



# Pega Catalyst Methode zur Realisierung nutzerzentrierter Innovationen

Tom Pauly, Director - Digital Transformation & Client Innovation - EMEA,  
Pegasystems

19. September 2019 | PEGA







© 2019 Pegasystems Inc. CONFIDENTIAL

Exclusive Sponsor  
  
accenture

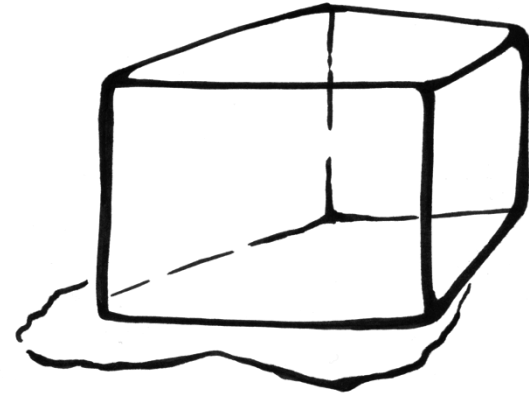
  
**PEGA**<sup>®</sup>  
Build for Change<sup>®</sup>

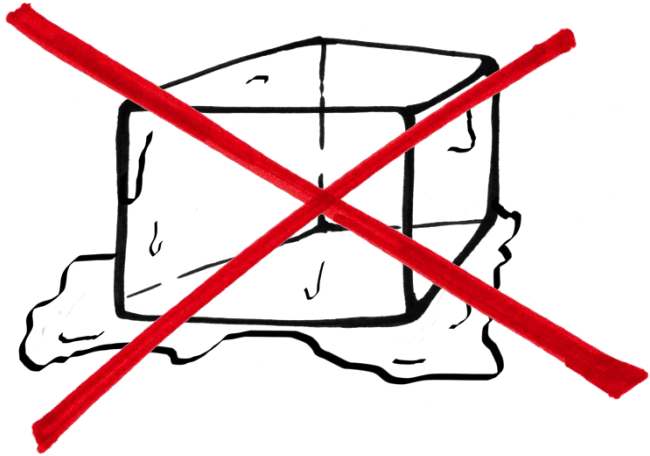
# INNOVATION



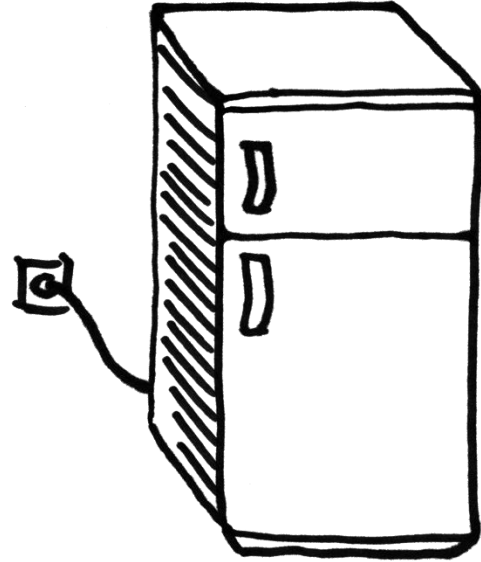
SHARING ECONOMY		Uber	SUCCESS STORY		INNOVATION
INNOVATION	SUCCESS STORY		SHARING ECONOMY	Uber	
	Uber	INNOVATION		SUCCESS STORY	SHARING ECONOMY

# ICE HARVESTING

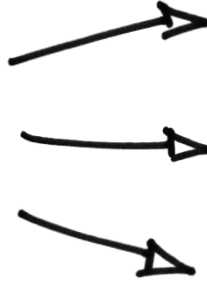




**VS.**

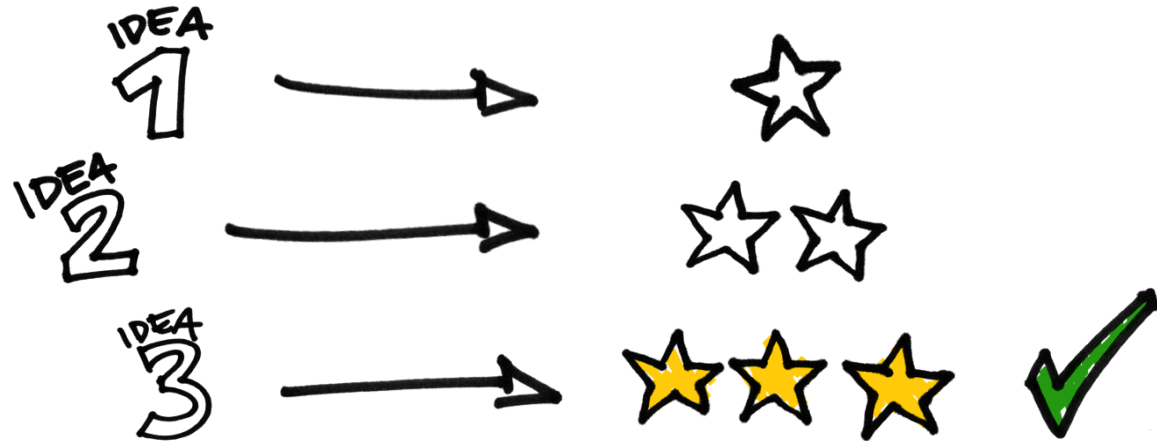


1. Principle:  
**PEOPLE**



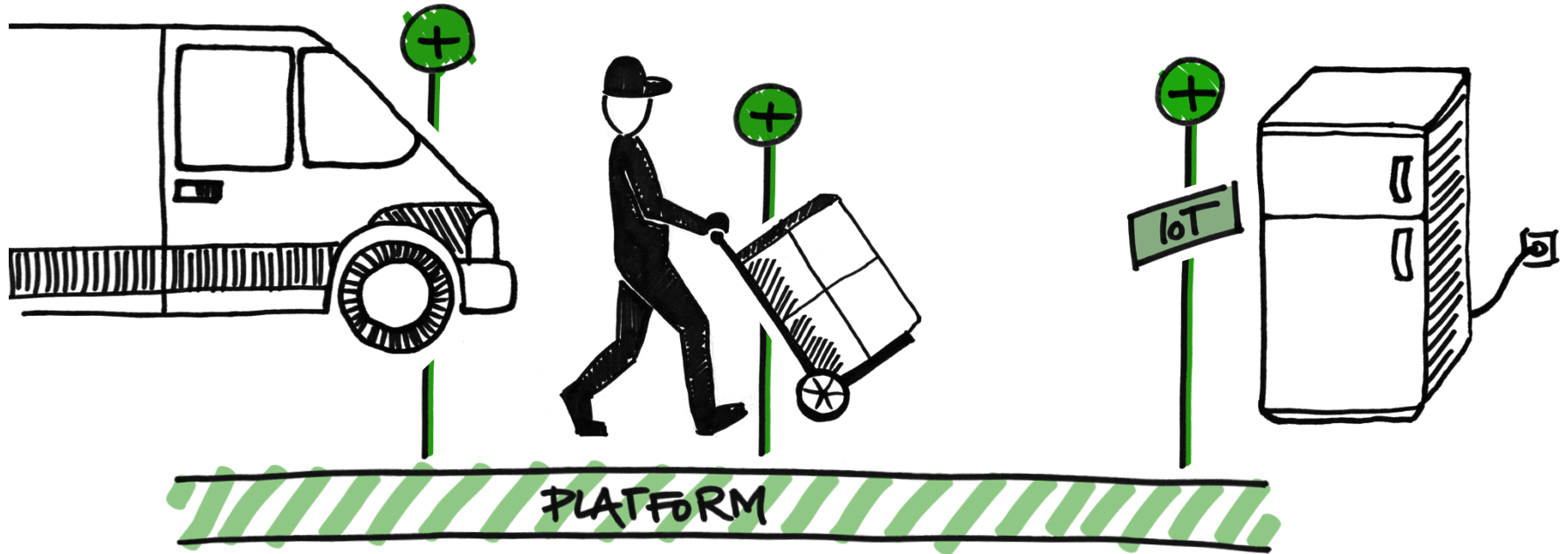
2. Principle:

# VALIDATED LEARNING



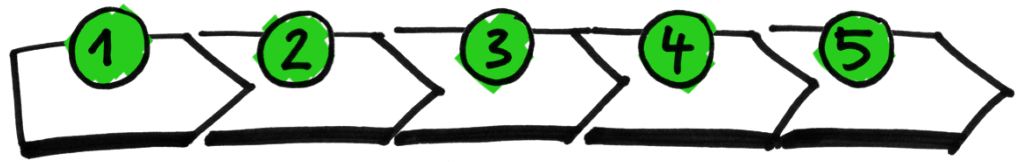
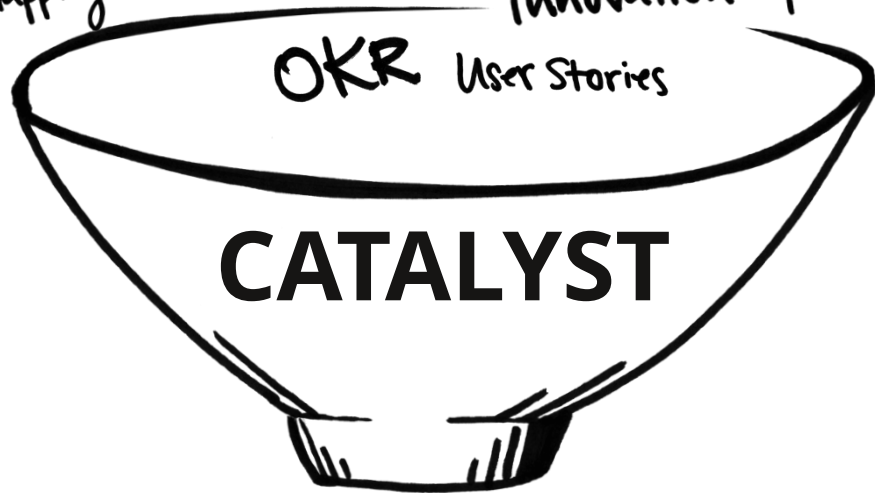
3. Principle:

# CAPABLE PLATFORM





Lean Start-Up  
Customer Journey Mapping  
Jobs-to-be-Done  
Service Blueprints  
Design Thinking  
Solution Map  
Business Model Canvas  
Innovation Sprints



Step #1

# FRAME

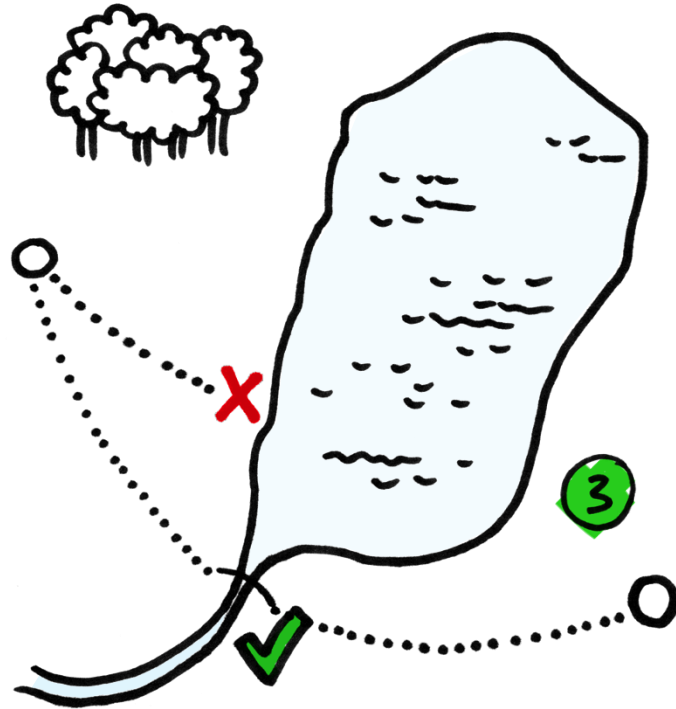


Step #2

# FOCUS

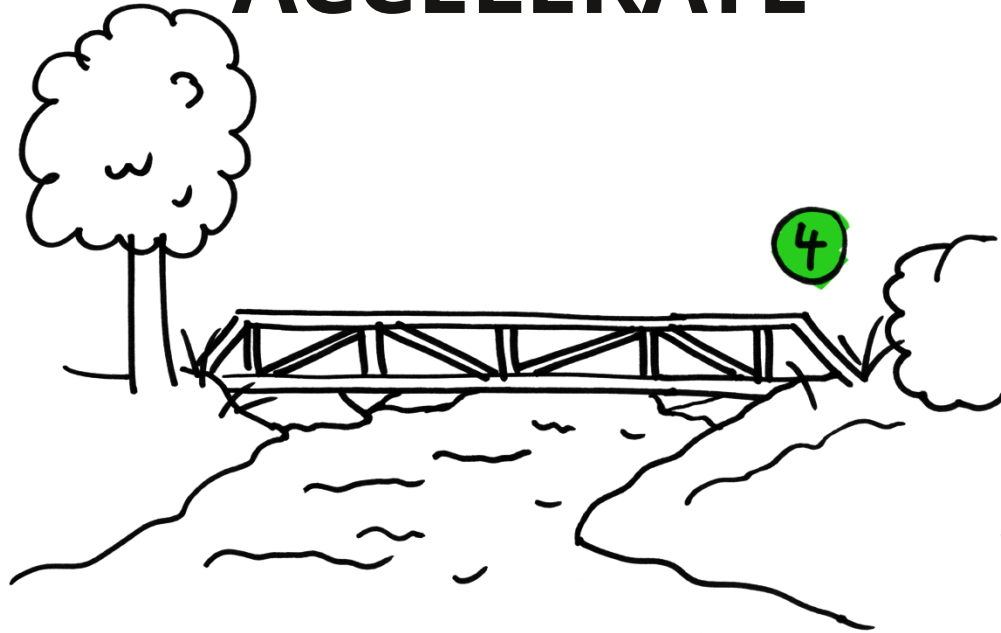


Step #3  
**SPARK**

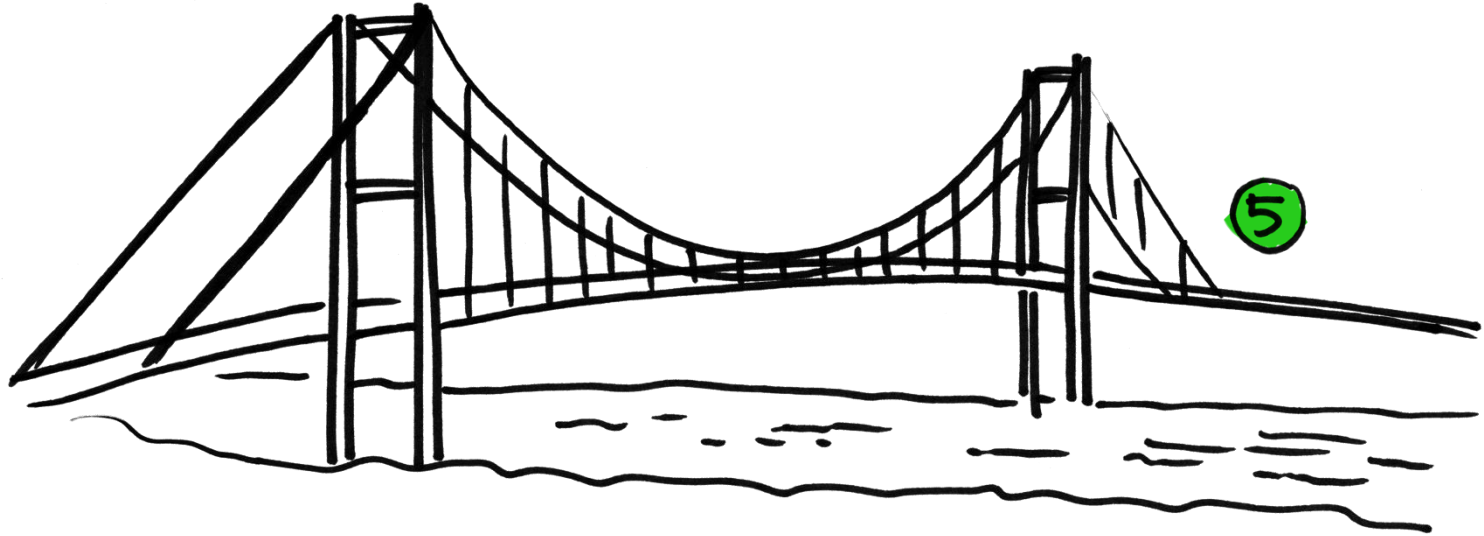


Step #4

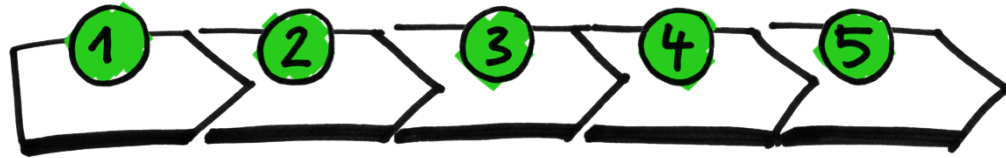
# ACCELERATE



Step #5  
**SCALE**



accenture



**If you like a cold beer on  
the other side of the lake call us.**

