

Deutsche Bank
GT CB Innovation

Innovation Management - Deutsche Bank

Dr. Jean-Luc Vey , GT Retail Innovation
25 Januar 2012

Passion to Perform



Dr Jean-Luc Vey

Innovation Manager
GT Retail Innovation Team



ÜBER DEUTSCHE BANK

INNOVATION IT

WAS MACHEN WIR?

INNOVATION BEISPIELE

ÜBER DEUTSCHE BANK

Deutsche Bank

The image shows three prominent skyscrapers in Frankfurt, Germany, under a clear blue sky with scattered white clouds. The tallest building on the left is the Deutsche Bank Tower, featuring a distinctive cantilevered top section. The middle and right buildings are also modern glass skyscrapers. The Deutsche Bank logo, a stylized '7' inside a square, is visible on the rightmost building.

„Wir wollen der **weltweit führende** Anbieter von Finanzlösungen sein und nachhaltig Wert schaffen – für unsere Kunden, unsere Aktionäre, unsere Mitarbeiter und für die Gesellschaft als Ganzes.“

WERDEGANG

EIN „GLOBAL PLAYER“

1870 Gründung

1957 Gründung der Deutsche Bank AG in Frankfurt

2001 Listing von DB Aktien in New York Stock Exchange

Beispiele Akquisitionen:

1987 Banca d'America e d'Italia

1989 Morgan Grenfell Group

1999 Bankers Trust

2005 Move into China and India

2006 Berliner Bank, Norisbank

2009 Sal. Oppenheim

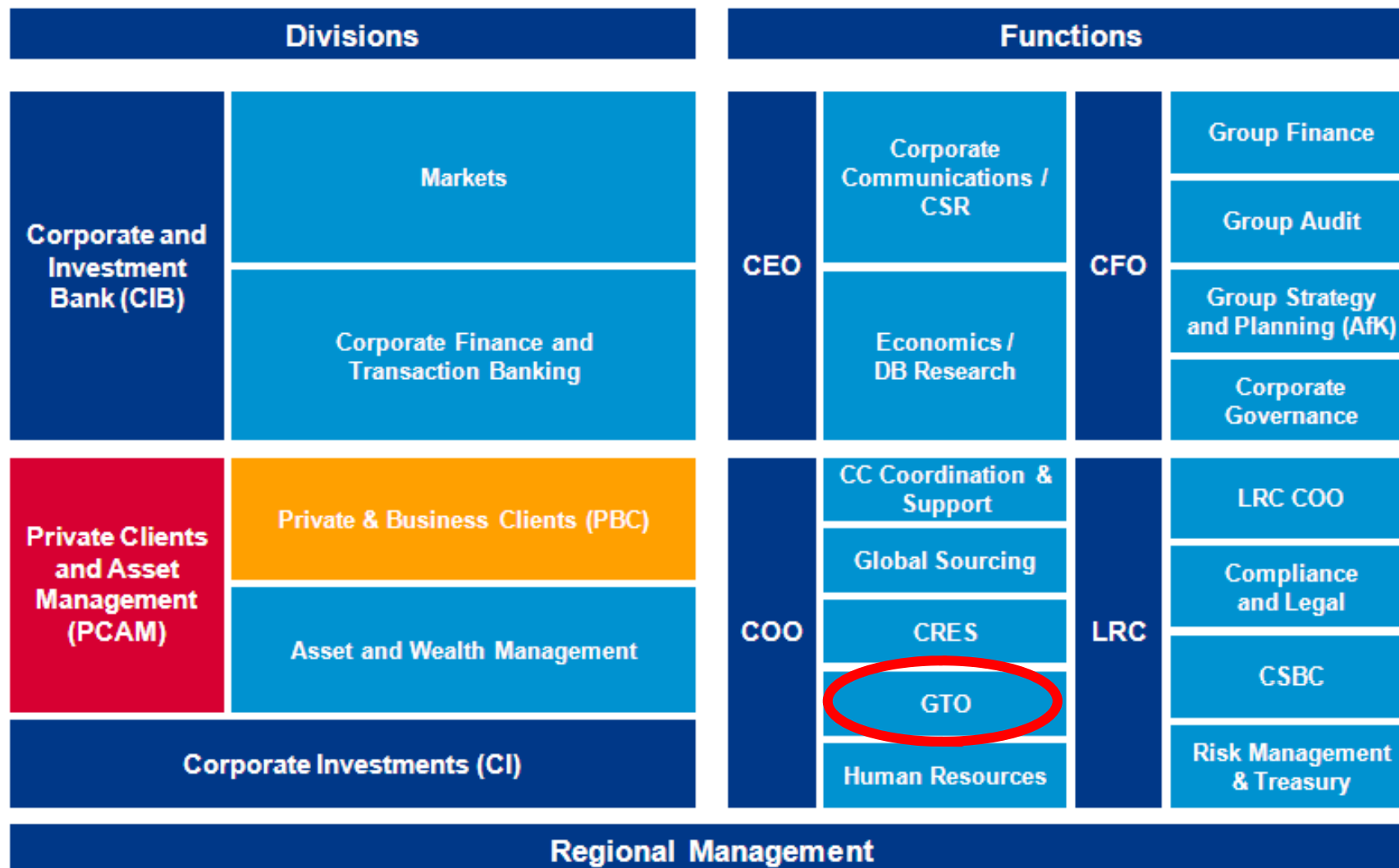
DIE GESCHÄFTS- BEREICHE



- ▣ Asset Management
- ▣ Global Banking
- ▣ Global Markets
- ▣ Private & Business Clients
- ▣ Private Wealth Management



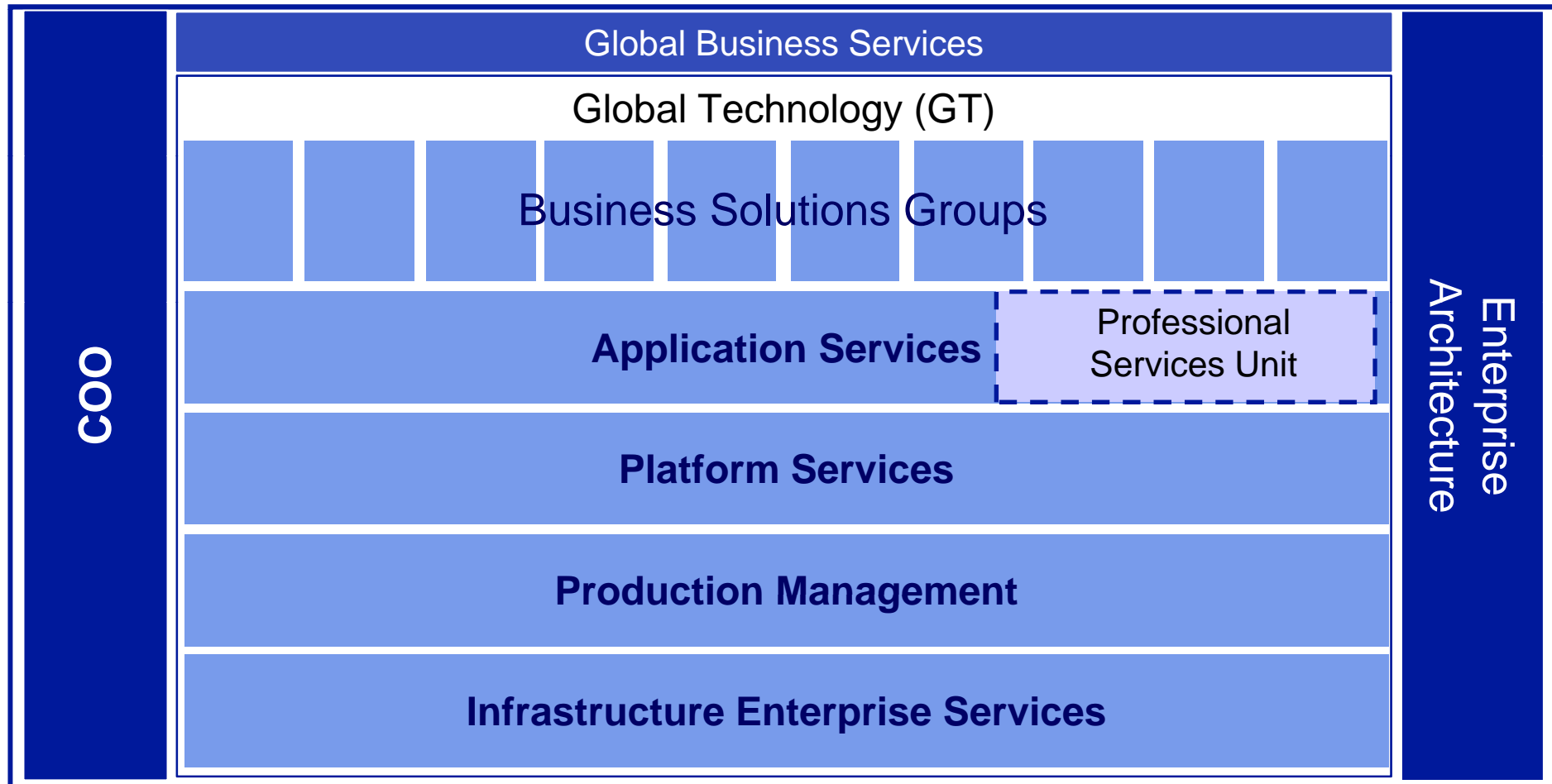
Globale Organisation



GT Retail ist Teil einer komplexen Organisation, die in sehr unterschiedlichen Märkten aktiv ist

DIE "BACKBONE"

DER DEUTSCHE BANK



GTO unterstützt in voll Breite und Tiefe die Produkte der Deutsche Bank

HAUPTZAHLEN DB'S

IT INFRASTRUKTUR



INNOVATION IT

SCHRITT HALTEN



Herausforderung ist mit **Business & Markt Anforderung** folgen zu können und sich anpassen

ZEIT FLIESST

IMMER SCHNELLER



Technische Entwicklung geht **rasant** voran.

JETZT SIND

ALLE SCHON DABEI



Heutzutage sind wir **alle online** oder/und aktiv im “social
medien”

WAS MACHEN WIR?

WIR MACHEN

INNOVATION WAHR

A chalkboard with the word "INNOVATION" written in a hand-drawn oval. The word is written in capital letters and is the central focus of the image. The chalkboard is dark, and the word is written in a light color, possibly white or yellow. The word is surrounded by other faint, hand-drawn lines and shapes, suggesting a brainstorming or creative process. The overall image has a textured, slightly grainy appearance, characteristic of a photograph of a chalkboard.

INNOVATION

WIR SIND

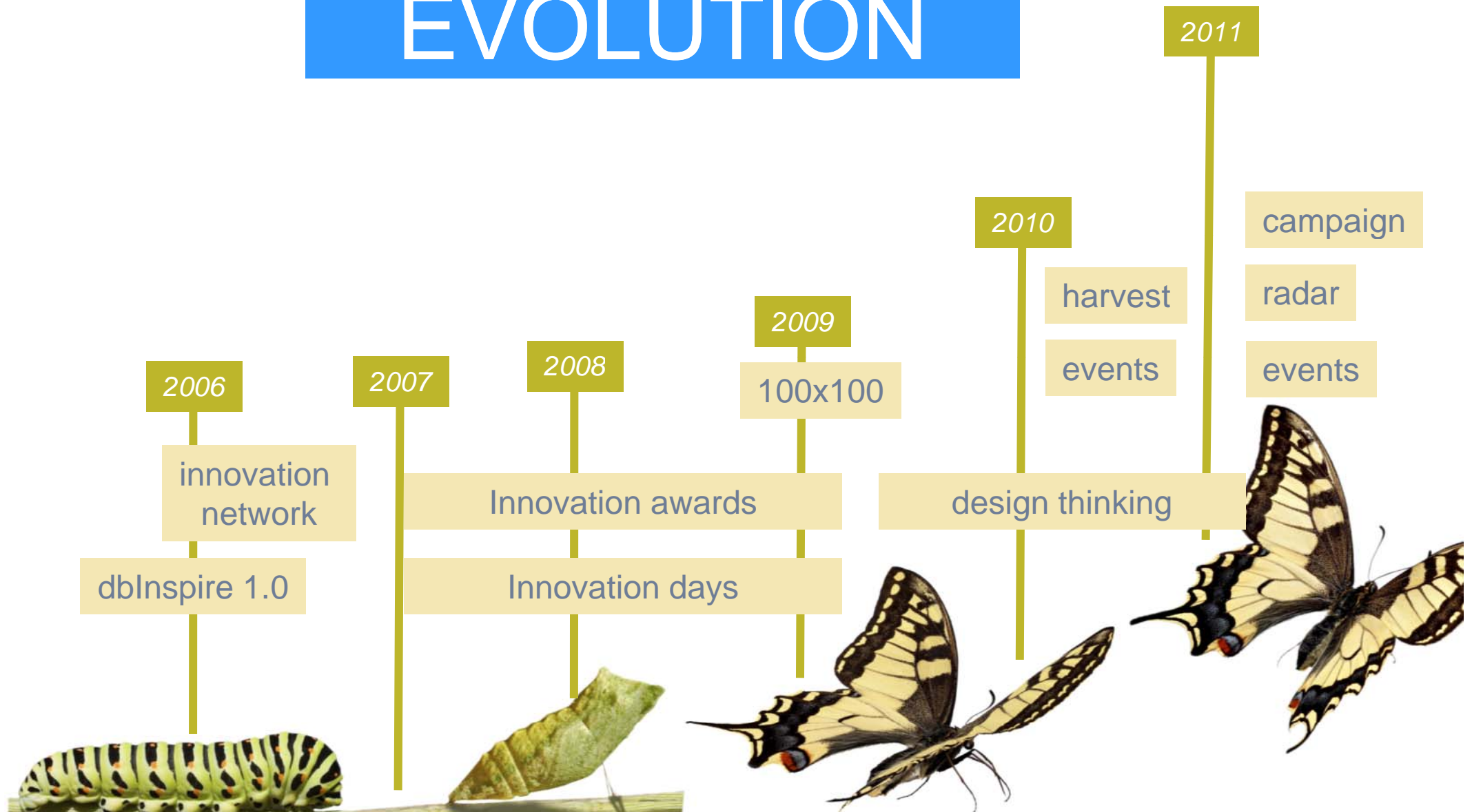
Idee

.....

BRÜCKENBAUER



BESCHLEUNIGTE EVOLUTION



Innovation Management beschleunigt den Kulturwandel
und die Durchdringung von neue Ideen

Unsere 5 Services

dbLab

Round
Tables

Events

GT Retail
INNOVATION

MindStorm

Innovation
Radar



Round Tables



Was?

offene Plattform zum Austausch unter Fachexperten und Interessierten

Warum?

Stärkung der Innovationskultur bei GT Retail

Status?

20-30 GT Mitarbeiter pro Round Table

4 Round Tables:

Biometrie, Mobility, Enterprise 2.0 & User Experience.

Events





Was?

Lunch&Learn - Kurz und prägnante 60 min. Vorträge

Super Tuesday - Tagesevents in Zusammenarbeit mit
Vendoren

Power Lecture - intensive 2std. Vorträge

Inno Slam - Reihe von Impulsvorträgen

Warum?

Breites Publikum mit diversen Hintergrund ansprechen

Effektives Netzwerken

Status?

regelmäßige Durchführung der Events:

PowerLecture (12), Super Tuesday (5), Lunch&Learn
(8), Inno Slam (geplant)



Innovation Radar



Was?

Tool zur Standortbestimmung und Identifikation von
Schwerpunktbereichen für Innovation

Warum?

Ausrichtung von Innovation am Fokus des
Geschäftsbereichs Gezielte Innovation an den
Schwerpunkten mit und durch Technologie

Status?

Pilot im Vorbereitungsphase
Erfahrungsaustausch mit führenden, globalen
Anwendern

MINDSTORM

Crowdsourcing



Was?

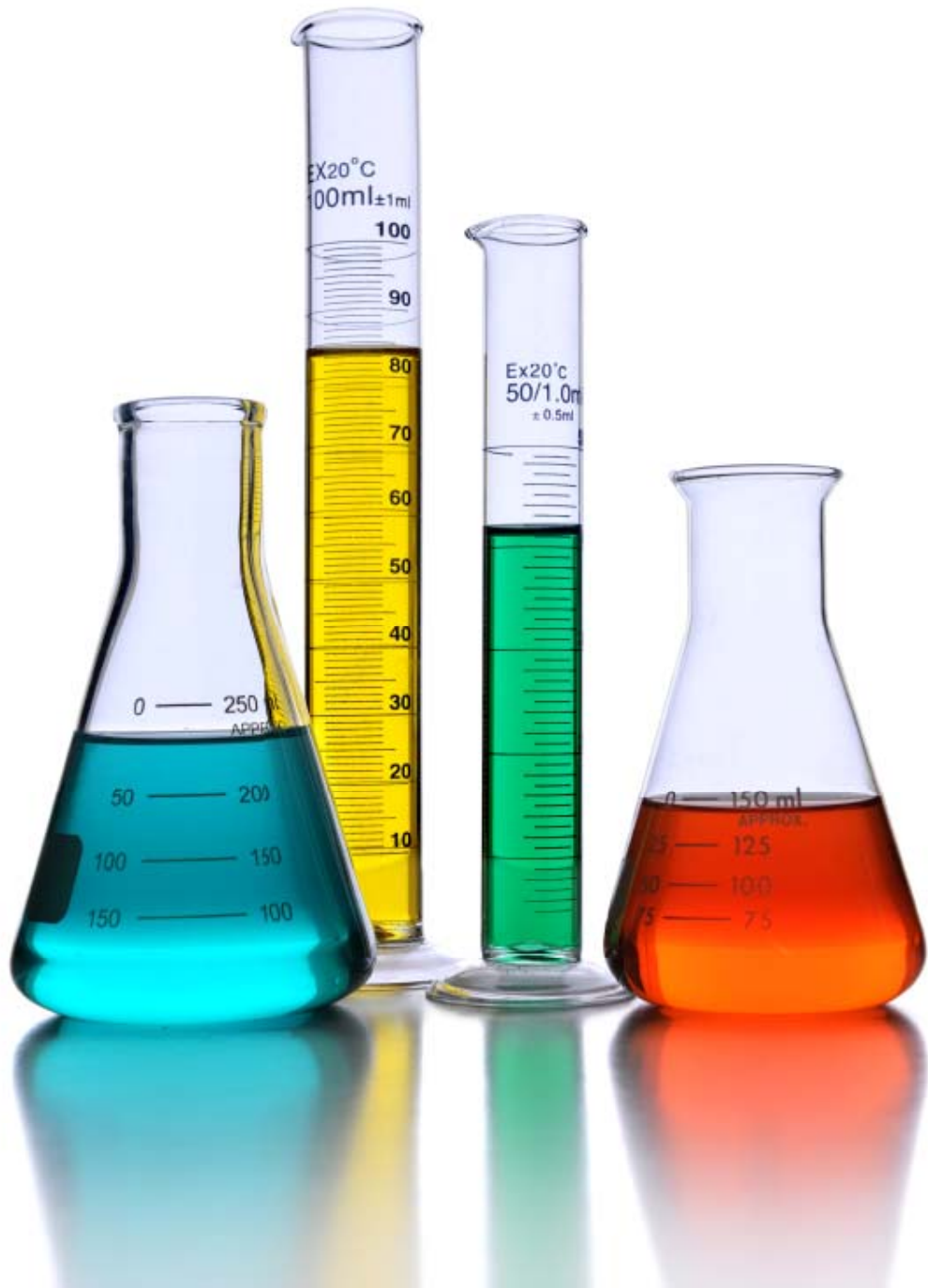
Ein innovativer Weg, die Kreativität unserer Belegschaft zur fokussierten Problemlösung zu nutzen

Warum?

Jeder kann mitmachen und ist Teil der Problemlösung, unabhängig von Zeitfenster, Hintergrund und Rolle

Status?

mit 300 Usern war sehr erfolgreich
Aktuell läuft die Umsetzung der Winning Concepts
Einführung für Q1 2012 geplant.



dbLAB



Was?

(Frei)Raum für Innovation

Ort der Inspiration, des Austausches und der Kreativität

Warum?

Kreative Unternehmenskultur entsteht nicht auf

Powerpoint, Folien oder Newslettern. Sie muss gelebt und gefördert werden. So geben wir Innovation ein Zuhause.

Status?

Hohe Auslastung der Raum

INNOVATION BEISPIELE

Deutsche Bank's Branch of the future in Berlin ermöglicht ein Einblick in der Zukunft



Beispiele Innovation

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What are you working on, felixreiners?

Public Groups Recent tags Popular

Public timeline

benmendenhall @louisarobinson Join the new Transition & Deployment group on The Wire (search under groups for transitionanddeployment). :)
about 37 minutes ago from web

karsten @dirkzimmermann Well, sure. Makes sense for twitter with millions of users. But imagine we have more than 2000 accounts in Wire. RT may help to spread news.
about an hour ago from api thread

dirkzimmermann @karsten Its not that much people. Maybe i don't see the value for "Repeat this notice".
about an hour ago from web thread

karsten @dirkzimmermann You shouldn't follow that much people... Of course you'll receive posts twice, if you follow the original posting account and the RT posting account.

EXPORT DATA
RSS 1.0 RSS 2.0 Atom

POPULAR NOTICES

lsuggestions It would be nice to have a button to follow a person not by having to open the persons page but with a button like the reply one.

Coming to the end of my leave, and back at work from tomorrow. Glad to see the new members here, looks like everyone did a great job of getting The Wire ready!

@johnstepper re: multiple front ends. Very important. Twitter think they're running a website, when actually they're running a [hish.unluma.maccaninn platform](#) which

T-Mobile 3G 10:24

Deutsche Bank

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Deutsche Bank BestKonto z. B. inkl. Reiseservice mit 6% Rückvergütung

weiter

Mobile Banking

Filialsuche

Kontakt

Ein Service der Deutsche Bank AG

T-Mobile 3G 10:24

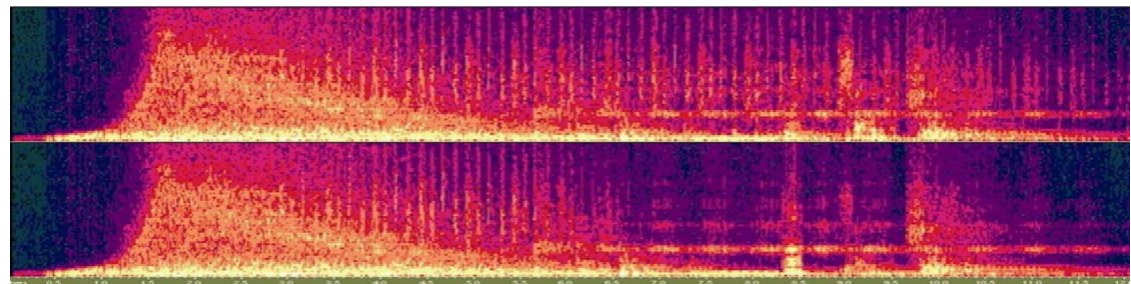
Deutsche Bank AG

Kundennummer: 123 1234567

Ihre Finanzübersicht

Konten und Karten	6.339,36 EUR
00 Persönliches Konto	4.568,14 EUR
01 db BestKonto	2.207,59 EUR
VISA 1234 5678 9000 0003	-436,37 EUR
Sparkonten	1.300,00 EUR
60 SparCard	1.300,00 EUR
Währungskonten	425,58 EUR

Start Banking Filialen Kontakt



INNOVATION EIN RAUM GEBEN



db Lab gibt ein Raum für Kreativität, Innovation und Austausch von Ideen

able to access it all with my mobile phone! and...



Friedhart commented on an inspiration - db Wizards:

This could be combined with knowledge/area-of-expertise information from dbClub and group directory. A dbWizard could...



Friedhart commented on an inspiration - "Youtube"-style database of Mission Debriefings:

@Andreas A: thanks for commenting! Maybe we could link dbForum with EVE videos? Both videos...



Friedhart commented on an inspiration - "Youtube"-style database of Mission Debriefings:

@Matthias R: actually, there is an EVE portal which already supports several youtube-style features like...



Thomas commented on an inspiration - Have a PSU Network/Community Manager :

Community Manager Trainings are part of our Community-in-a-box approach, together with Location Leaders, Engagement Plan,...



Crowd



Project-Fever

Information and approaches of current running projects are documented on a public portal (blog, wiki, ...). Any PSU stuff can



Karsten F
February 22, 2011
10:56PM

17 views
3 applause
1 comment

APPLAUD THIS



One Bank Collaboration Platform + myDB

Connect all DB with a common, social, collaboration platform (e.g., Jive) so we're all connected. (And consolidate the wide array of tools



John S
February 22, 2011
03:40PM

17 views
3 applause
1 comment

APPLAUD THIS

Project Dashboard

A dashboard to monitor project status, PSU experts assigned to projects, different areas.



Baranov V
February 22, 2011
03:11PM

15 views
0 applause
1 comment

APPLAUD THIS



Personal ID Building Pass with QR Code

To add a QR code to the Personal ID Building Pass that links to the employee Global Directory Page in order to save on paper waste



sourcing

A yellow storage bin is filled with various office supplies. On the left, there are several stacks of paper in different colors (white, pink, blue, green, yellow). In the center, there are rolls of white tape and a roll of blue and red tape. On the right, there are several markers and a pair of black scissors. The bin is organized into compartments.

Was ist

**Design
Thinking?**

Deutsche Bank



Das Problem

User Beobachtung





User Testing

Vielen Dank.



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Agile minds see
new talent
lively debate
inspiration
interpretation
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more

Passion to Perform

Deutsche Guggenhekt, Berlin

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- About our businesses

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lydia.hennig@db.com