
Enterprise Design Thinking:

Delivering Experiences that Matter

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Morning!



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Scale

45 studios

50-300
teammates

175 countries

380,000
employees

billions of users

“Scale”

107
years old

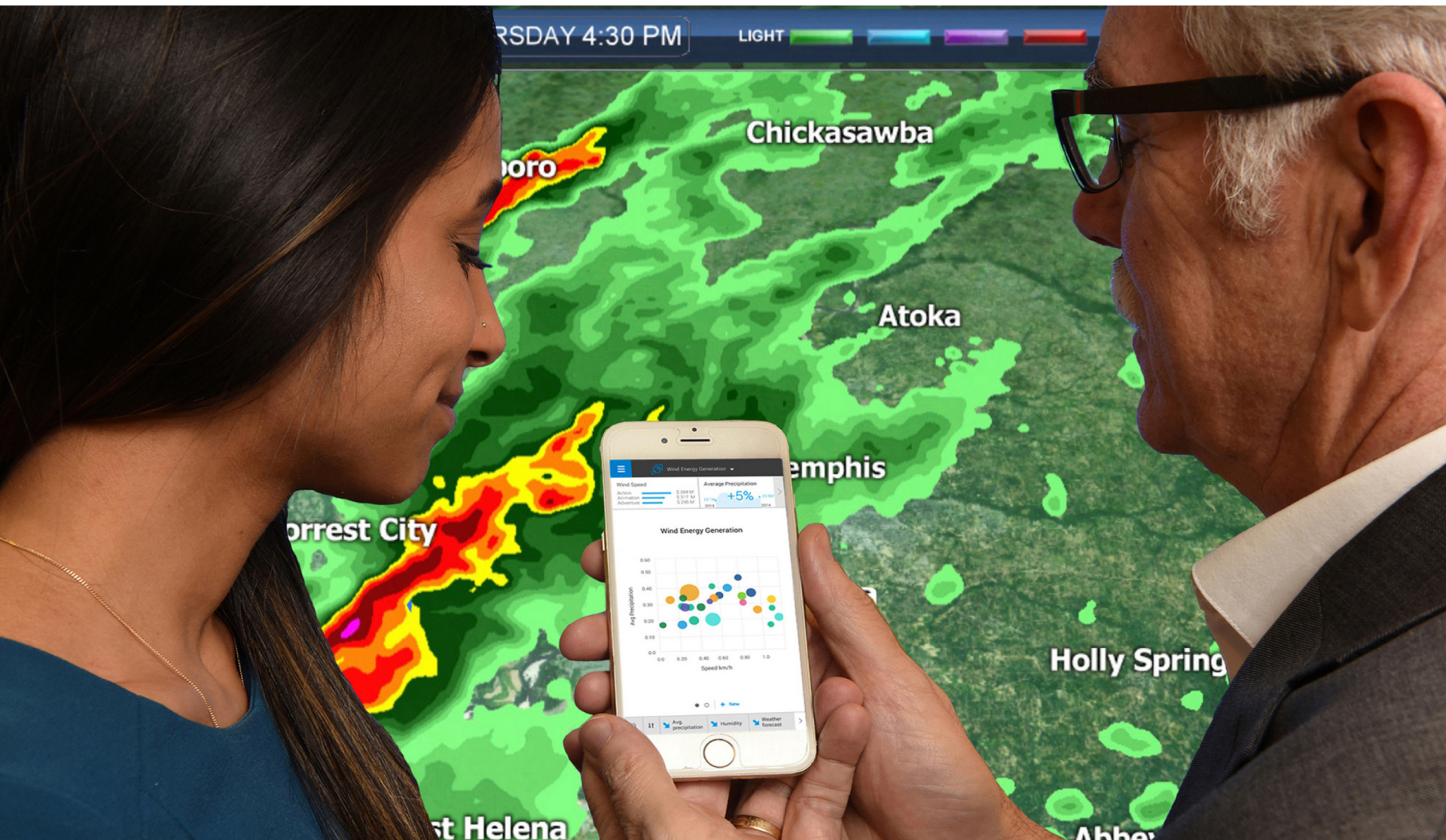
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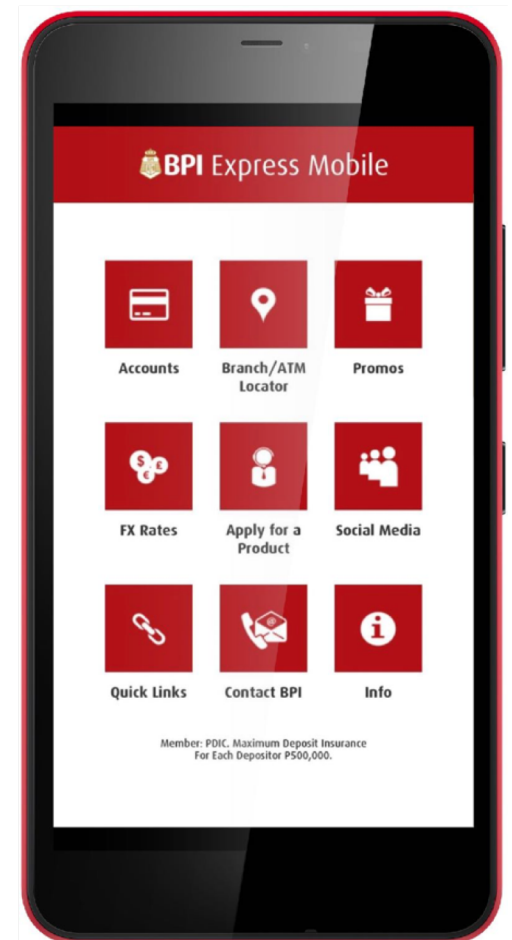














Experiments

Docs

Forum

Repo

Account

—
49 of 56
units used

IBM Q

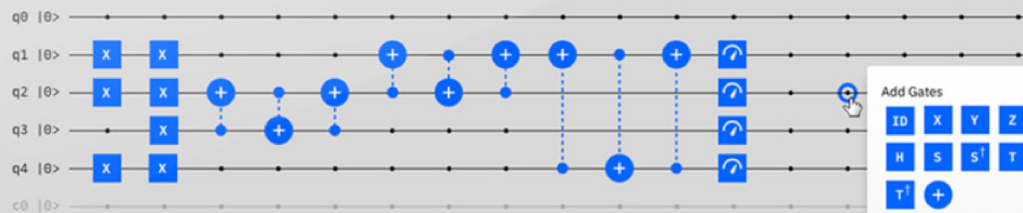
Project
Shor's Algorithm
Multi7x7Mod15

Machine
Q100
Live

Topology
5 qubits

View
Composer

Run



Add Gates



Barrier



Operations



Results	Q0	Q0	Q0	Q0	Q0	Final states
Gate Error	1.87	1.87	1.87	1.87	1.87	
Readout Error	4.10	4.10	4.10	4.10	4.10	
	CX0	CX0	CX0	CX0	CX0	
MultiQubit Gate	3.71	3.71	3.71	3.71	3.71	

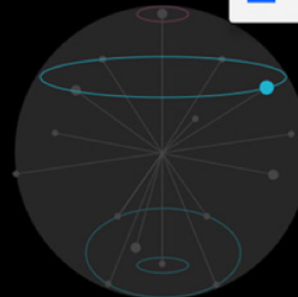
Machine Details

Calibration:
2012-07-28 07:44:22

Fridge Temperature:
0.0140228 K

[Start Calibration](#)

[Further Details](#)







Carol Nichols

@Carols10cents

1998:

- Don't get in strangers' cars
- Don't meet ppl from internet

2016:

- Literally summon strangers from internet to get in their car

RETWEETS

103,191

LIKES

159,477



384



103K



159K



Change

**We used to change
what we worked on.**

We used to change
what we worked on.

**Now we're changing
how we work.**



Create a
sustainable
culture of design
and design
thinking at IBM

Enterprise Design Thinking at IBM

ibm.com/design/thinking

Our Framework

The Principles

The Loop

The Keys

The Principles



A focus on user
outcomes



Restless
reinvention



Diverse
empowered teams

The Loop



Observe



Reflect



Make

The Keys



Hills

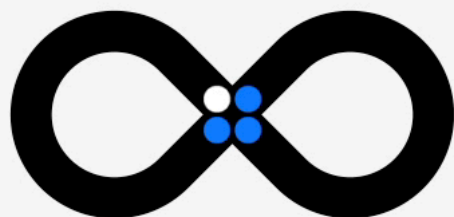


Playbacks

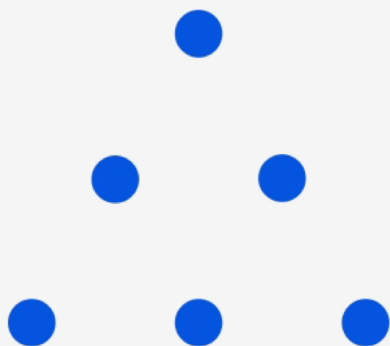


Sponsor
Users

We want to
create **better**
outcomes,
faster.







A cluster of blue dots and circles of varying sizes, some solid and some semi-transparent, arranged in a circular pattern around the word "Watson".

Watson

A cluster of blue dots and circles of varying sizes, some solid and some semi-transparent, arranged in a circular pattern around the word "Security".

Security

A large, dense cluster of blue dots and circles of varying sizes, some solid and some semi-transparent, arranged in a circular pattern around the word "Cloud".

Cloud



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.

.

.

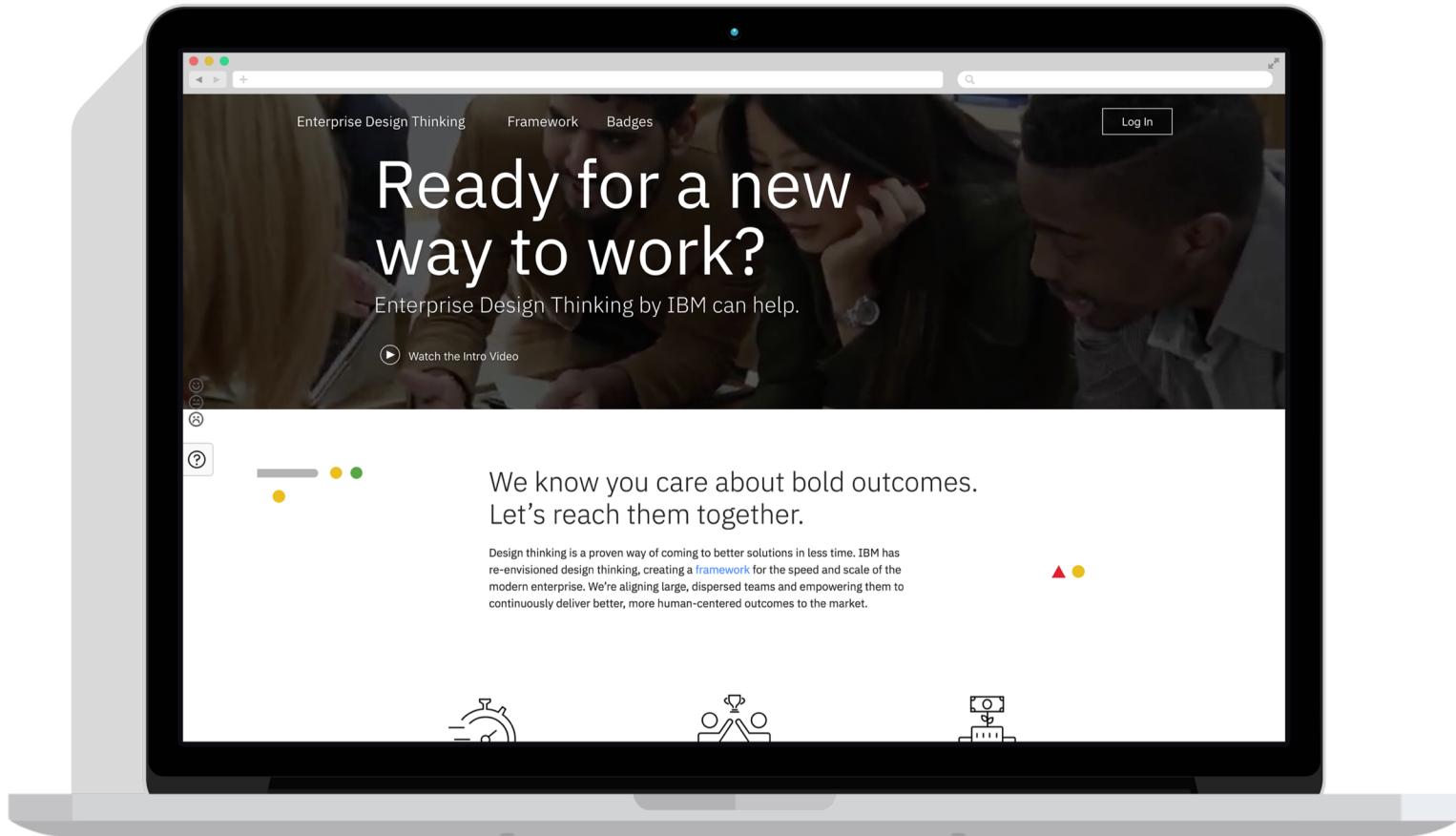
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- *Whole team co-creation*
- *Peer-to-peer coaching*
- *Executive advocacy*







Enterprise Design Thinking

Framework

Badges

Log In

Ready for a new way to work?

Enterprise Design Thinking by IBM can help.

Watch the Intro Video



We know you care about bold outcomes.
Let's reach them together.

Design thinking is a proven way of coming to better solutions in less time. IBM has re-envisioned design thinking, creating a [framework](#) for the speed and scale of the modern enterprise. We're aligning large, dispersed teams and empowering them to continuously deliver better, more human-centered outcomes to the market.



Our approach



**In-Person
Training**

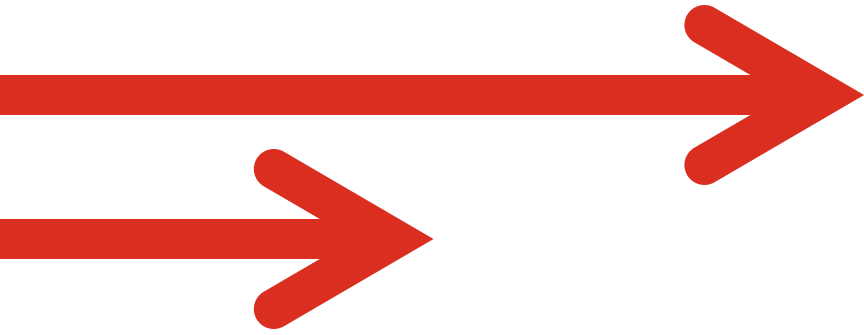


**Online
Learning**



**A System of
Measurement**

2x



**Faster
to Market**

>

300%

**Increase
in ROI**

380,000
employees

140,000

Enterprise

Design Thinkers

IBM Security Design Team



36

teammates

Locations







IBM Security Connect



X-Force Command

Cyber Tactical Operations Center

A first-of-its-kind training, simulation and security operations center.

The IBM X-Force Command Cyber Tactical Operations Center (C-TOC) is a fully-operational cyber range – modeled after the mobile command centers used by the military and first responders – capable of running an entire corporate IT environment for immersive breach response training exercises. It can even be configured as a sterile environment for cyber investigations or as an on-site cyber watch floor for special security events.

Mercedes-Benz Arocs™ heavy-duty tractor unit

Model used to haul road trains across the Australian outback



Secure data connection

2 vehicle-mounted satellite dishes for 1,000 Mbps networking, 4 dedicated cellular uplinks, and a private satellite channel

Fusion team ready

20 workstations, 5 HD cameras for viewing activities from any station, and Kingpin collaboration area with 75" display

Onboard data center

Large VMware cluster built on a 100TB solid-state disk array, cooled by over 10 tons of cooling capacity

Immersive high-def experience

227x43" front video wall, 75" side display and 86" rear display – all gestural controlled and capable of showing 4K video

20,000 feet of wiring

Including 1 mile of 10GB data cabling throughout the trailer

47kW of self-generating power

Enough energy to power a large home or business

23-ton trailer with expandable slide-outs

Weighs as much as 4 African elephants and width of 3 Humvees

60,000 lumen telescoping light tower

As bright as 60 standard car headlights for after-hours visibility



Watch a video to see it in action: ibm.com/xforcectoc

Project Management

HOW DO YOU RATE
YOURSELF OUT OF 10 FOR
TEAM COMMUNICATION?

I'D GIVE
MYSELF A 9.



OH, SO YOU MUST BE
REALLY GOOD AT
FORWARDING EMAILS!

.....





Project Management + Design Thinking

**How can I help my teams
deliver better outcomes
for our users?**



Users

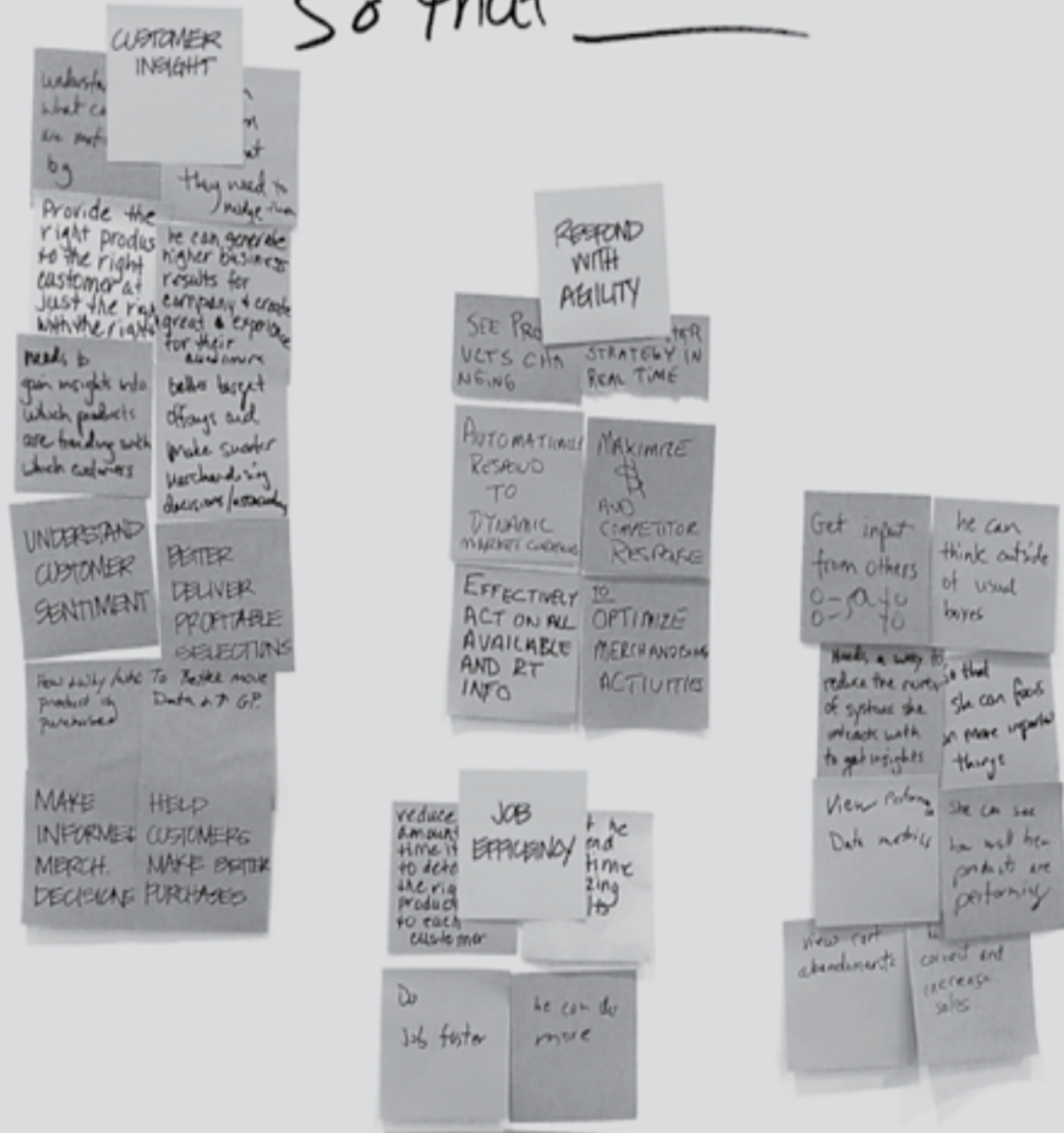
UX Designer





User Needs

Adam needs a way to _____
So that _____



_____ need a way to

_____ so that

_____ .

“

I need a way to best support the design project's end-to-end experience while addressing my user's needs so that they can effectively produce quality solutions.

”

Hills

PROTOHILL #2

A security analyst will
[true IN OUR] results by understanding the
rationale of the results in under 10 minutes.

A SECURITY ANALYST CAN
CONFIRM THE FALSE POSITIVE AND
TRUE POSITIVE RESULTS AND MAKE
THE DETERMINATION WITHOUT
LEAVING THE PRODUCT

Theme:
Gather evidence to identify
a true positive

A security analyst
will have the
power to
understand
evidence at a
glance.

progress
hiding
grow
trust

enable
them to
selective
trust us

to
build
trust
over time

10

A SEC. ANALYST
REVIEW THE
RATIONALE OF
A TRUE POSITIVE
RESULT AND
AND MAKE
A DETERMINATION
IN UNDER
2 MIN.

Security team
selects a
specific case
in a determined
manner. Analysts
are guided
through steps
of an analysis
before making
a decision.

WILL REVIEW
TRUE POSITIVE
RESULTS AND
CONSIDER THE
DETERMINATION

WITHOUT HAVING
TO LEAVE
THE PRODUCT

WITHOUT
Leaving
Product

TRUST
IS HARD
How do you
measure it?

will have
the ability
to view our
rationale.

ability to
understand
how the
conclusion
was made.

Has
the

very
new
understand

less = more

How
can trust
be developed
over time?
TRUST
explaining
transparency
providence

Understand
in depth how
an attack
came to
be.

Be able to
reason why
to build trust

Importance
of the attack
is visible
quality

“

I will help tighten up
consistency and adoption
across the design project
teams by the end of second
quarter.

”

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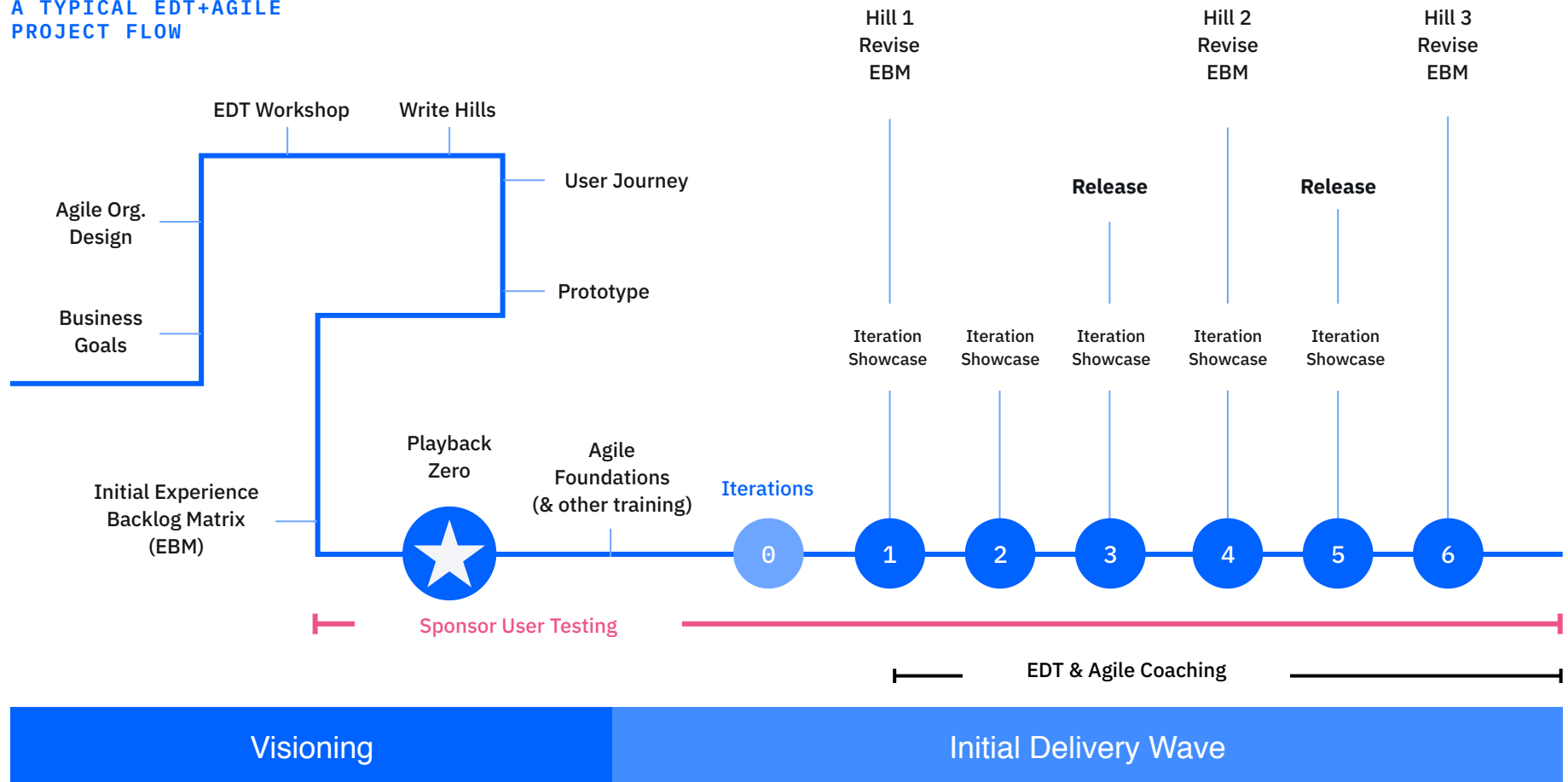
Workflow

**My team maintains
agile practices.**

My team maintains
agile practices.

**The right people are in the
right place at the right time.**

A TYPICAL EDT+AGILE PROJECT FLOW



Project timeline

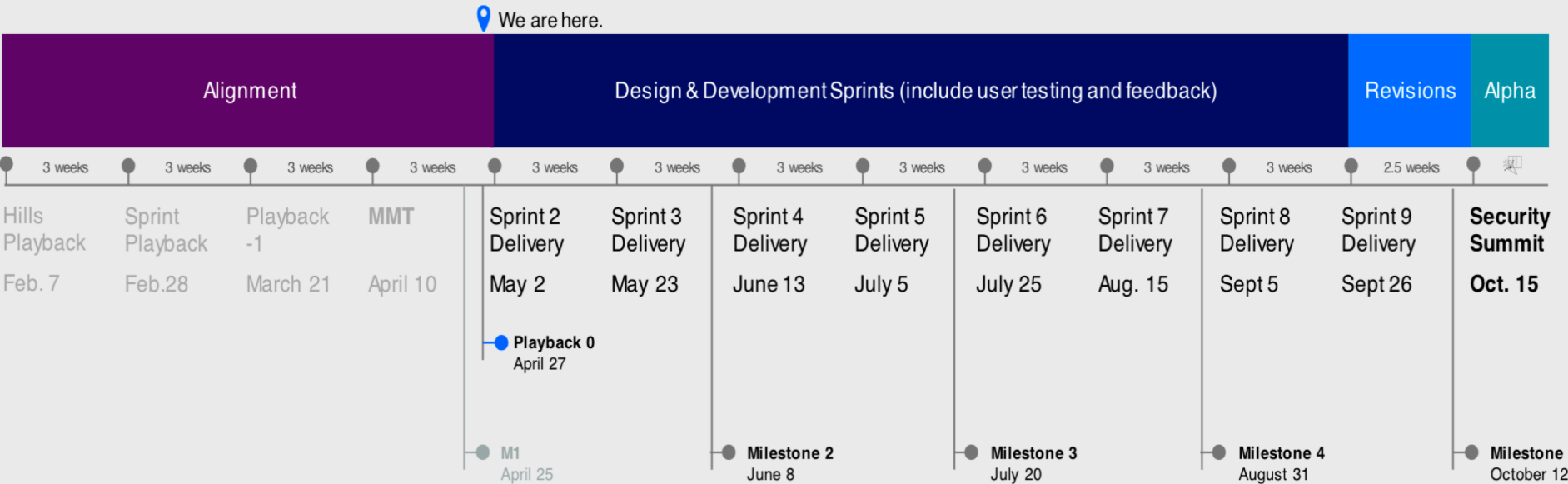
ISC Threat Intelligence Solution

Design & Dev Delivery

21w

Revisions

2.5w



Tooling

Discover

While searching the internet, I can discover Connect and its related offering, and learn how it can help me do my job and how valuable that would be to my organization

DESIGNED DEVELOPED

- Learn about "threat intel"
- See a cadence of webinars
- Read reviews and testimonials

While using a legacy IBM Security offering, I can discover a Connect offering and learn how it can improve the way I work and how our organization can switch offerings

DESIGNED DEVELOPED

- Discover from XFE Classic
- Can learn about migrating their collections
- Can migrate some or all of their collections to XFE+

Try

Without signing in, I can try offerings for free, and learn I can save my work by creating an IBMid account

DESIGNED DEVELOPED

- Can see free XFE+ content prioritized by severity
- Can view trending and newsworthy threats
- Can learn how to improve the prioritization of threats by Relevance score
- Can opt in to receive updates

From the Connect Catalog, I can try a free trial of any Connect offering and experience all available features before I recommend to my Leader that we should buy

DESIGNED DEVELOPED

- Free trial period
- Can use existing IBM ID
- Can create profile

Buy

From Connect's catalog, I can choose one or more offerings, select the appropriate plans, and purchase what I need for my organization

DESIGNED DEVELOPED

- Buy from marketplace, salesperson, etc
- Compare pricing plans

After purchasing a Connect offering, I can invite new team members to my tenancy and assign their email address access and privileges

DESIGNED DEVELOPED

Get Started

When invited to use Connect, if my email address does not have an IBMid I can create an IBMid from my email address along the way to signing in to Connect

DESIGNED DEVELOPED

When invited to use Connect, I can see who invited me, and learn about Connect and the offerings I have access to use before signing in to get started

DESIGNED DEVELOPED



After sign in, I can learn more about my offerings and take the first step to get it setup

DESIGNED DEVELOPED

- Can configure company profile (industries and geo) to add relevance scoring to threats
- Can "Get started" with checking AIA
- Can select and connect threat intel data sources (TIS)
- Can select and connect security data sources (UDS)
- Can connect 12 validated 3rd party feeds
- Can learn about Relevance Scoring
- Can choose which threats to monitor
- Can set times when queries can run against connected data sources

After setup, I can learn the basics of how to use the offering and over time become a power-user

DESIGNED DEVELOPED

7 Issues - 0 Story Points

Backlog



project-stratus #276
DESIGN: End-user in-context help (iteration/refinement)

Aha!:In Arch/Design



project-stratus #279
Catalog & Getting Started User Research



Sprint 12: 9-26-18



DESIGN: Getting Started | First ...
DESIGN: In-console catalog

research



project-stratus #230
DESIGN: Getting Started | First time use (contd. M#5)



Sprint 10: 8-15-18

Show all Epic issues

Aha!:Shipped Epic M#4



Sprint 12: 9-26-18



DESIGN: Getting Started | First ...
DESIGN: In-console catalog

research



project-stratus #230
DESIGN: Getting Started | First time use (contd. M#5)



Sprint 10: 8-15-18

Show all Epic issues

Aha!:Shipped Epic M#4

7 Issues - 0 Story Points

Epics



project-stratus #283
DESIGN: Error Handling & Messaging (components enhancement)

Show all Epic issues



Aha!:In Arch/Design Epic
project-stratus #298
DESIGN: Development support for User Notifications

Show all Epic issues



Aha!:In Arch/Design Epic
project-stratus #295
DESIGN: Development support for Cases implementation

Show all Epic issues



Aha!:In Arch/Design Epic
DESIGN: Development support for User Notifications

Show all Epic issues



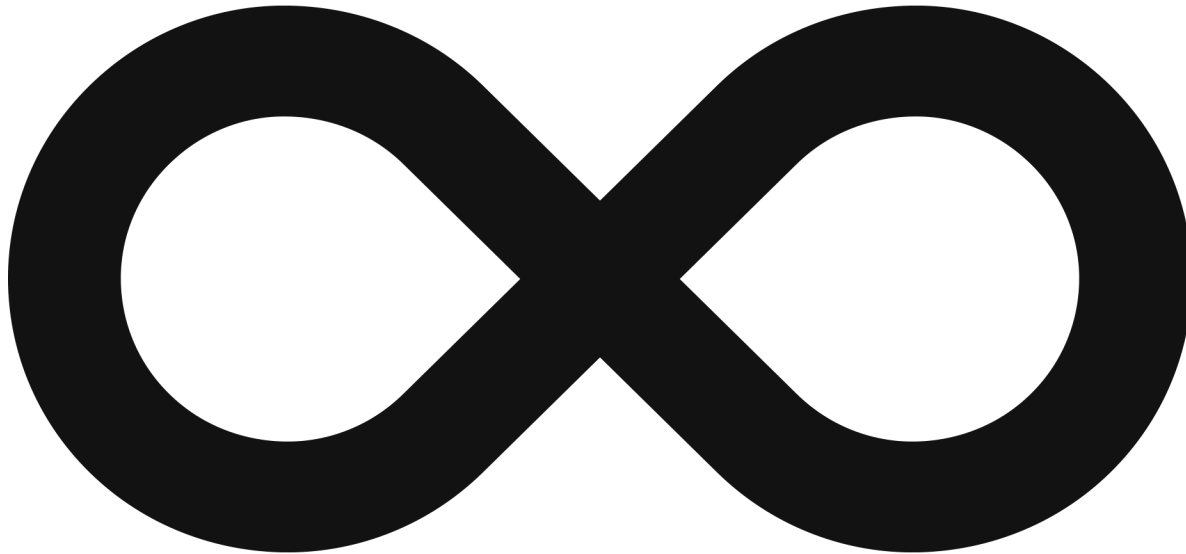
Aha!:In Arch/Design Epic
project-stratus #295
DESIGN: Development support for Cases implementation

Show all Epic issues



Aha!:In Arch/Design Epic

Enterprise Design Thinking



Observe

Reflect

Make

Thank you!

Q&A