


TRANSFORM EXPERIENCE. TRANSFORM BUSINESS.

**HCL'S ACTIVATE+
METHODOLOGY: DELIVERING
VALUE IN THE AGE OF DIGITAL**

SHAWN BRODERSEN, CTO, SAP PRACTICE



Activate+; Deliver with Velocity.
The right speed. At full speed.
With direction.

Human Experience Design braided with Enterprise Process Design.

Design for Personas & Processes.

Design Strategy braided with Benefits Realization.

Move from Design Thinking to Design Doing.

Design Thinking braided with Agile Delivery.

Executed with a global, industrial, delivery model.

**Braided demand funnels, design and process,
into a common agile execution engine.**

Deliver and operate at full speed.

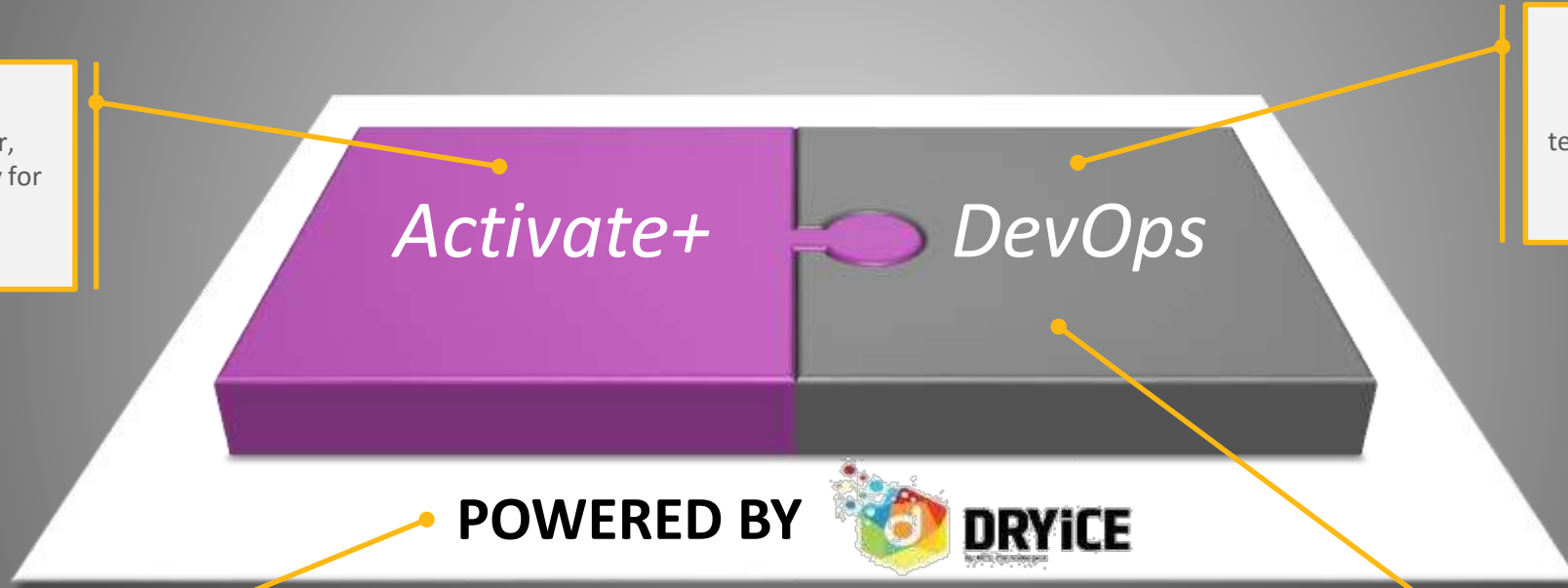
Braided Discover, Design, Do pods.

Diverse. Cross-functional. Talented.

Activate+ POWERED BY DRYiCE

Braided design & deliver, hybrid-agile, methodology for SAP.

A set of practices aimed at establishing a culture and environment, where building testing, and releasing software can happen rapidly, frequently, and more reliably.

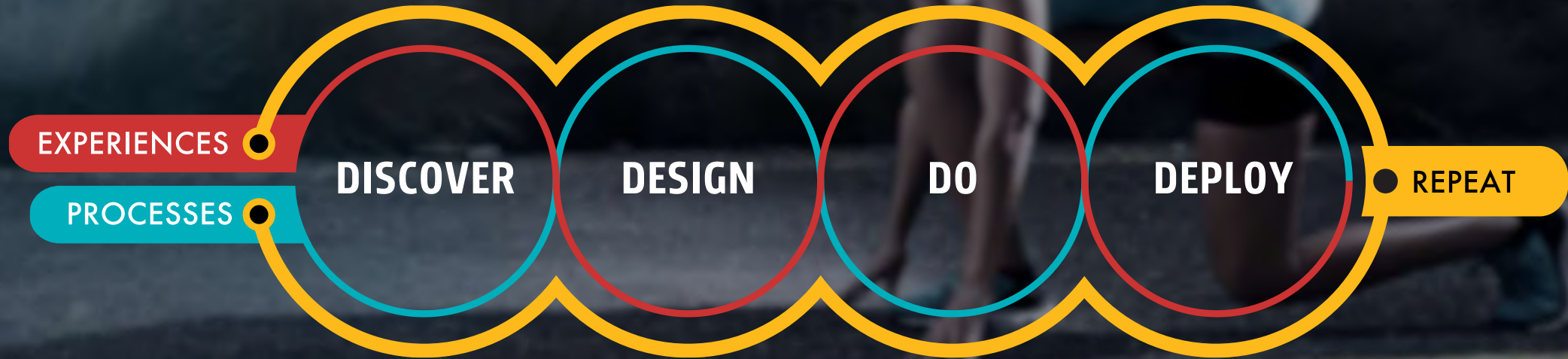


HCL's over-arching framework and services for Automation & Orchestration. It is tools agnostic.

Supported by a DevOps Toolchain which is specific to a SAP ecosystem.

Activate+ Delivering Velocity.

The right speed. At full speed. With direction.



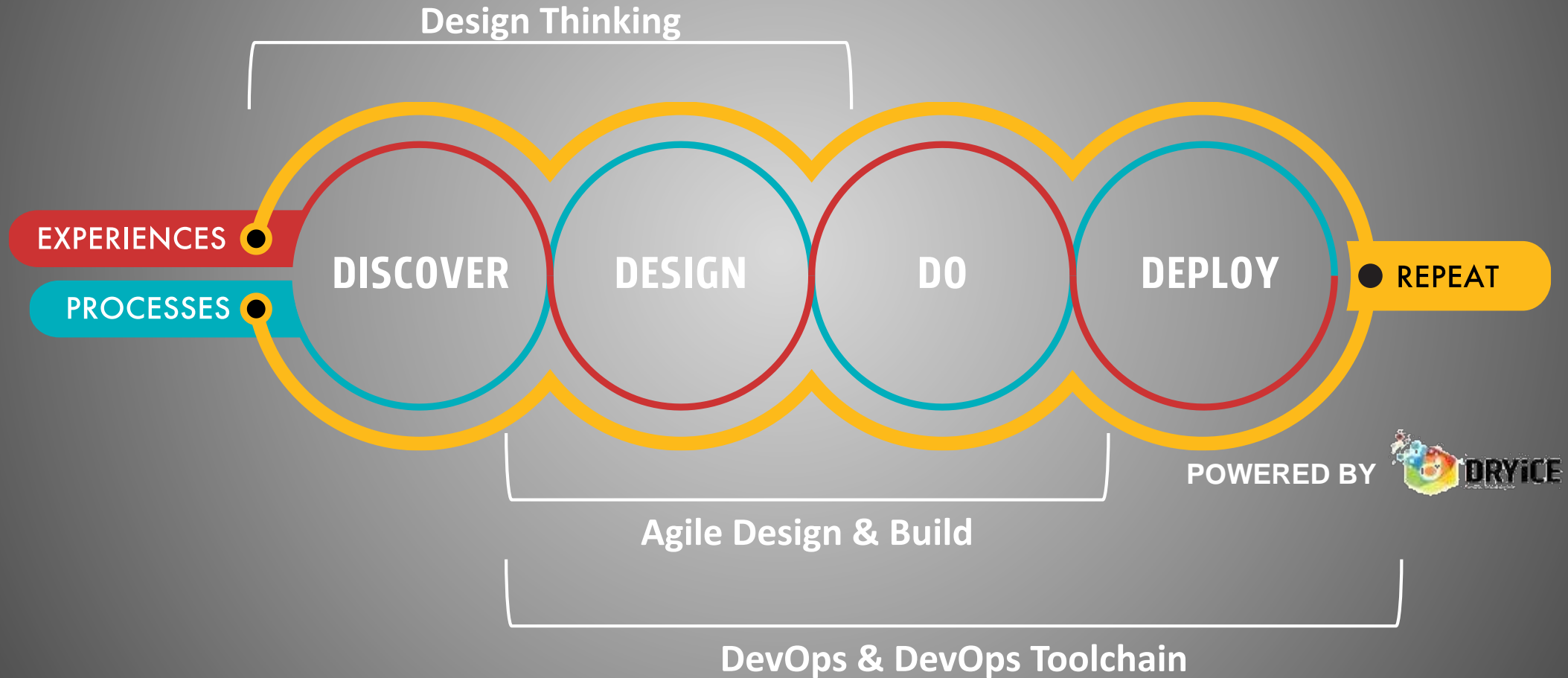
Reimage &
Reinvent
Together

Design & Validate
Together

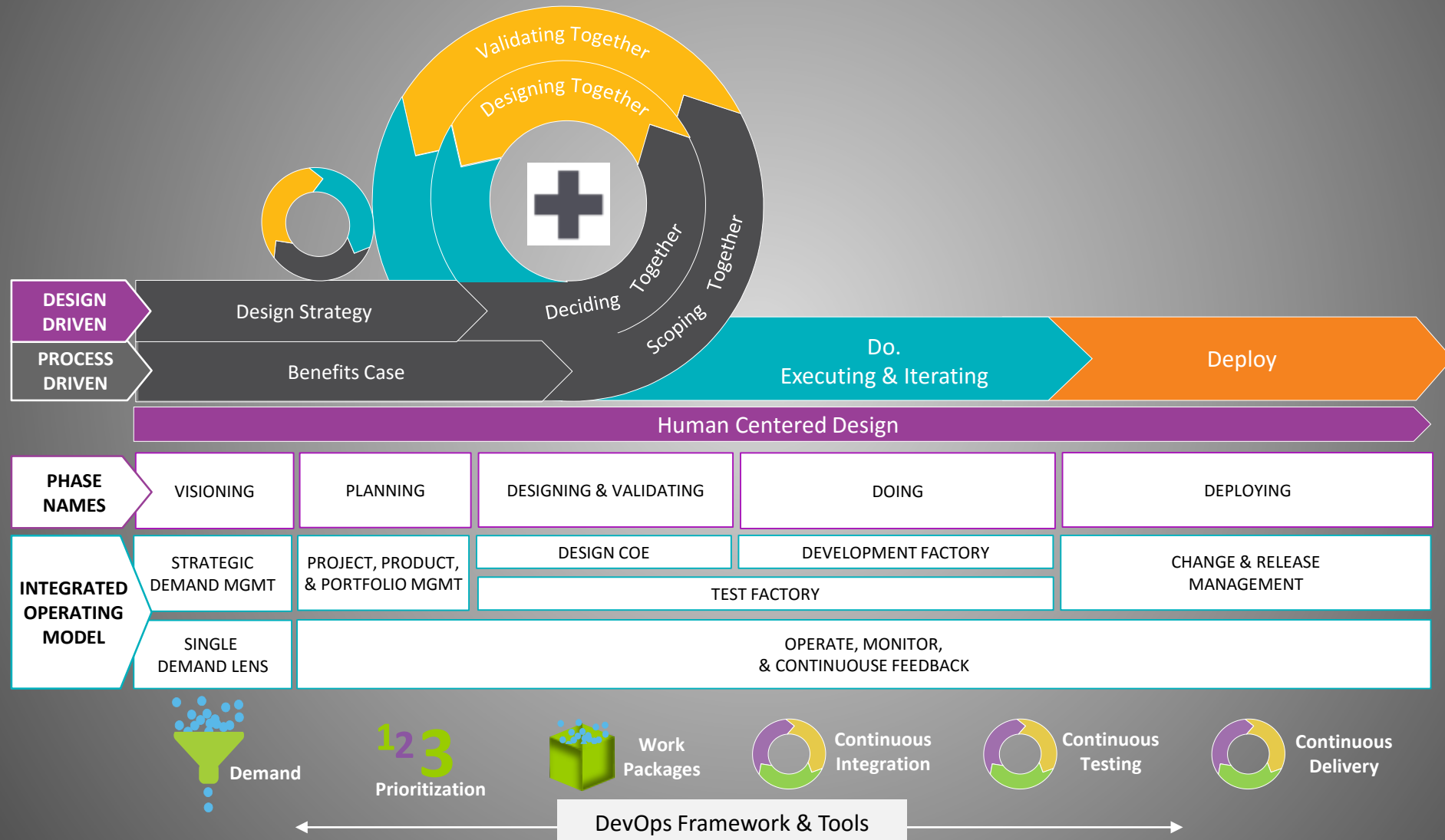
Execute & Iterate
Together

Launch & Learn
Together

Braided with DevOps



HCL Activate+ Methodology



The importance of design driven differentiation.

By definition, a **best practice process is non-differentiating**. Any business can choose to adopt it.

Starting at the end. Designing for the **Human Experience.**

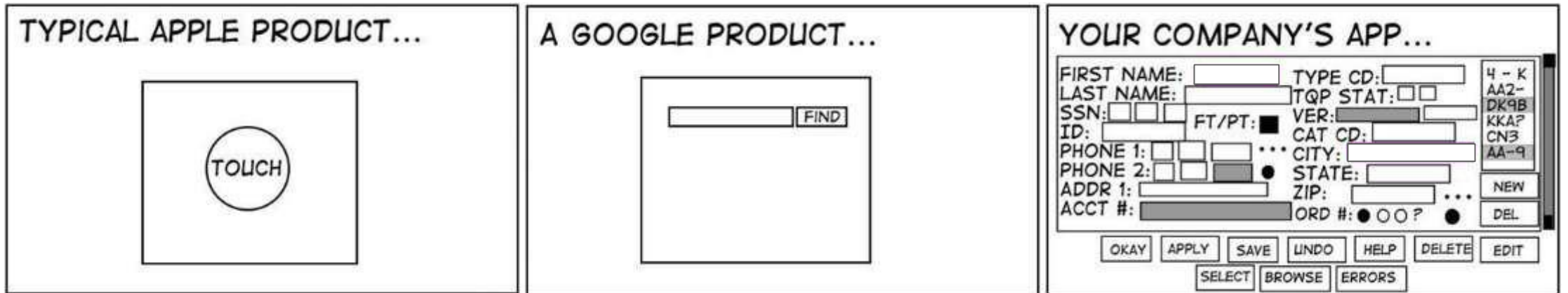


know me
anticipate me
guide me
nurture me
listen to me
sell to me

Consider the entire Human Experience.

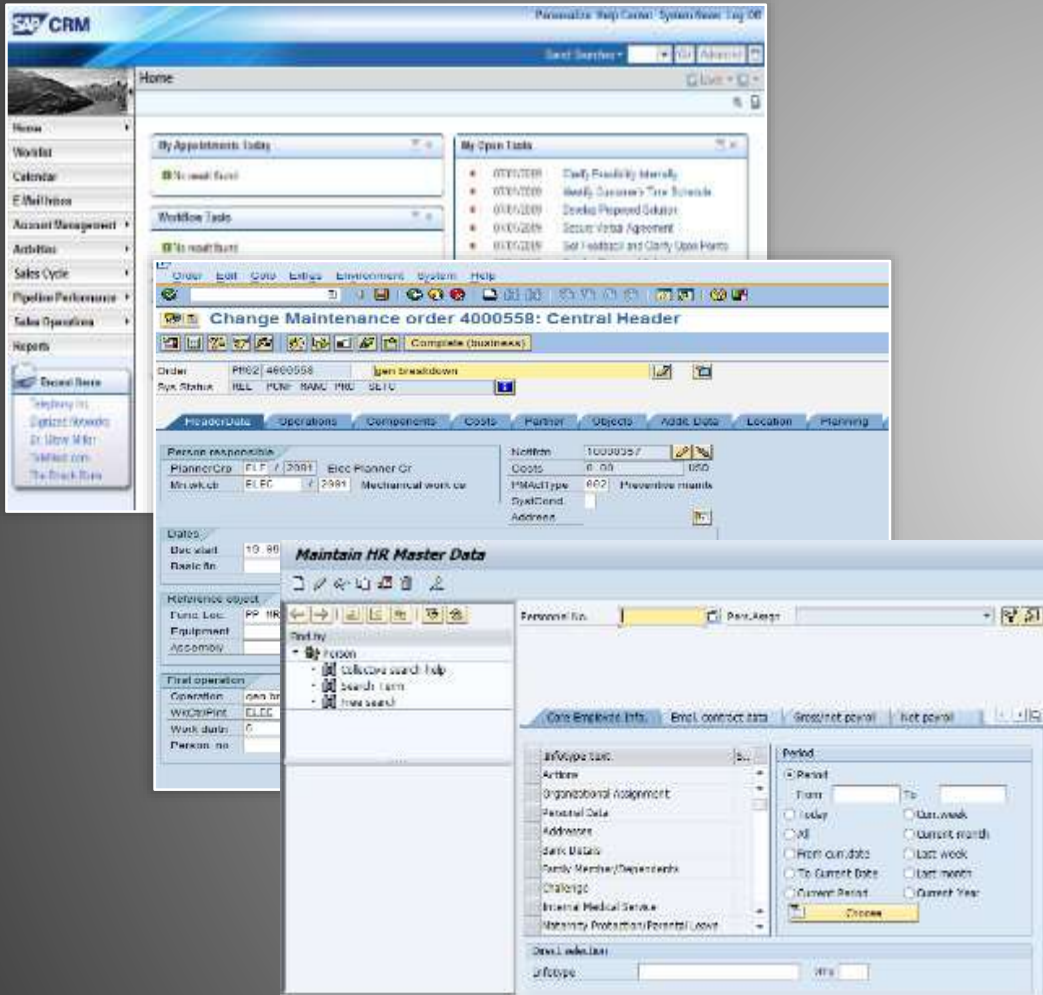


Problem Statement



STUFFTHATHAPPENS.COM BY ERIC BURKE

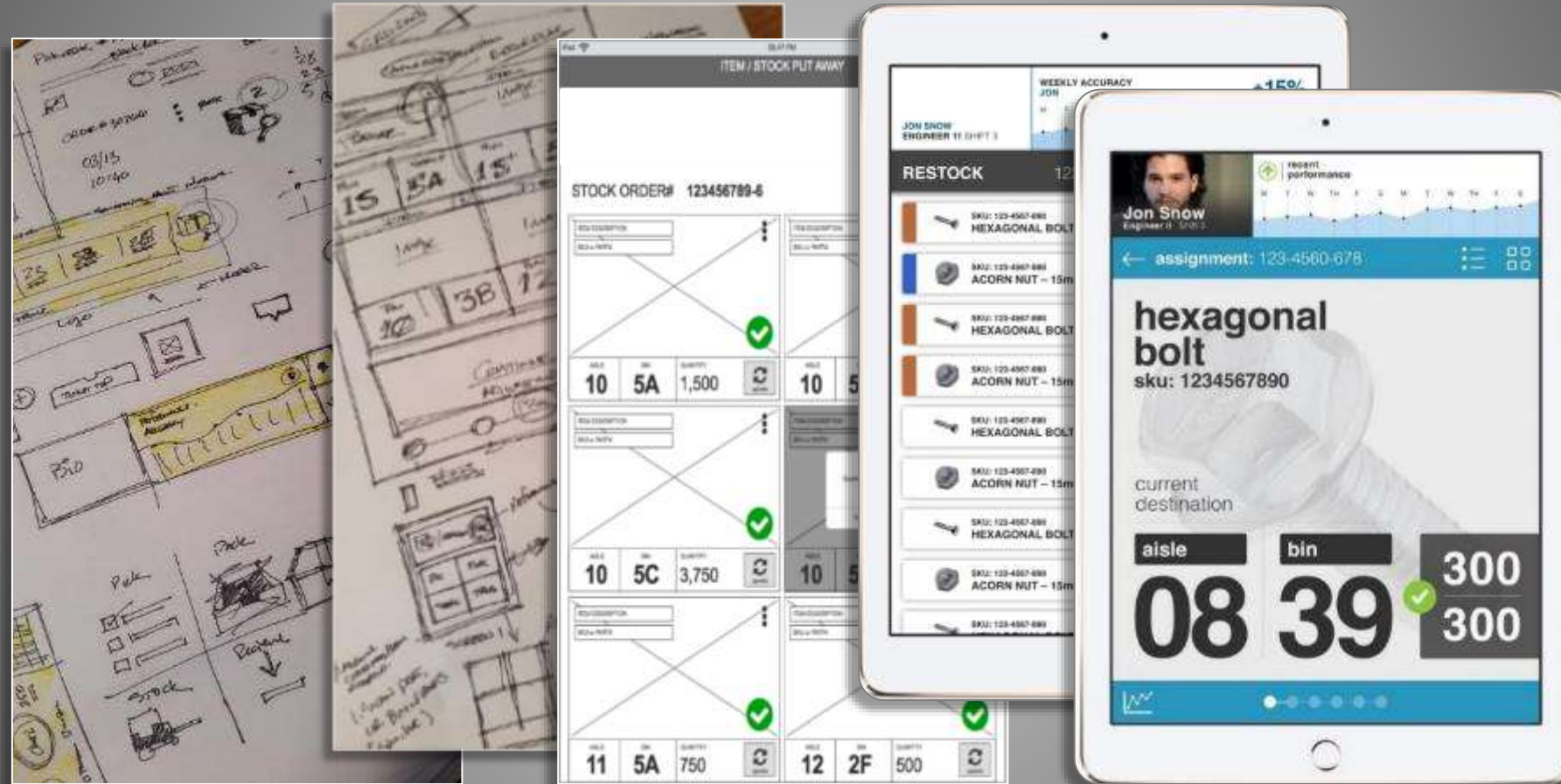
This is SAP.



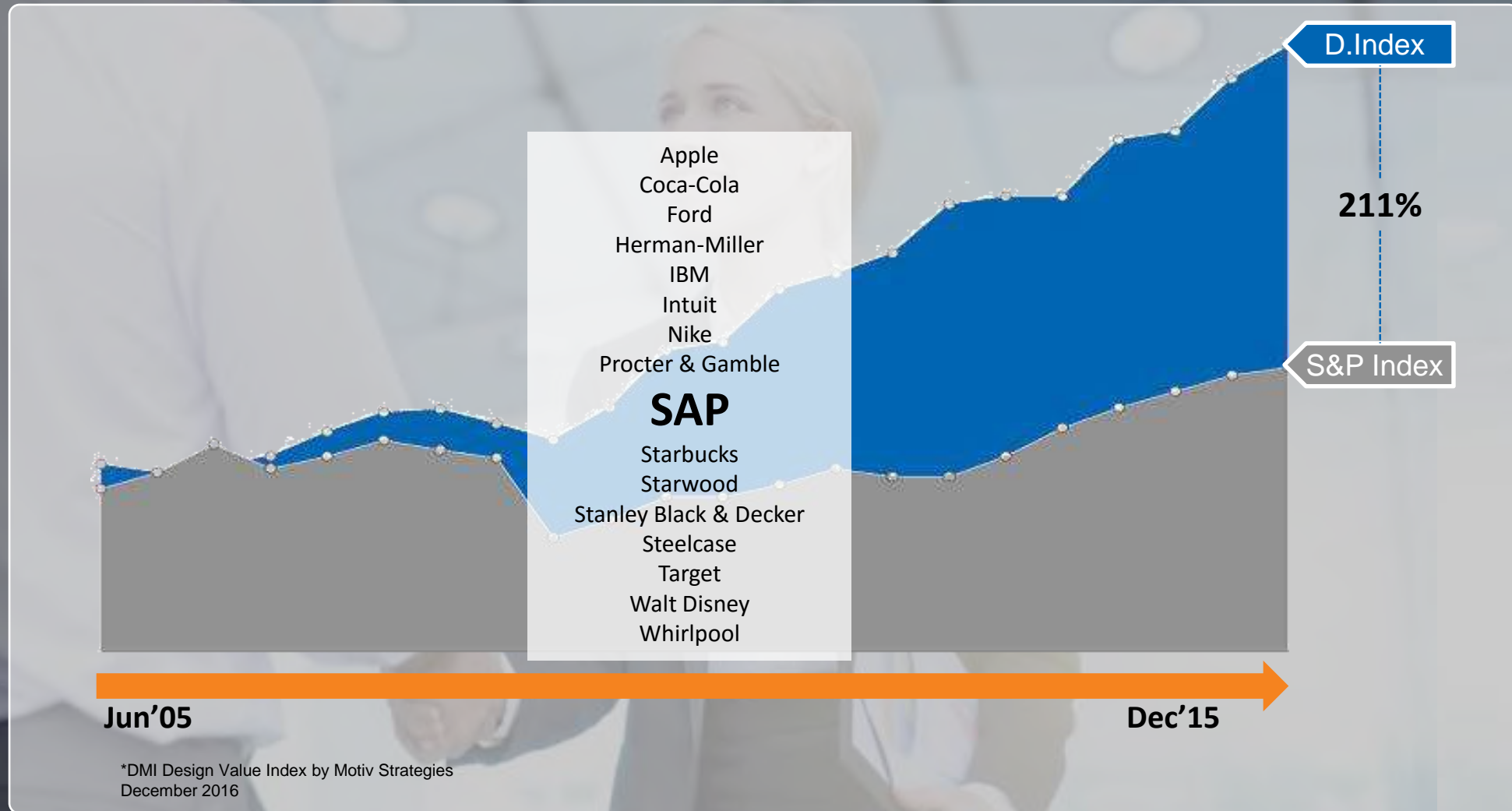
And so is this.



Reimagine with 123 Design



Design driven business is good business.




Jun'05

Dec'15

*DMI Design Value Index by Motiv Strategies
December 2016



**Transform the Human Experience,
and you will Transform Business**



**design is not absent process.
our braided approach.**

Process Digitalization Approach



10%
design driven



**Standard
Best Practice**



**Strategic
Persona**



90%
process driven

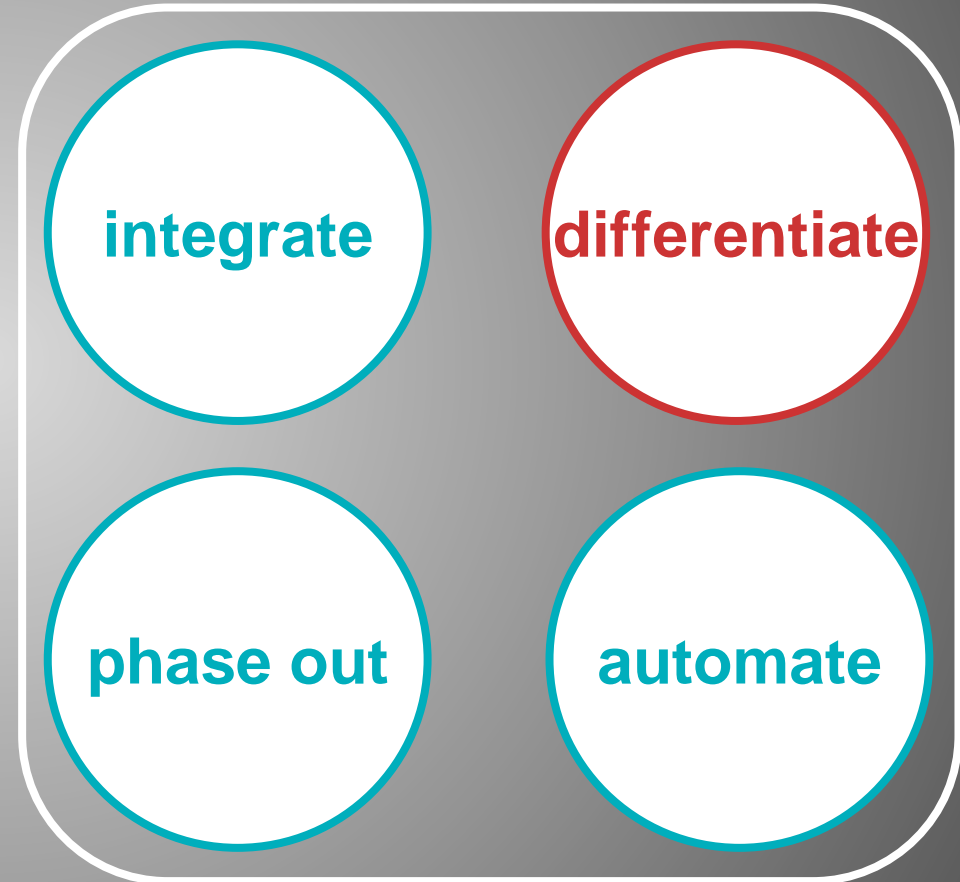


**Adopt
& Improve**

**Re-imagine &
Make New**

Process Digitalization Approach

make new
make better
intelligently





Transform Experience. Transform Business. Repeat.

HCL

*Relationship*TM
BEYOND THE CONTRACT

\$7.3 BILLION ENTERPRISE | 115,000 IDEAPRENEURS | 32 COUNTRIES

 **WATCH THE FILM**