

IBM Named a Leader in Design Thinking

New Study Emphasizes Importance of Design Thinking to Drive Business Outcomes

ARMONK, N.Y., May 18, 2017 [PRNewswire/](#) -- IBM (NYSE: [IBM](#)) has been recognized in the "As-a-Service Winner's circle" of the "[HfS Research 2017 Design Thinking in the As-A-Service Economy](#)" for the second consecutive year by HfS Research, The Services Research Company™, a leading analyst authority and global community for business operations and IT services.

IBM was recognized for its leadership in using Design Thinking in collaborative engagements with clients to drive business outcomes. The HfS report also merits IBM for making recognizable investments in future capabilities in talent and technology to increase the value of Design Thinking methods across the industry.

HfS issues the Design Thinking Blueprint Report to explore the implementation and impact of Design Thinking by service providers across key areas including leadership, methodology, investment plans, corporate culture, and in-house talent. HfS evaluated 11 service providers to explore the integration of Design Thinking into business operations and the benefits that have been achieved for enterprise clients and service providers.

"For the second year in a row, IBM is honored to be recognized for our commitment to IBM Design Thinking and leadership in our work with clients," says Jason Kelley, Vice President, Solutions & Design. "An experience centered, radically collaborative, IBM Design Thinking approach is at the core of how we help clients gain new insights and infuse creativity into business solutions that address real enterprise needs and drive impactful outcomes. In a rapidly-changing world, we help our clients transform their business with relevant technology, reinvented business process, and optimized experiences for key stakeholders. These are the outcomes that continue to deliver returns and drive fast iterative capability."

Businesses today know more about customers, their desires and behaviors and have an opportunity to make experiences more effective, products more relevant and relationships more loyal. Design Thinking sits at the intersection of analytical and empathetic-centered work in business process and IT operations and outsourcing and provides a framework for creativity. IBM has worked with organizations around the globe and across every industry to infuse cognitive insights and design thinking into solutions that deliver engaging experiences.

This recent competitive market analysis provides further emphasis on the need for companies to be agile and shift to solutions designed around empathy, with real business context and creativity, as opposed to looking at process and technology alone.

HfS first examined how service providers were adopting Design Thinking for innovation in this industry in 2016. The goal of the report this year was to assess the progress made on the real uses cases, concepts, and adoption into the culture of Design Thinking among top-tier service providers. The HfS 2017 report was based on data collected in the fourth quarter of 2016 and first quarter of 2017, from buyers, service providers and advisors in the outsourcing services industry. The full results can be accessed [here](#).

For more information on IBM Design Thinking, visit <https://www.ibm.com/design/thinking/>

Suzanne Cross
IBM Media Relations
617-693-1811
suzanne.cross@us.ibm.com

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