

## Deutsche Bank

# PREMIUM SERVICES OF THE FUTURE

## Challenge

The **digital revolution** is challenging organizations along the entire supply chain. These challenges need to be addressed by leveraging the right interfaces to translate the complexity and speed. This is why Deutsche Bank is using **open innovation platform** jovoto to generate concepts outside of the organization, as well as to speed-up their **pace of innovation**. Together in the first pilot project, the crowd working on jovoto and Deutsche Bank developed **service innovations** for its **consultation** offerings.

## SET-UP



Deutsche Bank and jovoto define the **creative task**



**Private project:** Innovation behind closed doors



Total prize pool set at **€25 000**



Only the **top 10%** of creatives were invited to participate



Project ran for **8 weeks**



Jury of **10 Experts** selected winners

## PROCESS

DECEMBER 2015

JANUARY 2016

FEBRUARY 2016

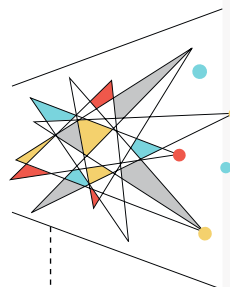
APRIL 2016

ONGOING



### 1 BRIEFING

The top creatives were tasked with developing premium customer services for consultants.



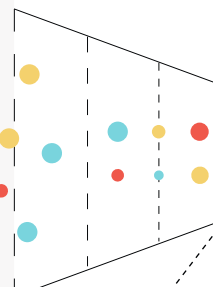
### 2 SOCIAL CREATIVE PROCESS

Based on the briefing, creatives submitted their concepts, worked together in teams, and gave others feedback. Halfway through the project, Deutsche Bank's project team evaluated the submissions and shared their feedback with the participants.



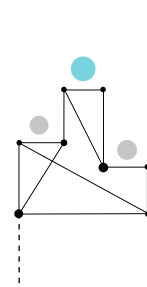
### 3 SUBMISSIONS

Countless innovative concepts were generated during the submission phase.



### 4 EVALUATION

All concepts were voted on by the community. After the crowdstorm, a jury also evaluated the concepts and chose the Jury Awards.



### 5 WINNER SELECTION

The winners of the community voting were announced on the platform, and the most successful concepts received Jury Awards, which were presented to them at an awards ceremony.



### 6 MASTER STORY

The master story developed from the crowdstorm supports the mobilization of Deutsche Bank employees on the path to digital transformation.



## RESULTS

**7 000+**

Participants

**30+**

Countries

**240+**

Concepts

**1 200+**

Comments

The project generated professional and **innovative service design solutions**, which went **beyond banking**. The focus topics ranged from **artificial intelligence, big data, enablement advisors**, community, banks as a service provider, to services for a younger target group. During an **awards ceremony**, the winners selected by the jury were presented with prizes on April 11th 2016 at Q110, the Deutsche Bank of the Future in Berlin. Selected creatives were also given the opportunity to further develop their concepts together with experts from Deutsche Bank at the **Deutsche Bank Labs Berlin** between April 12th – 15th 2016.



*“Crowdstorming is a new concept for Deutsche Bank. This exchange enables us to generate out-of-the-box ideas for our innovation process, in order to remain relevant for our customers in a constantly changing world.” - Mirjam Pütz, Head of Disruptive & Strategic Programs, Deutsche Bank*

## About Us

jovoto is an **online crowdstorming platform**, where brands and organizations go to **solve design and innovation challenges** with a global community of creative professionals. The community today consists of **80 000 creative professionals** from architects to industrial designers and artists, from **153 countries**.

**FIND OUT MORE AT** [progressive-premium.com](http://progressive-premium.com)



## Contact Us



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