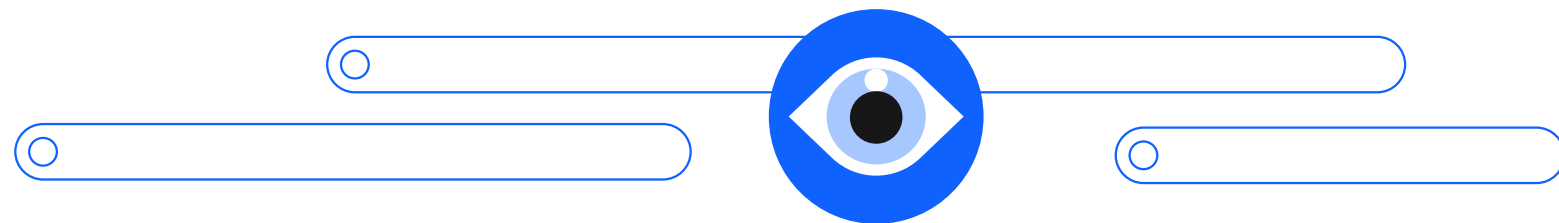
Our consultancy process always starts with a discussion, preferably one based on data and analyses. That's the starting point. Then it's time to get creative! From undertaking research and coming up with the initial idea, to creating a concept and then working on development, content and design – we stay in touch with you throughout the whole process.
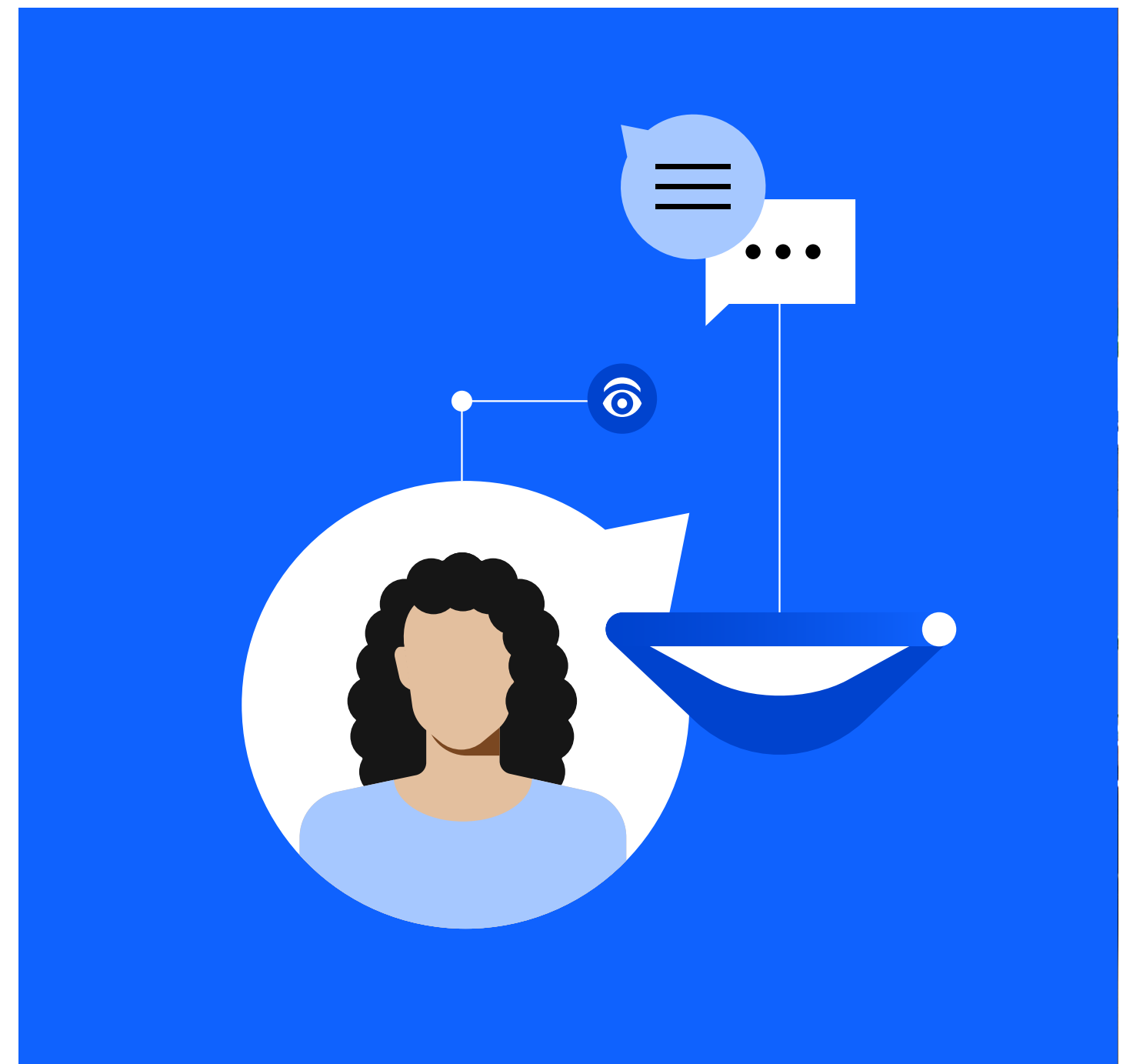
And solutions.

Our goal is to make "yes, but ..." a thing of the past. We constantly challenge ourselves through the entire process to find the perfect solution for you. To do this, we need expertise, passion and an efficient, holistic and agile management method – check on all 5.

Cut

Starting from scratch

It's time to rethink everything. No matter what industry we are in, the necessary changes can't be made overnight. There are many challenges that still encompass unknown variables. Some industries are even faced with having to start over from scratch.

We dive deep in issues to be resolved and have developed highly specific industry expertise: That makes us experts who don't only contribute but lead the changes to be made.

Will cars eventually turn into computers on wheels? How can we get public services entirely online? Will we ever be able to make retail sustainable? We are on it.

The process always starts with a question.

Why digital health management? For more oh yes and less oh dear.

The coronavirus pandemic shook up the healthcare industry and presented it with new challenges – and required us to come up with better solutions. It kick-started the digitalisation process and revealed obstacles, gaps and lots of new opportunities. This is where we come in.

Emancipated patients that take responsibility for their own health and manage their medical information themselves – could this soon become reality?

The transformation of healthcare began long ago and looks set to develop further thanks to a range of innovative digital products and services.

Security is the top priority here, closely followed by usability. In line with this, we only opt for applications that are trustworthy and easy to use, too.

Whether it's electronic patient records, digital vaccination certificates or treatment support via an app – healthcare without tons of paperwork guarantees more oh yes and less oh dear!

## Health Lab – the creative laboratory for the health industry

We have created a space to help shape the future of digital health – the IBM Health Industry Lab. Stakeholders from a range of different specialist fields can come together in the interactive, specially designed rooms and work on developing solutions for the healthcare industry.

Our solutions and contacts for healthcare & life sciences

For a long time, no one went anywhere without a digital vaccination certificate like the version found in the CovPass app, the most downloaded free iPhone app of 2021 and 2022. We worked with Ubirch to put the CovPass service together in record time and, thanks to its ease-of-use, brought the public one step closer to the digitalisation of health services. We plan on using this momentum for more digital health applications in the future. Drawing on agile principles for their end-to-end development, our approach takes users' expectations and needs as our top priority.

"Our goal is clear: We want to integrate digital health services into people's day-to-day lives. The way to achieve this is through co-creation. If we get doctors, patients and institutions involved in the design process from the beginning, we can ensure that the services offer added value for all parties involved. In turn, we will be able to democratise healthcare."
Katina Sostmann, Design Principal Health and Executive Creative Director, IBM iX
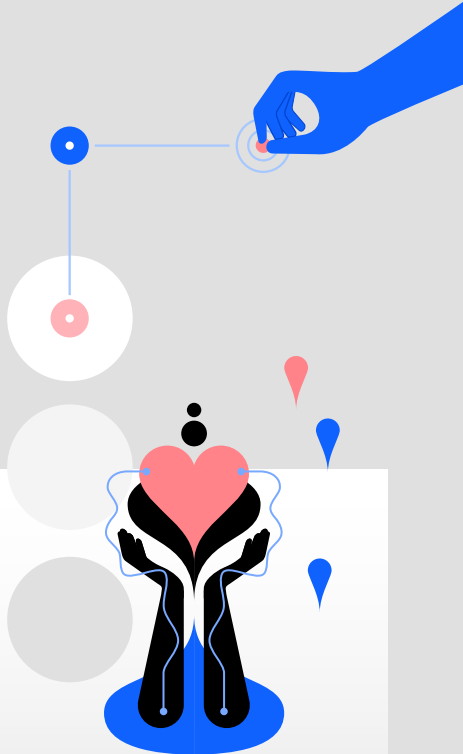
Unpredictable? Not anymore! Next-generation insurance.

Who knows what tomorrow will bring in times when everything is changing and nothing seems predictable? It starts with health management and ends with property insurance. A transparent, user-centric digital service can be decisive for potential customers, particularly for the younger generation.

Many insurers would like to be a part of the daily lives of the people that they insure – and not just their first port of call in an emergency or when a medical bill needs settling. To do this, they need to be familiar with the needs and realities that these people experience. At the same time, customers' expectations are constantly

growing. They want their insurers to always be available in all kinds of ways as supporters and partners, while also expecting contact with insurance providers to be an omnichannel experience. The industry needs to undergo an extensive digital transformation so it can appeal to every generation.

Particularly in the case of health insurance, the digital offering must be suitable for all stakeholders and easily accessible for patients, insurers, and doctors. For example, online consultations, measurement of health data, and therapy design and support should all be available via an app.

BARMER – a sense of security with a brand-new experience

BARMER has completely redesigned its digital experience to make health management even easier for its policyholders.

A new design system ensures that the experience across all BARMER services and products is consistent. Both the eCare app and the BARMER app have been redesigned from scratch, as central digital touchpoints.

With the apps, customers now have a way to manage their health from anywhere. They can fill out applications online, organise appointments for vaccinations and easily plan medical examinations, while the apps even encourage them to o pursue a healthy lifestyle while saving time and effort.
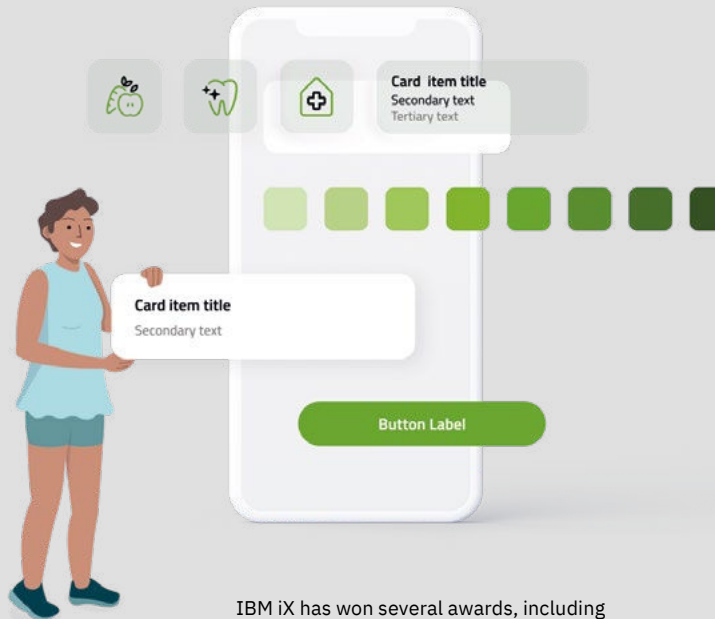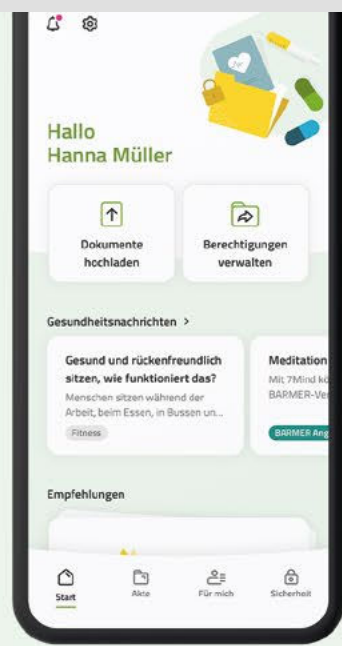
IBM iX has won several awards, including the Deutscher Digital Award and the Red Dot Design Award, for the BARMER mobile experience.

Insurance for the younger

52 %

of Gen Z respondents will not take out an insurance policy with a company if its digital services, e.g. its app or online portal, do not offer a good user experience.

This statistic was taken from a study carried out by IBM iX and Versicherungforen Leipzig.

reddot winner 2022

deutscher digital award

GERMAN DESIGN AWARD WINNER 2023

Accelerated Development | App Modernization

Governance Model | Coding Conventions

Accessible Components | Design Guidelines

BARMER-App

BARMER eCare

BARMER ID

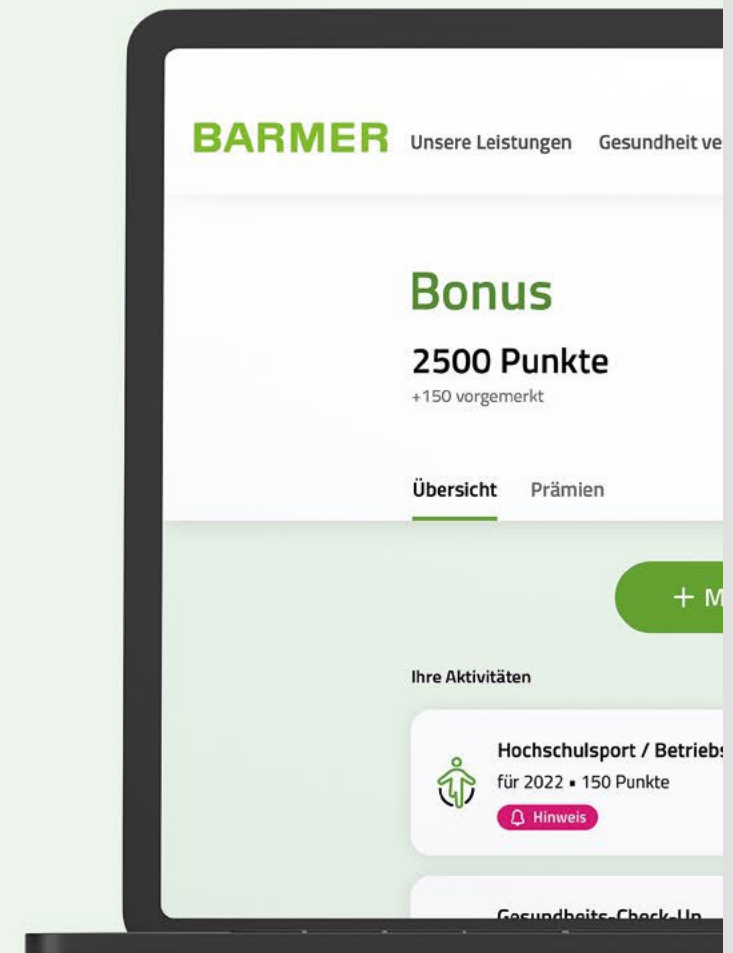The BARMER design system reduces design expenditure by

60 %

and frontend development expenditure by

43 %

Gesundheitsmanager

DESIGN SYSTEM

Postfach | Bonus Programm | Kompass

Meine BARMER Services

Finance for future. How will banking change over the coming years?

Banks are expected to be present and approachable. They need to be able to create a digital banking experience in the metaverse and Web3. All the while, they need to be able to withstand the high levels of pressure in terms of competition, costs and innovation. Just to name a few of the requirements!

We are familiar with the challenges that banks are facing today. Alongside our tech and digital skills, we also have an in-depth understanding of the financial sector in our role as industry experts.

We know what moves the industry and its users. In turn, this enables us to provide support in the areas of design, technology and marketing to help develop digital

banking products that bank employees and customers alike will love.

Thanks to the digital transformation, we are able to keep users as the focus from the very beginning when developing products and services. We see digitalisation as an opportunity for you.

Next stop: the metaverse. Does that apply to banking?

What does the metaverse mean for banking?

The next generation is the first virtual generation but also the generation with the lowest level of basic financial literacy to date. Banks will need a presence in the metaverse if they want to get in contact or stay in contact with this generation of customers. Each metaverse consists of a number of different technologies, including spatial computing, Web3, VR, AI, etc. However, the metaverse cannot be explained in a purely technological way – just like TikTok cannot be explained by its technical features alone. It is more of a cultural phenomenon. Studies show that children and teenagers now spend more time on the online gaming platform Roblox than on TikTok.

So how could this be used by banks?

The most interesting applications will be infotainment offers on new financial products and other relevant topics. Banks could also organise virtual events like conferences or concerts to increase customer loyalty and brand awareness. They could even go as far as organising internal training sessions for employees on how to respond in an emergency or on knowledge management, for example.

What is the best way to get started with this?

Determining the success factors for the institution at hand is a crucial first step: How do we want to position ourselves? What is our target group and what platform will we find them on? The metaverse initiative needs to be an integral part of the long-term brand and customer strategy so that it unleash its full impact.

Laura Schulze-Brockhausen
Senior Client Partner Banking IBM iX

Our solutions and contacts for banking & financial services

Product example
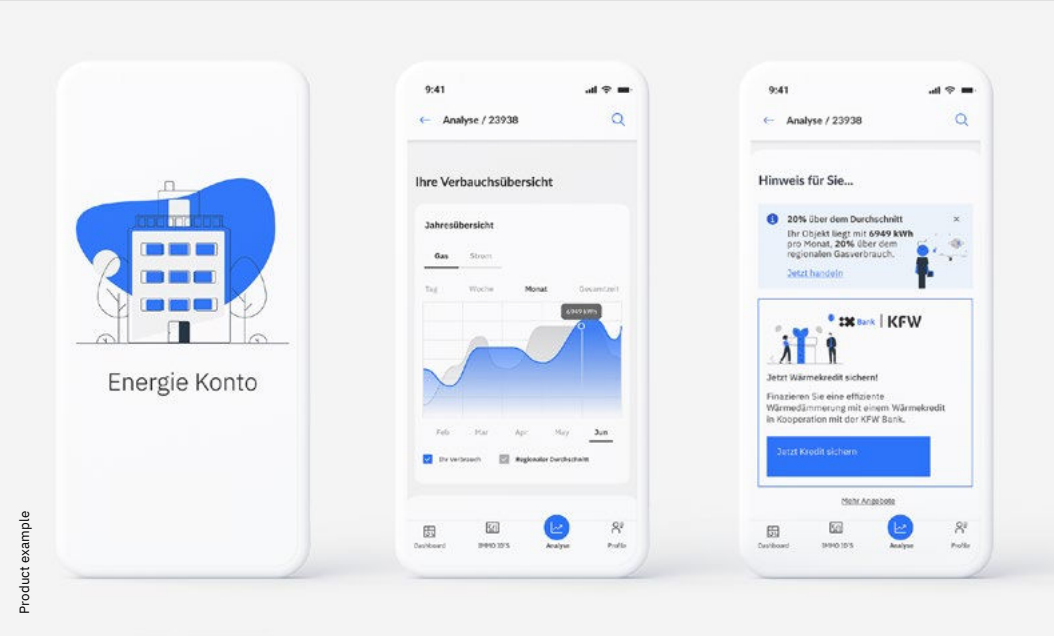
Sustainability is an important criterion for many customers when choosing a product. However, it can be difficult to translate this into the services that banks can offer. We are here to help, from the initial product concept through to its implementation. Sustainable products could take the form of financing for the renovation of a building's energy system or a sustainable instalment loan, for instance.

"Whether it's sustainable financial products like green investments or the financing of renovations of buildings' energy systems, or even banking for the next generation and the new opportunities to create value that are opening up through the metaverse and Web3: Tackling the digital transformation and innovation at the same time presents challenges for banks and financial service providers. As a reliable partner, we assist our customers throughout the entire process and combine specialist requirements with technological options to create banking services that their customers will love."

Avni Ilker Uzkan, Banking Lead IBM iX

Shopping – a good experience from start to finish?

One of the biggest challenges facing the retail industry is creating omnichannel experiences. Retailers need to provide good shopping experiences and break new ground, ideally while bearing in mind consumers' desire for sustainability.

Will retail be green, colourful, purely digital or simply everywhere?

How can retailers refine their customers' shopping experience?
They can use innovative technologies, and data, in particular, to offer seamless, cross-channel shopping experiences. Be it integrating distribution channels, offering a range of different delivery methods, tailoring experiences and content thanks to data analytics or using social media for direct shopping, the focus here is on convenience, flexibility and ultra-personalised experiences.

So which digital innovations and trends will shape the retail industry over the coming years?
There are several trends that are set to have an effect on the industry: Augmented and virtual reality will help to enhance trust in the earliest stages of making a purchase. The metaverse promises "retail everywhere". Brands and retailers can use augmented and immersive experiences, co-creation and innovation to thrill and entertain customers. Retailers will have to adopt these trends to optimise their customer experience, boost operational efficiency and stay competitive in an increasingly digital world.

What are the most important characteristics of a strong e-commerce platform?
In today's fast-developing e-commerce landscape, companies have to be agile and innovative if they want to meet their customers' increasing expectations. While individual features are certainly important, the aspect that really makes successful e-commerce platforms stand out is their ability to deploy MACH and composable architecture. This approach gives them the flexibility and scalability that they need to create tailored and innovative e-commerce experiences whilst staying ahead of the curve and remaining competitive.

Dennis Looks
Head of Digital Strategy Consulting IBM iX
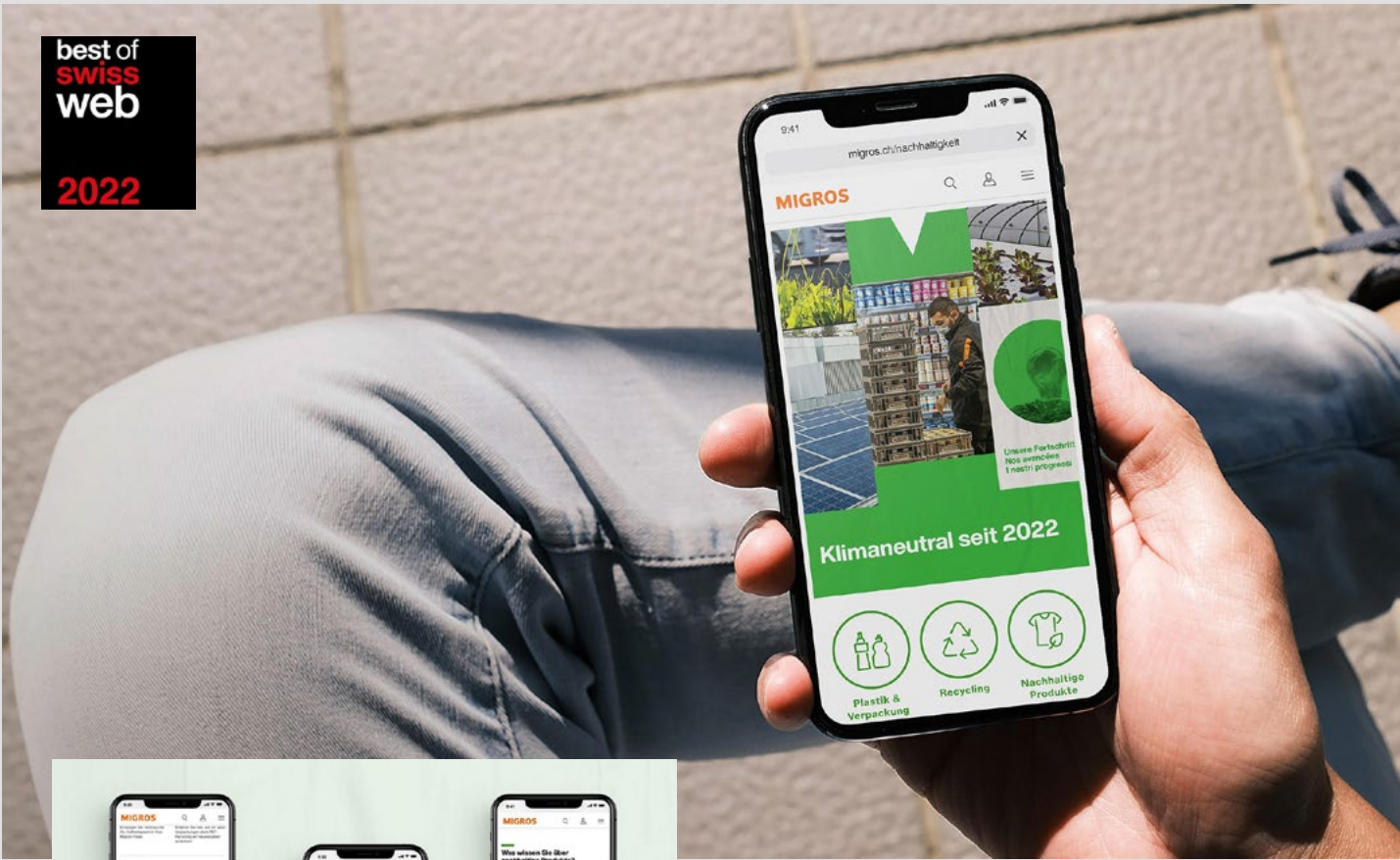
Migros – create something good and talk about it.

The retailer Migros plays a vital role in the lives of many people in Switzerland and is so much more than a supermarket. Migros tries to remain close to its customers – both in their everyday lives and with regard to relevant, major topics – via its digital services, website and loyalty programme. When it comes to sustainability, Migros has been ahead of its time for several years and comes out on top time and again in any sustainability-related rankings. On its sustainability hub, Migros makes its commitment visible and motivates customers with practical tips on how they can get involved. IBM iX is a partner for the design, creation and implementation of this hub.
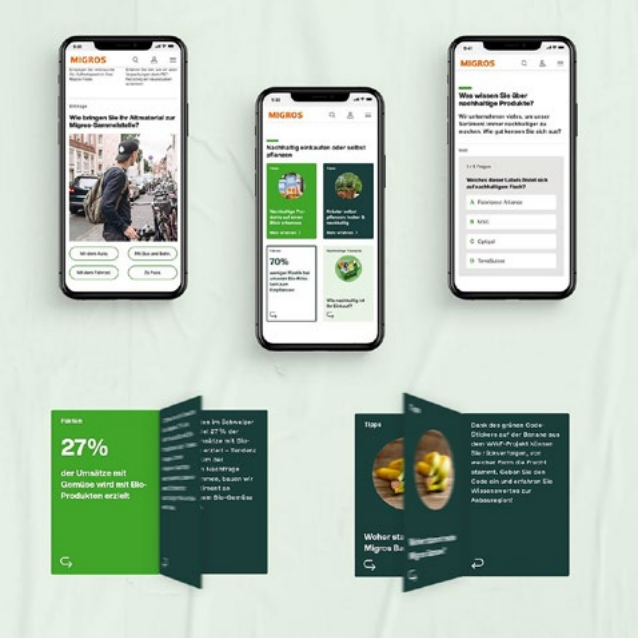
"Sustainability has long ceased being something that is nice to have: It has always been part of Migros' corporate culture. Traffic on sustainability-related topics doubled during the first few weeks after our new sustainability hub went live. This shows that users have been able to find exactly what interests them and that we have hit a nerve with the topics that we cover."

Philipp Bühler, Senior Product Owner Digital Platforms at the Federation of Migros Cooperatives

Can digitalisation help to strengthen trust in a government?

Let's think about the digital transformation of the public sector as designers: Only the best experience will really be able to meet the requirements of a modern state. As such, people – both citizens or administrative staff – are always at the heart of our concepts and activities.

Is the best experience overrated? Or is it the key?

How can we carry out the necessary transformation of the public sector quickly and sustainably?
Our way of working, the "IBM Garage", has really proved its worth in the public sector. It describes both physical locations where innovations can be facilitated and experienced and a tried-and-tested, risk-minimising process model for the digital transformation. We bring together the people for whom and with whom we want to implement digitalisation projects, letting them experience the results-driven process for themselves.

What are the typical problems that this approach can help to solve?
The Process Garage is currently our preferred method for digitalising admin-istrative tasks. Here, complex processes are redesigned, digitalised and automat-ed with input from users, while we actively assist with the change. Another example is the issue of open data. We develop proven and creative methods that can help to provide insights about open data to support administrative decisions, for example.
This creates transparency, and, in turn, enables fresh trust in governmental and administrative actions to be established.

How does this facilitate the transforma-tion specifically?
We involve all the stakeholders in our innovation process from the beginning and draw on Design Thinking methods. This helps us to ensure that our focus always remains on creating the best possible experience. The result? Ultra-modern services for citizens and organisations. Together with our IBM IT experts, we create MVPs that can be quickly put into operation so that we can learn from their use and continue to improve them.

Dominik Multhaupt
Executive Director Public Sector IBM iX

Our solutions
and contacts for the
public & defense sector

The German Federal Ministry of Defence and Armed Forces

When it comes to giving the entire population of Germany a sense of security, the communication on this topic needs to be second-to-none.

IBM iX is able to redesign editing and communication processes in the digital ecosystem by drawing on our methods and experience from using the IBM Garage for Defense.
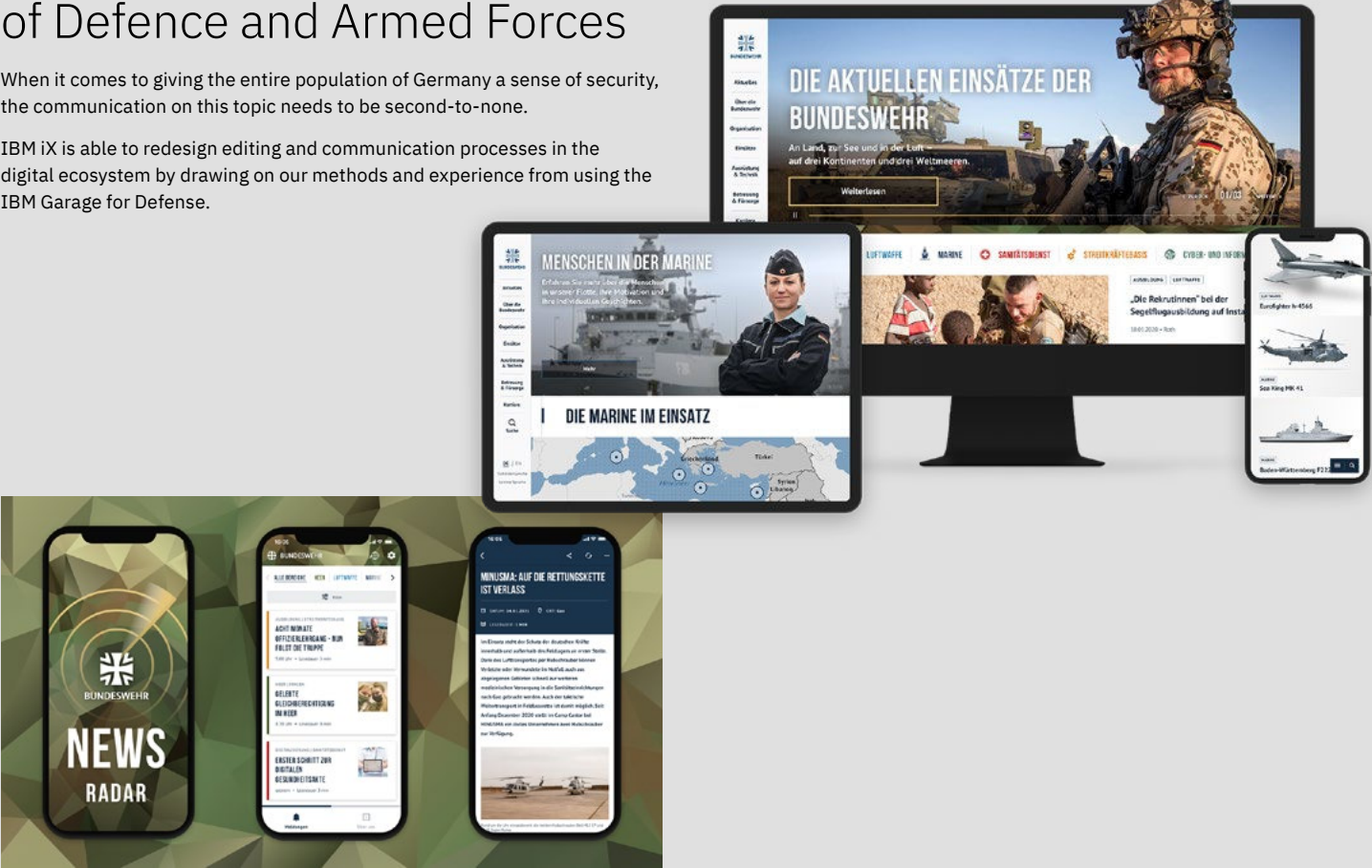
The Garage for Defense

With the IBM Garage for Defense, we have developed a specific process model to tackle the challenges of the digital transformation for the security and defence sector. Two elements are of paramount importance here: our users and a swift, minimal-risk approach to development.

Iterative approaches and early testing allow us to create innovative solutions that can then be scaled. Each project carried out at the IBM Garage for Defense contributes to a successful digital transformation.
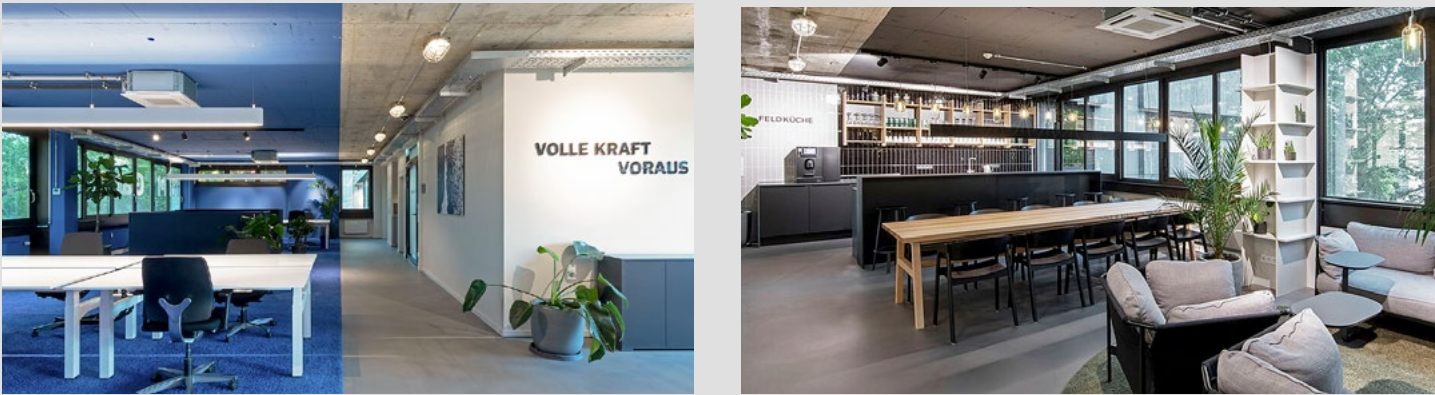
How to take mobility to the next level? Things are on the move.

The automotive industry and mobility are home to more scope for change than almost any other area. Everything must become greener, more sustainable and more digital. We are already on it.

All electric, all autonomous, all different? Cars and driving into the future.

What is currently on the minds of automotive customers?
The hot topics at the moment are electrification and autonomous driving. Here at IBM iX, we are working with our customers on connectivity services and the implementation of new ownership and mobility models, like shared mobility and car subscriptions. Nowadays, there is also more and more discussion of sustainability and a new major topic: software-defined vehicles.

What will the cars of the future look like and why is the transformation so important?
Software-defined vehicles refer to the development of cars into more of a software-centric product, rather than a pure product of engineering. Functions like accelerating, braking or steering are no longer undertaken through traditional mechanical systems but through new – relatively complex – vehicle software. I believe that the automotive industry is on the brink of a new industrial revolution, similar to the leap from the telephone to the smartphone. For drivers, this change will mean more personalisation and comfort thanks to individual features, simpler upkeep through over-the-air updates and predictive maintenance, greater safety and efficiency through optimised routes, less traffic congestion and lower fuel consumption. If you think

about it all, cars will eventually become part of a networked ecosystem in the Internet of Things (IoT) – just like smart homes or wearables.

So what challenges is the industry facing, particularly with regard to software-defined vehicles?

The automotive industry is lagging extremely far behind here, particularly when you compare it with companies like Tesla, Google, and so on. The main reason for this is that the sector needs to undergo a fundamental cultural shift before being able to introduce software-defined vehicles. Different skills and ways of working are required and manufacturers must be prepared to open up to collaborations, new partners and new business models. The automotive industry has a complex legacy, lots of traditional process and – let's be honest – is full of pride and big egos. As such, we must overcome all this and move forward into this new era.

Stefanie Eibl
Associate Director Digital Strategy IBM iX
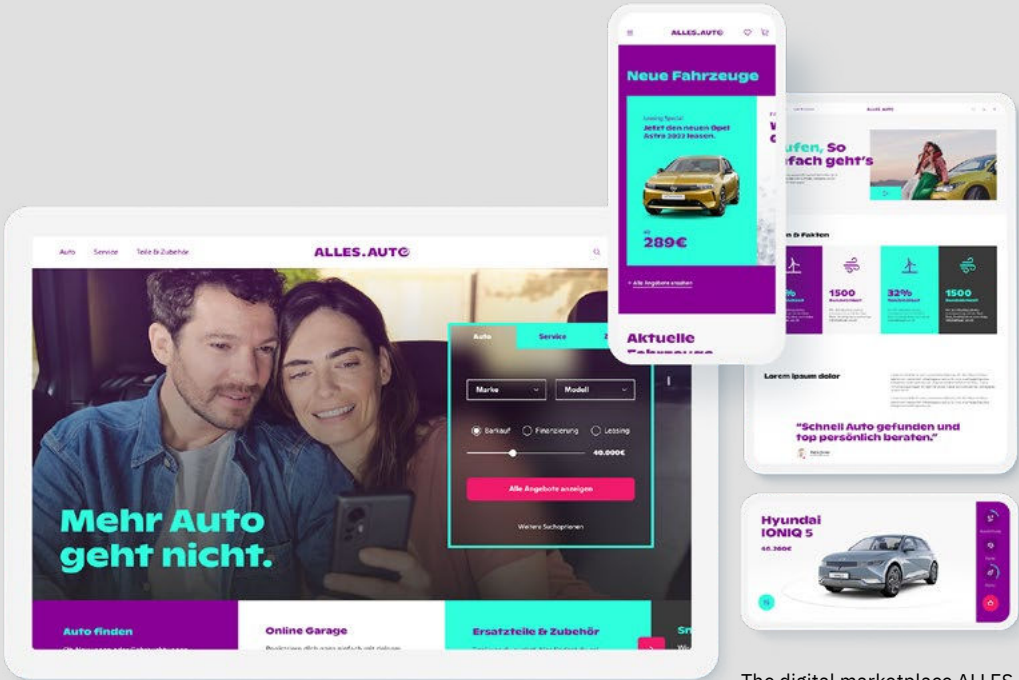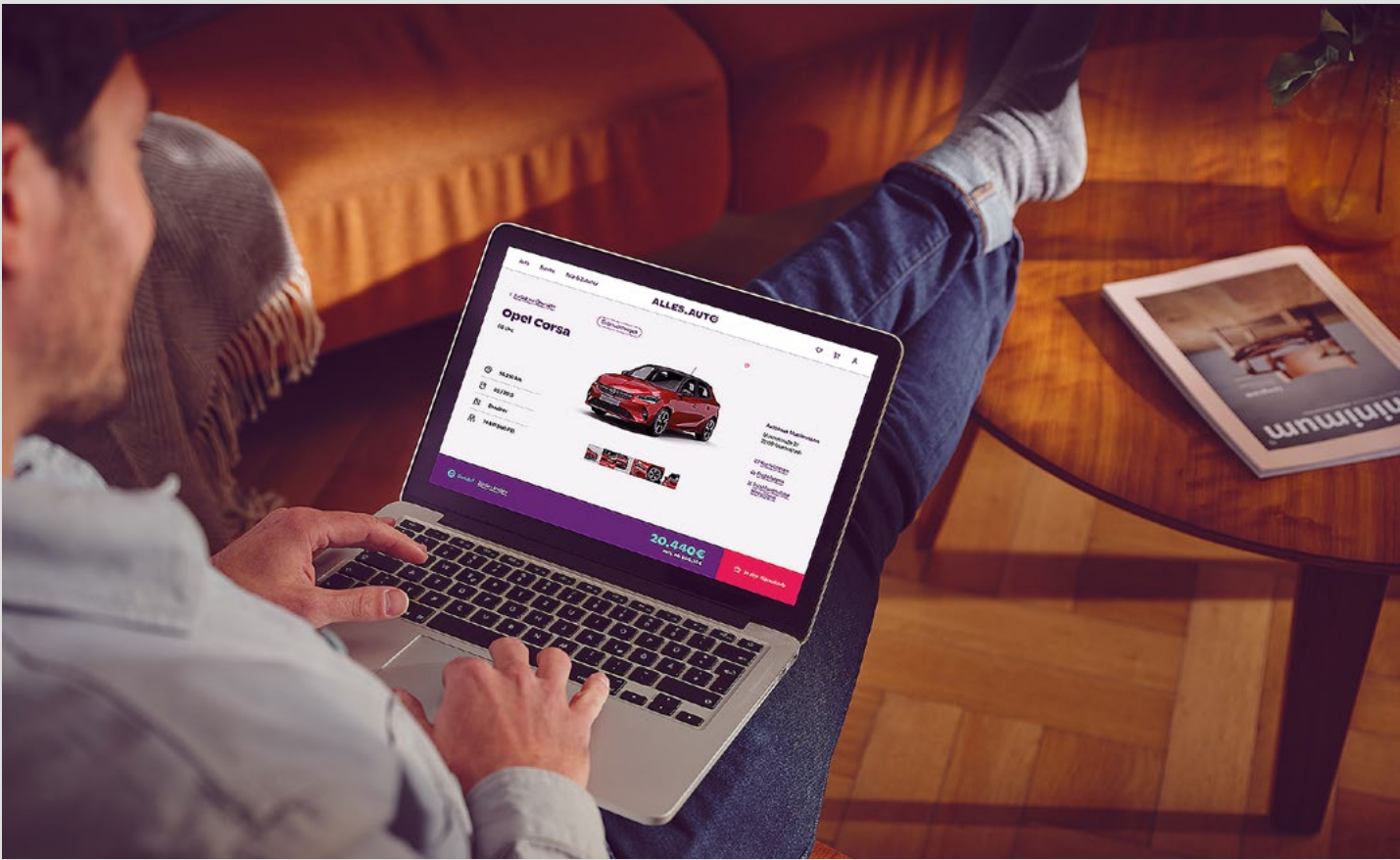
Buying, selling, accessories, garages: Everything is simply digital. ALLES.AUTO

The digital marketplace ALLES.AUTO opens up new opportunities for end customers and car dealerships. The platform offers a holistic range of services for buying and selling vehicles, along with finding accessories, making garage appointments and much more. On this site, all the services of a traditional car dealership have been transported to the digital world and brought together in a central location. IBM iX acted as the partner for the brand development, branding and customer experience of the new ALLES.AUTO platform.
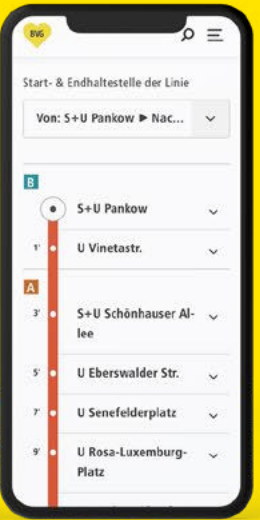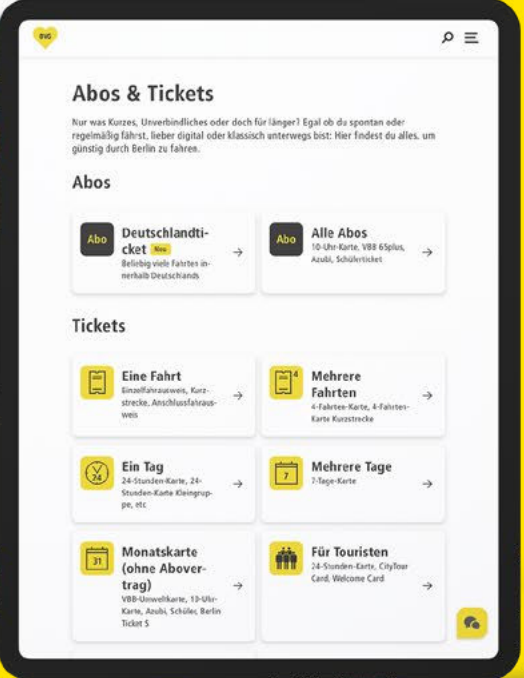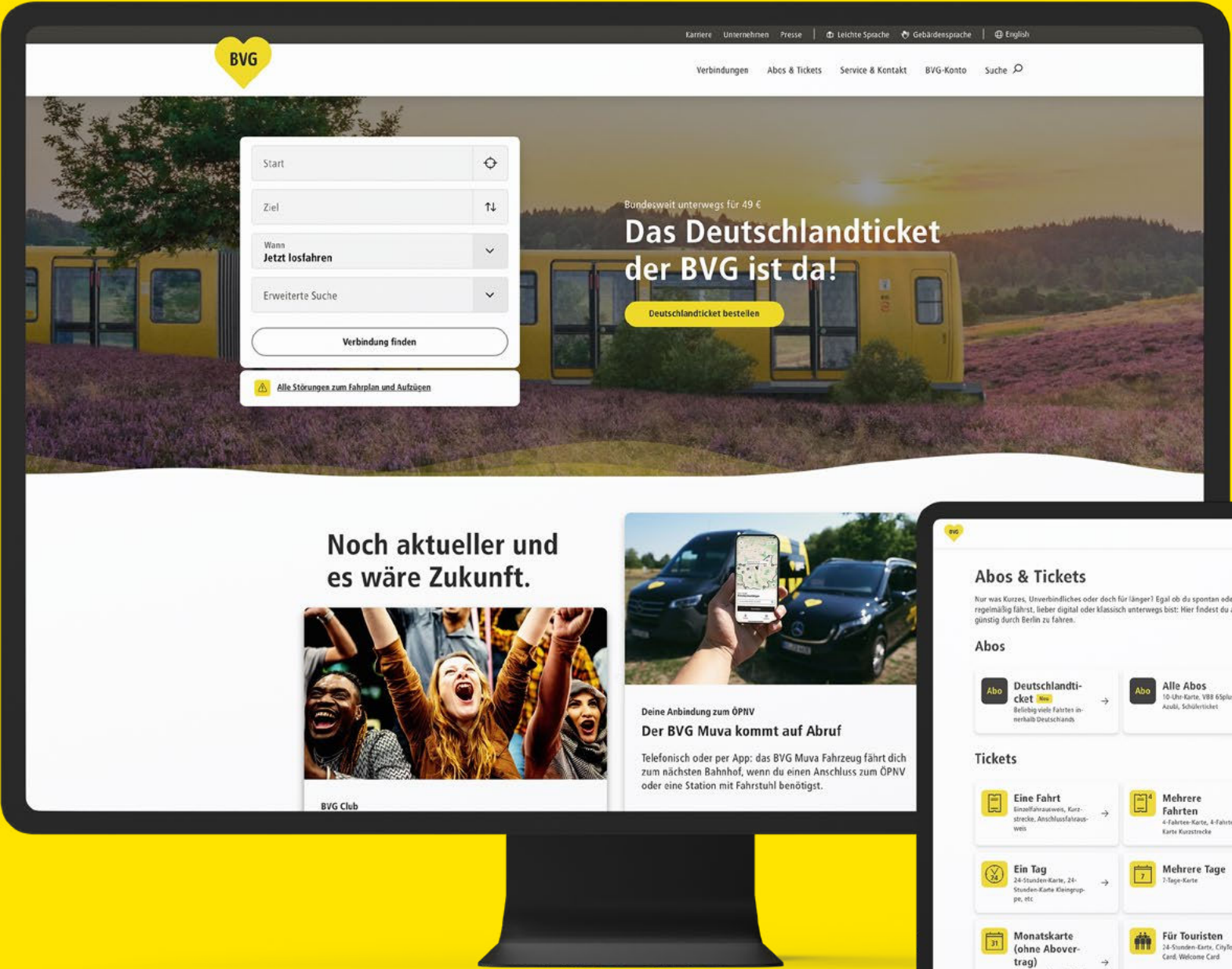
BVG – innovation meets design

To enable more Berliners to make the switch from personal motorised transport to efficient, green mobility, we built an online platform for the Berliner Verkehrsbetriebe (which runs Berlin's public transport network) that combines all this organisation's services.

IBM iX and BVG worked together in one innovation team, which is already known throughout the BVG: With our approach, we are trailblazers when it comes to outstanding design within the BVG. We operationalise strategies, detect problems, develop solutions and implement them. At each step of the process, we always keep the users at the heart of our work.

More about our
design-based
way of working

How can we ensure the journey really is the destination?

There are lots of technological trends in every industry, When we manage to select the right ones, tap into their potential and develop solutions that users will love – then we are heading in the right direction.

More customisation, more data, more mobility – what's happening in the travel industry?

What is driving the travel industry in post-pandemic times?
People have started travelling again. However, like many other industries, the travel industry is suffering from major staff shortages post-Covid as many employees chose to change careers during the pandemic. As a result, work processes are impacted and the customer experience is suffering. If the industry wants to attract more employees, it will have to increase costs for end consumers. As such, it is important that it finds solutions for customer management while simplifying, accelerating and automating operative processes through digitalisation.

Are people travelling in a different way today than they did three years ago?
For many, safety is a top priority. No one likes to be stranded far from home, regardless of whether they are on holiday or have gone away for business. Increasingly, travellers are making sure that they are properly insured and are travelling with established providers. Trust and brand image play a crucial role for consumers when they are choosing providers. In addition, sustainability has become an important issue for many people and has resulted in a change in travel behaviour with regard to destinations and methods of transport. As such, the option of CO2 offsetting should be considered and offered to customers.

What opportunities are opening up thanks to travellers' digital and mobile behaviour?
Today, each person is their own tour guide. Now that travellers have direct and instant access to all the travel information that they could ever need, they can plan their experience freely and dynamically. In turn, this entails lots of new expectations when it comes to making bookings, modifications or cancellations. For this to work, travel companies still need to make a great deal of information and services available digitally. If they manage to do this, providers will be able to unlock a wealth of potential. The interactions with travellers at all touchpoints can be compiled on customer data platforms and provide valuable insights.

What role do personalisation and AI play for the travel industry?
Travel is becoming an increasingly individual experience, with personalisation enabling providers to understand their customers better and make them appropriate offers. Now, this is where generative AI comes in: It can help providers take personalisation to new heights. By handling and accelerating operative process, carrying out intelligent searches and using a hyper-personalised "at scale" approach, AI has the potential to transform the industry and generate additional revenue.

Tristan Reckhaus
Executive Director, Travel & Transport Lead IBM iX

Lufthansa – going mobile with real-time data

No one likes it when flights are delayed – not passengers, and certainly not airlines. Lufthansa worked with IBM iX to come up with a way to share data with flight managers in real time. Relevant process information is pooled in an app so that users can stay up to date and access the information directly. This mobile solution helps to reduce errors and stress, while saving time and money.

"Flight managers love the app. They no longer have to carry lists around with them, spend eight hours a day on the phone looking for people or waste time searching for a PC somewhere in the terminal to look up data."

Tobias Heep, Project Manager for App Development, Lufthansa
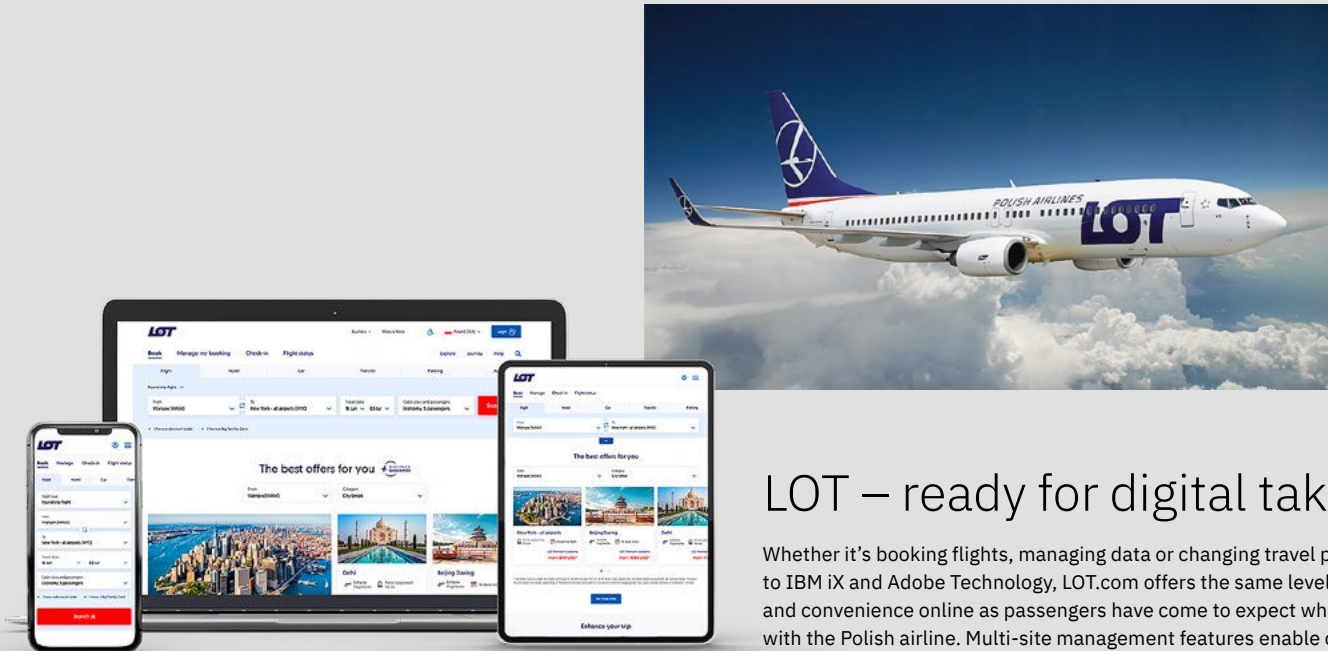
LOT – ready for digital take-off

Whether it's booking flights, managing data or changing travel plans: Thanks to IBM iX and Adobe Technology, LOT.com offers the same level of comfort and convenience online as passengers have come to expect when travelling with the Polish airline. Multi-site management features enable content to be created, updated and displayed individually for over 50 markets in 12 different languages.

Are we putting enough energy into sustainable energy?

The coming years will be decisive in the fight against the climate crisis. We must work together to avert the worst consequences of climate change. The energy transition is a key issue here.

Fortum – designing the energy transition

Bringing about transformation through design? Why not! The Finnish energy company Fortum wants nothing less than to find solutions to improve the world. In this case, it concerned itself with green mobility and the contribution that it could make to effectively using renewable energy for electromobility.

To help the company achieve its goals, we invited Fortum to join our IBM Garage – a tried-and-tested framework that brings together people, processes and technologies. Designers specialising in business, UX and frontend design, supported by colleagues from research and strategy, used hypothesis-based, iterative approaches to come up with a viable solution in a very short time frame.

Simply placing an additional battery next to a charging point would enable 100% green mobility on a large scale and keep the electricity network stable, while increasing the level of service provided by charging station operators and fleet owners.

Grid Care – a digital toolbox for energy supply companies

Digitalisation can trigger excitement among employees as well as customers – as Westnetz GmbH has proven with its "digital toolbox" for network technicians. Westnetz is part of the E.ON Group and is Germany's largest energy infrastructure company. As none of the standard products available on the market met its needs, Westnetz opted for a bespoke solution based on iOS – the "Grid Care" mobile app.

The app contains all the tools that network technicians need for their day-to-day activities: order and system data, maps from the geographic information system and supporting documents like circuit diagrams and maintenance manuals so that they can complete their work as efficiently and as safely and possible.

"Thanks to Grid Care and the process-related improvements associated with this solution, we have been able to significantly increase the productivity of our teams out in the field. Improved efficiency when planning and executing orders and administrative tasks means that our technicians gain up to 60 minutes of productive time each day."

Benjamin Jambor, Director of Regional Technology Grids and Product Management at Westnetz

"Energy supply companies have to reinvent themselves if they want to grow during the digital future. But it's easier said than done. How can we organise innovations sustainably and which investments are really worth it? The IBM Garage is able to answer these questions by always anchoring its agility and user-centricity in measurable business value."

Sebastian Schlage, Associate Director Digital Strategy IBM iX

Our solutions and contacts for the energy & utilities sector

The foundation has to carry the load. How can we make it digital?

In the manufacturing industry, where lots of stakeholders in the supply chain and production work together, efficient communication and organisation is a must. The digitalisation of processes, business models and data transmission is in full swing.

Industrial and trade companies are starting to be affected by the shortage of skilled workers. At the same time, people's expectations are on the rise. Customers want to be able to easily access information about companies, products and services online. The customer experience is playing an increasingly important role in offers and orders: They want to be able to do their shopping on a range of different channels. The digitalisation and self-service dynamics are decisive in the industry. The shift towards this needs to be monitored closely and communicated transparently. IBM iX works for Wienerberger and DOKA to drive digitalisation forward in the construction industry.

Our solutions and
contacts for the
construction industry
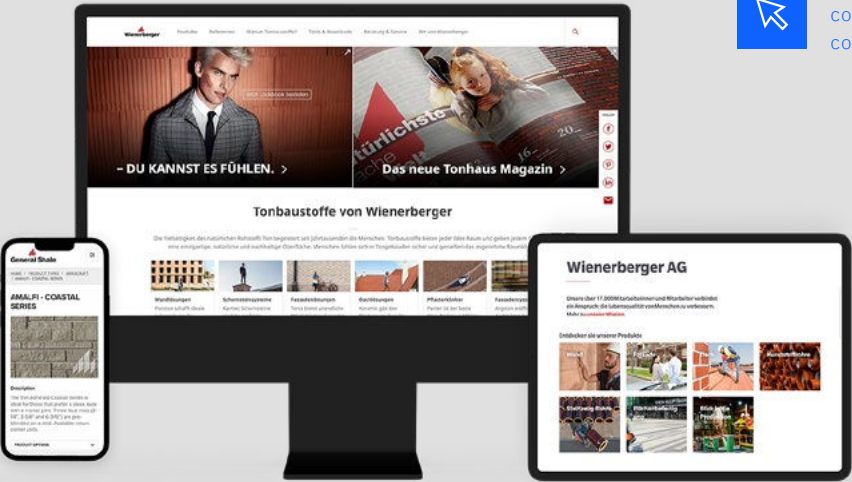
"With the new digital platform, we are able to get closer to our customers, inspire them, collaborate with them and develop joint innovations. The platform offers opportunities for innovative and future-oriented processes and services, opens up new areas of business and changes our company along the entire value chain."

Heimo Scheuch, CEO der Wienerberger AG

Digitalisation needs to make a foray into sales, marketing and services

How far along is the industrial sector in its digital transformation?
The degree of readiness varies wildly by sub-sector. On the one hand, we have noted that almost half of all companies do not have the technology needed to digitalise their marketing, sales or services. In this respect, we are often looking at the fundamental topics of digitalisation, like self-service solutions, sales force automation and data strategies. On the other hand, some companies are experimenting with all-new, digital business models and are driving forward the refinement of processes that have already undergone a transformation.

What topics/challenges from the industry are customers currently concerned about and will they remain relevant in the future?
Following price increases over the last few months, the costs of raw materials have now settled at a higher level. Sometime these prices drop again, meaning that companies paid too much for the raw materials, in retrospect. The supply chain issues caused by the coronavirus pandemic and the war in Ukraine have once again alerted companies to just how vulnerable their value chains are. Companies are also forging ahead with sustainability measures, although these endeavours are at quite a low level overall. Furthermore, the shortage of skilled workers poses a crucial issue for the industrial industry and, of course, digitalisation. There is a lot of work to be done!

What advice should we give to industrial companies that view digitalisation with a critical eye?
It is important that people understand digitalisation as the key for overcoming challenges at many levels. In sales, for instance, the digital transformation means that manual work processes and the preparation of quotes can be automated and challenging customer requirements can be more efficiently met by self-service. This saves working hours and money, increases employee and customer satisfaction and can help companies to create attractive jobs for skilled workers returning to the workforce.

Max Anger
Head of Digital Strategy Consulting IBM iX
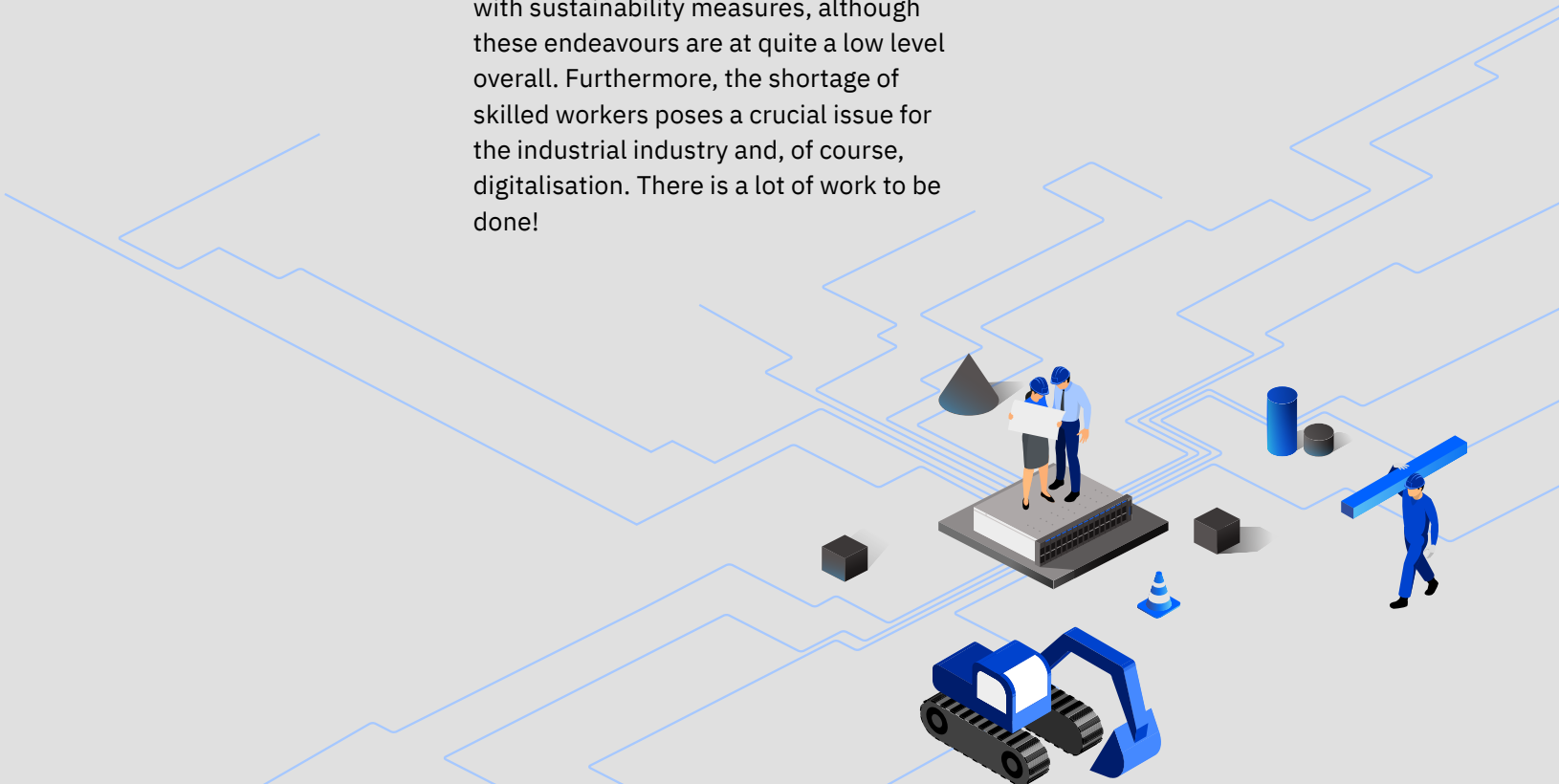
Ever experienced a solution that comes before the challenge?

We develop
digital products,
services
and holistic
experiences
that connect
people
and generate
added value.

Digital transformation from a single source

IBM iX is a consultancy, digital agency, design studio and tech company all in one.

Our teams support people, brands and organisations in an agile and collaborative way: from the analysis and initial idea, to the business case, design vision and MVP development, right through to the roll-out and operation.

Integrated, sustainable, user-centric. If positive interactions and real added value for people are the outcome, then we are heading in the right direction.
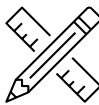
We advise

Strategic consulting with extensive technology and industry expertise

We design

Experience design and communication with impact

We develop

Engineering and development of platforms, services and products

We operate

Agile management, workflows and implementation

Digital business consulting

Digital advisory
Research, insights & assessment
Data & analytics
Marketing, commerce & CRM strategy
Platform architecture
Digital ventures & innovation
Digital portfolio management
Business case & modelling

Customer experience strategy
Experience consulting
Omnichannel strategies
Experience ecosystems
Marketing automation & AI

Experience design & communications

Experience design
Experience design strategy
Enterprise Design Thinking
Customer journey & service design
UX/UI design
User research & testing
Design systems, DesignOps

Brand & communications
Brand strategies & brand design
Communication & marketing campaigns
Content strategy & SEO
Editorial services & media production
Content marketing & social media

Engineering & development

Digital experience platforms (DXP)
Marketing & communication platforms
Experience management platforms
Commerce platforms
Customer relationship management
Customer data platforms
Field sales & service platforms

Custom development
Prototyping, POC, MVP
Ecosystems & marketplaces
Mobile app development
Headless applications & microservices
Employee & collaboration platforms
Hybrid cloud & AI

Workflows & Operations

Workflows & Ways of Working
Agile at Scale
Product & Program Management
Change, Enablement & Governance
Business Process Design
Marketing-as-a-Service

Implementation, Support & Automation
Implementation & Rollout
Experience Management Services
Application Maintenance & Support
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Process Outsourcing

Strong technology partnerships

In addition to extensive web and mobile tech expertise, we have long-standing premium partnerships with the leading providers of digital experience platforms (DXP) and sales, CRM and commerce software.

Adobe
Platinum Solution Partner

We are an Adobe Platinum Global Partner and Adobe Partner of the Year 2023 – with expertise dating back to 1998 and capabilities for the entire Adobe Experience Cloud. With over 100 local, 200 nearshore and 500 offshore consultants, we have been able to execute more than 450 projects for our customers.

Understanding customers and creating experiences

From personalisation to retail and workflow management: The Adobe Experience Cloud offer companies a range of solutions for outstanding customer experiences.

Content management
Developing, managing and delivering outstanding experiences to boost customer engagement and brand awareness.

Personalisation
Adjusting marketing campaigns to users' needs and designing, implementing and scaling individual customer experiences in real time.

Analytics
Collecting and merging customer data across every channel and touchpoint, while using AI to generate unique insights that help optimise experiences.

SAP Customer Experience
Platinum Solution Partner

We are a long-term platinum partner for SAP CX and SAP Commerce, Marketing and Customer Data Cloud implementation. We help our customers to create seamless and ultra-personalised customer journeys.

Optimising every moment

The SAP Customer Experience Portfolio covers every step, from the first contact with a customer to the final decision to make a purchase. We implement the right SAP solutions for marketing, sales and customer relationship management.

E-commerce
Tapping into market opportunities and driving forward growth on e-commerce platforms that meet the needs of the company at hand.

Customer data solutions
Boosting revenue targets and growth objectives with solutions for customer identity and access management, data protection and customer data platforms.

Marketing
Automating marketing campaigns and implementing them on a global scale.

Salesforce
Global Strategic Partner

We have been a global Fullforce Partner for Salesforce Sales, Service, Marketing and Commerce Clouds for over 20 years now. Thanks to the combination of Salesforce experts and extensive industry expertise, we can steer customers towards a human-centric omnichannel experience based on the Customer 360 platform.

Releasing innovation

We combine the power of Salesforce with the right strategies, design, integration and technology. This results in intelligent experiences, scalable innovations and growth opportunities for your business.

Service transformation
Supplying outstanding service experiences throughout the entire customer journey and becoming a trusted advisor with results-oriented business models.

Sales transformation
Optimising distribution and sales processes with data-driven features, analyses and integration over the entire span of the lead-to-cash process.

Streamlining integration
Developing a consistent customer data approach with MuleSoft integration features that combine employees and customer data via front and back office processes and systems.

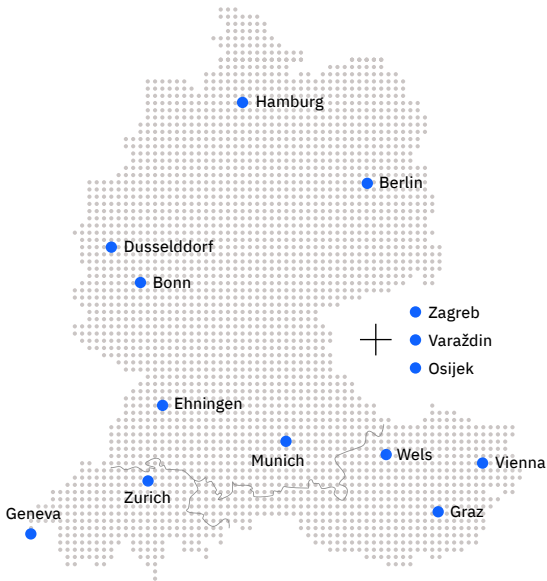# IBM iX – The Experience Agency of IBM Consulting

We work with around 1,200 experts in more than 10 studios throughout Germany, Austria, Croatia and Switzerland so that we can always be close to our partners and customers.

On a global level, IBM iX has 57 studios and works with around 17,000 experts. In addition, we have access to all IBM's resources.

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Let's walk
the talk …

…and
design
the future
together!