



Pega Catalyst Methode zur Realisierung nutzerzentrierter Innovationen

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Pegasystems







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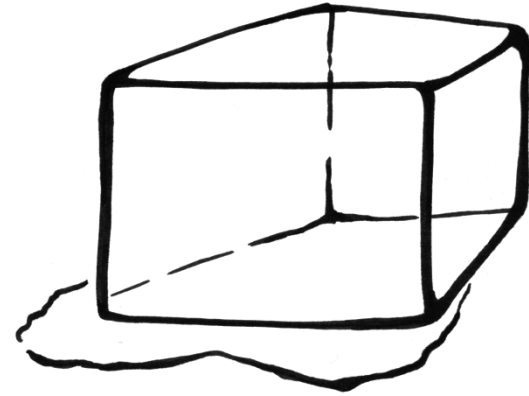
INNOVATION & TRANSFORMATION

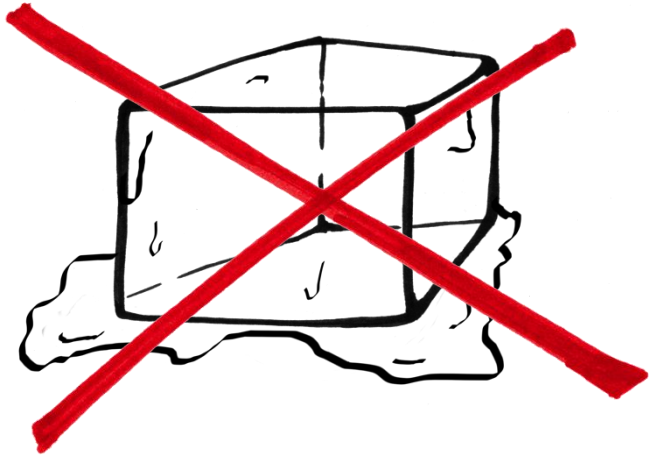


SHARING ECONOMY		Uber	SUCCESS STORY		INNOVATION
INNOVATION	SUCCESS STORY		SHARING ECONOMY	Uber	
	Uber	INNOVATION		SUCCESS STORY	SHARING ECONOMY

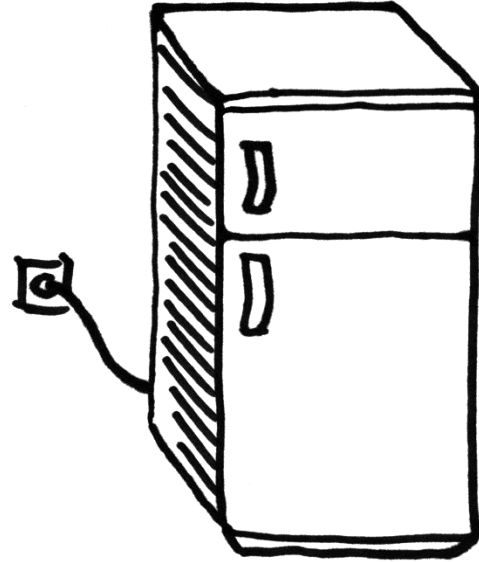


ICE HARVESTING

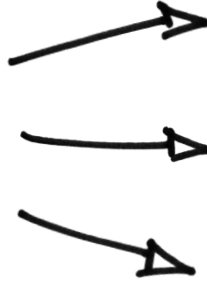




VS.

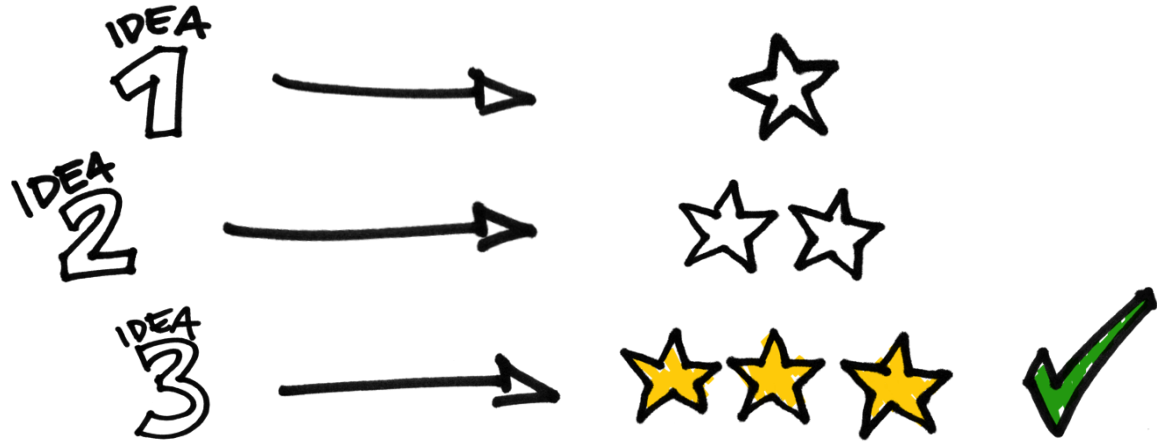


1. Principle:
PEOPLE



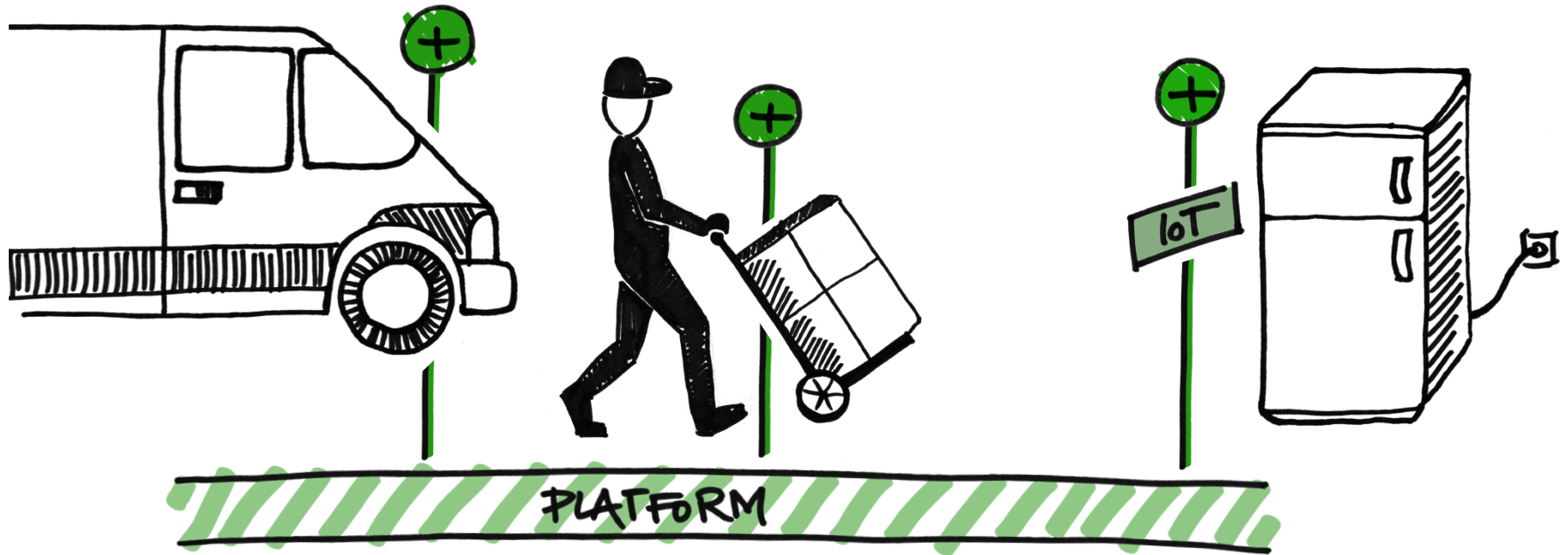
2. Principle:

VALIDATED LEARNING

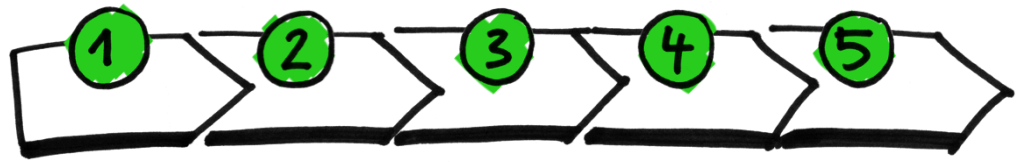
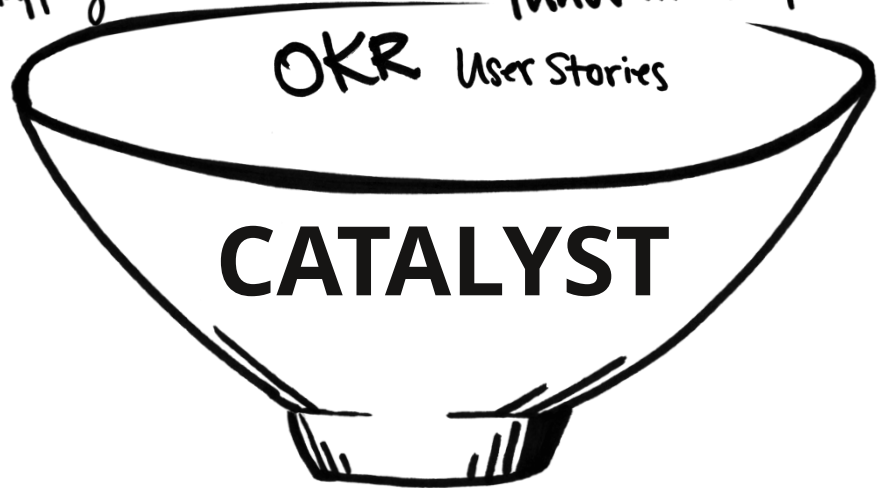


3. Principle:

CAPABLE PLATFORM



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



Step #1

FRAME

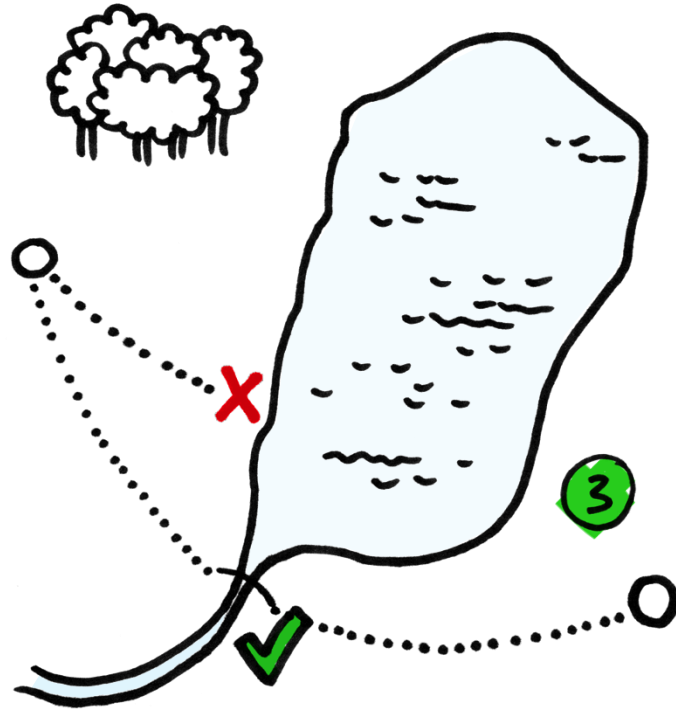


Step #2

FOCUS

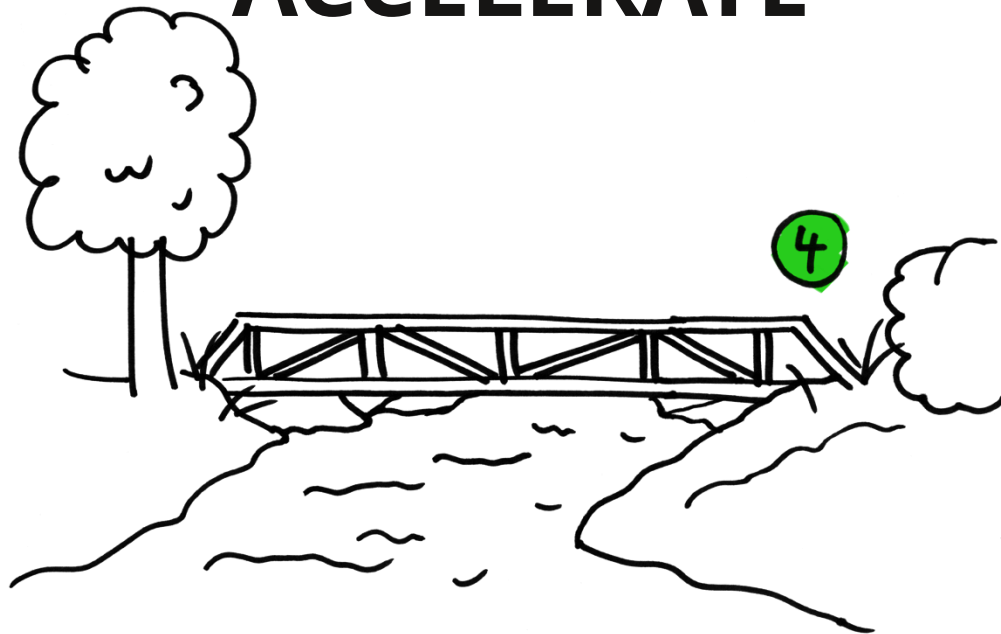


Step #3
SPARK



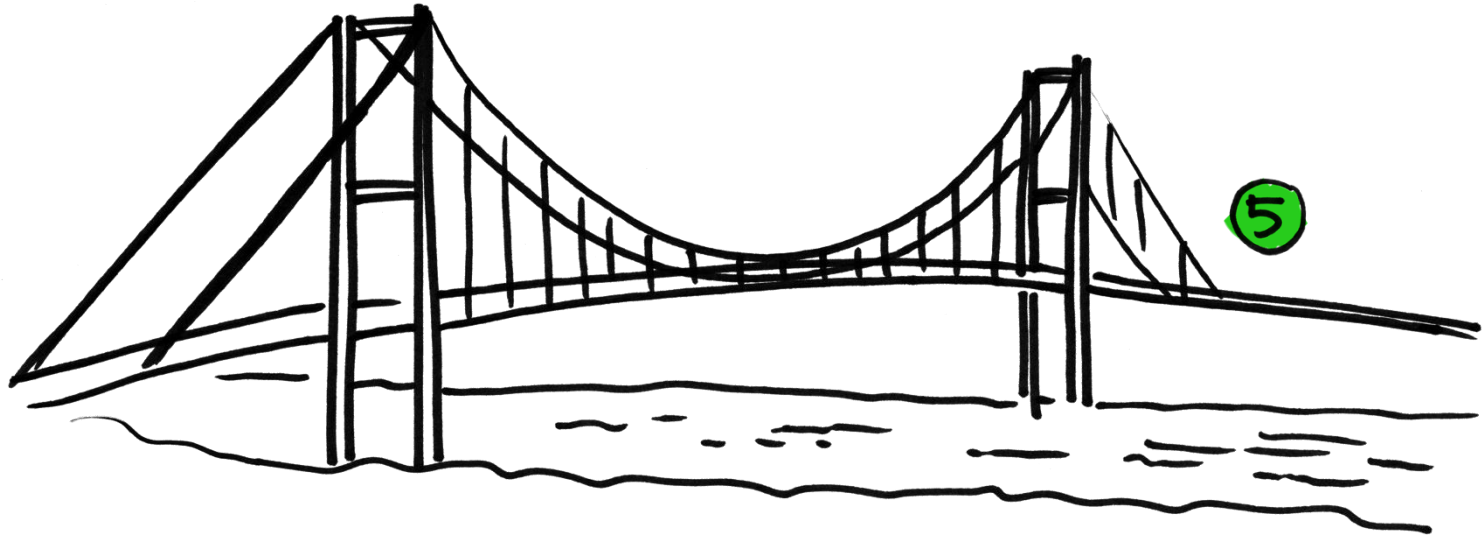
Step #4

ACCELERATE

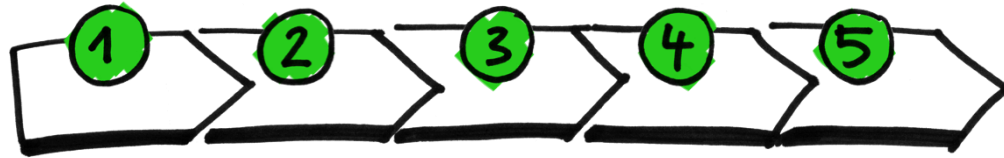


Step #5

SCALE



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

