

# Agil und innovationsfähig werden – in weniger als 4 Wochen!

Dr. Tobias Schimmer & Christian Süssenbach



**andrena**  
OBJECTS

# Wer sind wir?

**Tobias, SAP**



**Christian, andrena**



# Überblick & Kontext

- Die Zeit: Weniger als vier Wochen.
- Die Aufgabe: Reale Probleme von Unternehmenskunden lösen und innovative Applikationen samt Geschäftsmodell entwickeln.
- Die Akteure: Master-Studentinnen und Studenten der Wirtschaftsinformatik sowie internationale Austauschstudenten

# Vorteile für alle Beteiligten





# Organisation & Vorbereitung



# Suche nach praxisrelevanten Themen


**SAP HANA<sup>™</sup>**  
Innovation  
Award  
2017

## Adler Mannheim

### STAKEHOLDER QUOTE

Join the conversation  
#InnovationStory



#### QUOTE FROM STAKEHOLDER



Daniel Hopp,  
CEO SAP Arena and  
Adler Mannheim

„Digitalization is crucial in running a company. Our fans are our most important asset and we wanted to know more about their individual preferences, who they are, what they want, how often they come to a game. In return, we can now enrich their experience in and outside of the stadium – powered by innovative SAP solutions. We are able to identify the most dedicated fans and offer them truly special rewards including “money can’t buy” experiences, like a training day with the team.“

Additional info:  
[Adler Mannheim Hockey Fans Score with SAP](#) (Video)  
[Adler Mannheim – Training in the Cloud](#) (Video)



# Kick-Off-Veranstaltung in Mannheim

Projektdurchführung:  
Challenge



“Die Erstellung des besten und intuitivsten Echtzeit-  
Musik-Dashboards, das dir dabei hilft, deinen Online-  
Auftritt besser zu verstehen und kommende  
Veröffentlichungen zu managen.”

music**control**

# Team-Self-Selection





# SAP AppHaus Heidelberg



# Design Thinking

The whiteboard is covered with numerous colorful sticky notes in shades of yellow, orange, pink, and blue. The notes contain various ideas and observations related to a user profile and their needs. Some notes include phrases like 'hard working stressed out', 'needs a way to fulfill his surprisingly fast access', 'has special moments with his friends', 'frequent visitor of concerts, mainly Rock + Heavy Metal', 'Consultant: SAP partners', 'engaged, no kids', 'Schwyzringen', 'Running with Rock-Music', and 'SUV BMW'. A central drawing shows a simple stick figure with spiky hair, labeled 'Mike'. To the right, a large orange sticky note with the word 'WHY?' is prominently displayed. The whiteboard is mounted on a wall, and a window with a view of trees is visible in the background.

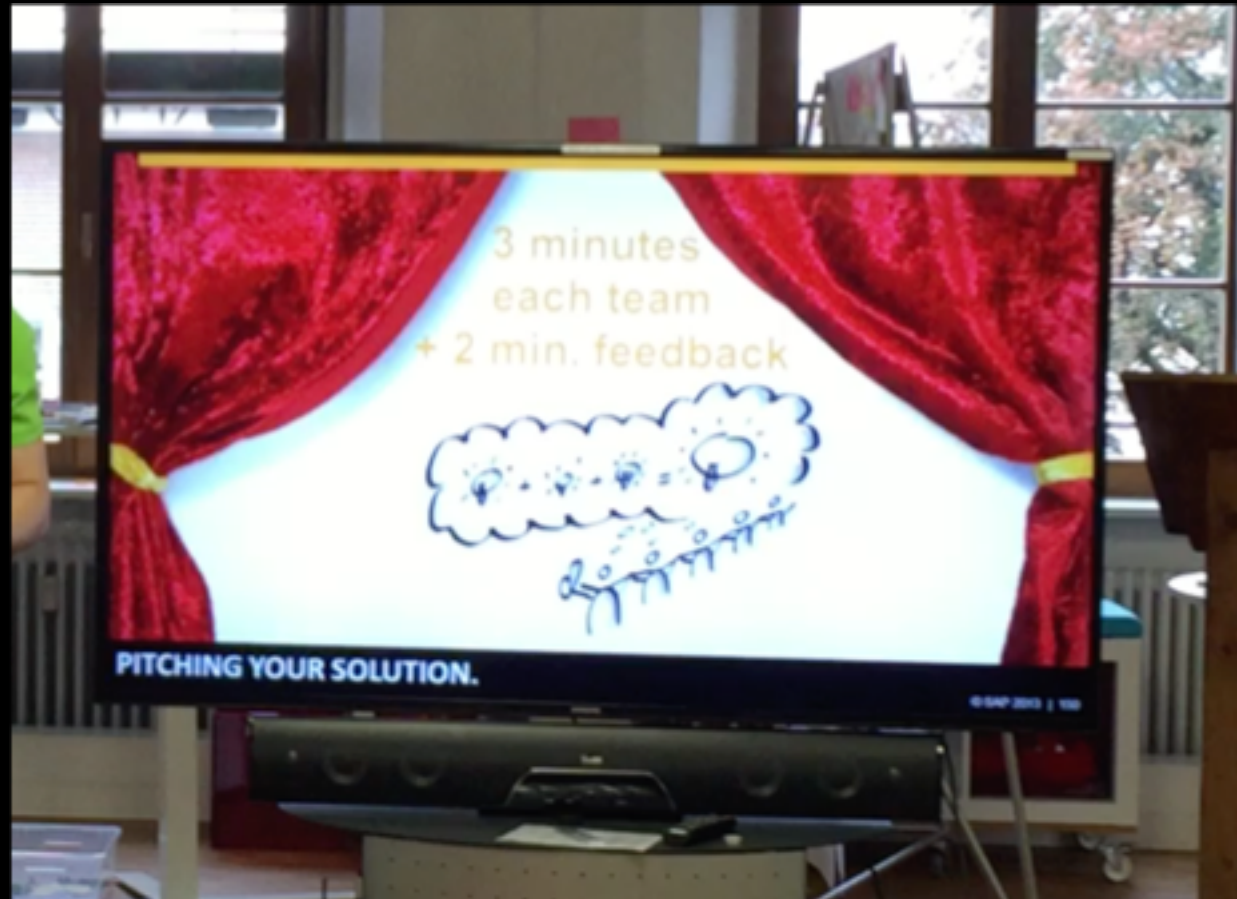
**PoV:** Mike <sup>hard working stressed out</sup> needs a way to fulfill his <sup>has special moments with his friends</sup> surprisingly <sup>fast access</sup>

**Mike, 34 ♂**

- frequent visitor of concerts, mainly Rock + Heavy Metal
- Consultant: SAP partners
- engaged, no kids
- Schwyzringen
- Running with Rock-Music
- SUV BMW

**WHY?**

# Zwischenpräsentation: Ideen testen





# Business Innovation

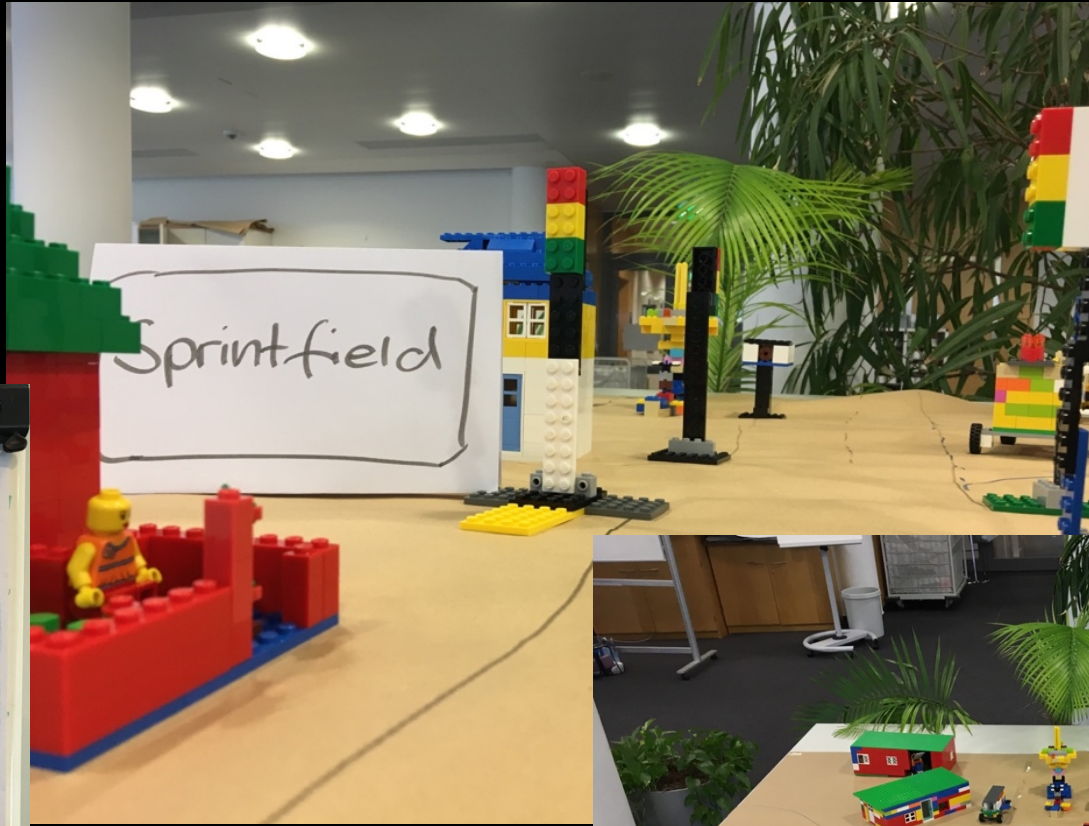




# Design Thinking & Lean Development



# LEGO Scrum



**LEGO SCRUM**

Agenda

- ▷ Scrum Flow
- ▷ Product Vision
- ▷ Product Backlog
- ▷ Sprints
  - Planning 
  - Build 
  - Review 
  - Reto 
- ▷ Feedback







# Backlog- und Releaseplanung

The image shows a Trello board titled "Hornbach MVP" with a search bar and a "Für Team sichtbar" (Visible to team) indicator. The board is organized into three columns: "To Do", "In process", and "Done".

- To Do:**
  - Insert Dummy Data into DB
  - implement Frontend UI Analytics prototype for CONTROLLER
  - Implement REST API for Analytics - Controller
  - merge Analytics Frontend/Backend Code
  - Initial log in implemented with test data
  - Initial Time recoding with saving in database
- In process:**
  - implement Frontend UI Analytics prototype for EMPLOYEE
  - Implement REST API for Analytics - Employee
  - Refine Architecture
  - Refine Product Backlog
- Done:**
  - Implement Database
  - Creating Git-Repo for UI code:
  - Present program architecture to the team (How to facilitate collaboration between front- & backend?)
  - Initial Split Of the work
  - Project Setup + Configuration
  - Define Project Architecture (includes a diagram showing a flow from a database to a controller, then to a service, and finally to a view, with labels for "Frontend" and "Backend")
  - Define REST API for Analytics Section

Each card includes a title, a list of assignees (represented by profile pictures), and a "Add a card" link at the bottom.

# Christian 2.0 (Microsoft)

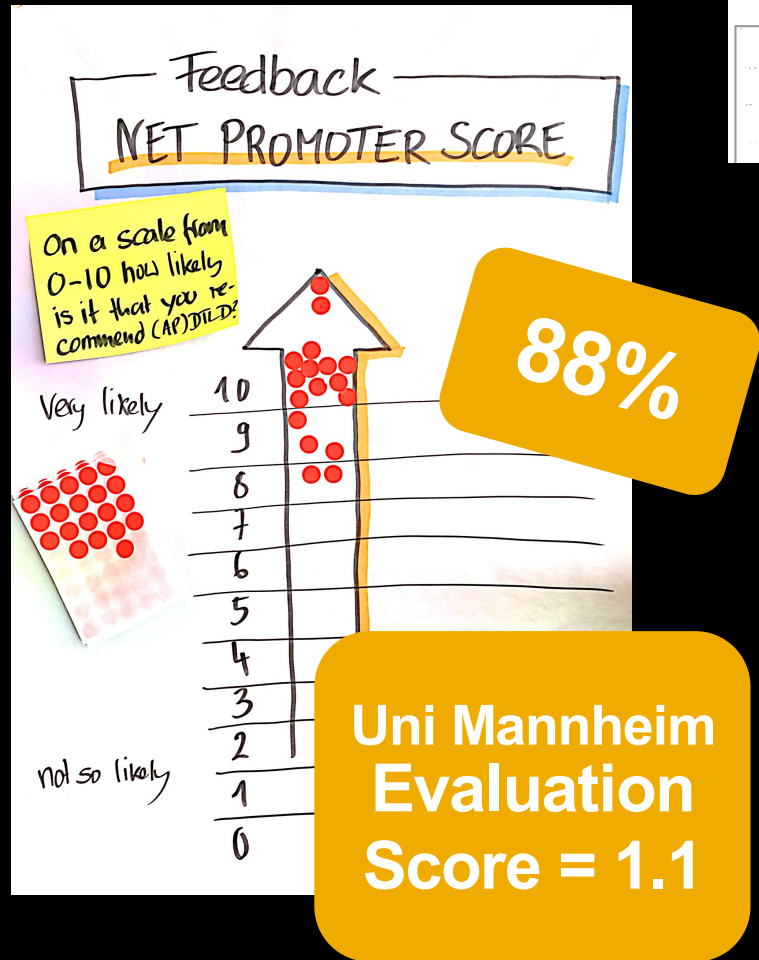


# The Finals: it's Showtime!





# Feedback & kontinuierliche Verbesserung



What did you especially like about the course?

Connecting together  
business and programming  
skills

The course was well organized. The content  
was really helpful not only for exam  
perspective but also for learning new  
things in business world.

The coaches & Christian Tobias tried  
their best to help out with finding  
customers. This really helped a LOT

I think it's perfect!

# Unser Ziel: eine Innovation pro Jahr...





# SAP Arena VIP-Lounge



# 15 Familienpizzen vernichten in weniger als 30 Minuten



# Exam = Showtime 2.0

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BUSINESS SCHOOL

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17. December 2016

Autumn / Winter Term 2016  
"IS 615 Design Thinking & Lean Development"

First and Last Name: \_\_\_\_\_

Course of Study: \_\_\_\_\_

Final Degree: \_\_\_\_\_

Matriculation Number: \_\_\_\_\_

Room and Seat number: \_\_\_\_\_

Signature: \_\_\_\_\_

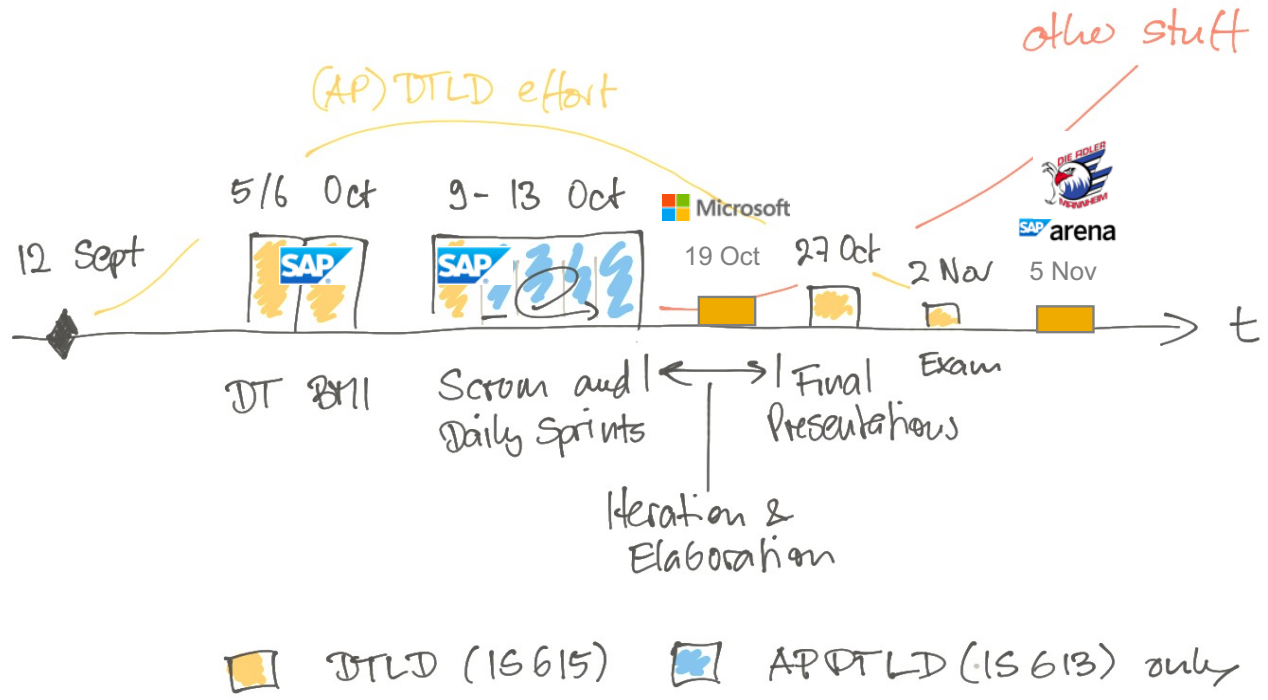
Master  Diploma  Bachelor  Other



...und dann die „leidigen“ Korrekturen



# Kompakt



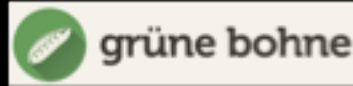
2013  
(13 Teams)



Team Golden Bridge

Team Ninja

2014  
(9 Teams)



VEGHICLE



2015  
(9 Teams)



Solve IT



Enter the Crowd

#AWSM

LiSAP

2016  
(8 Teams)

Swinglytics

WEGWEISER



2017  
(7 Teams)

N.T.T.L.

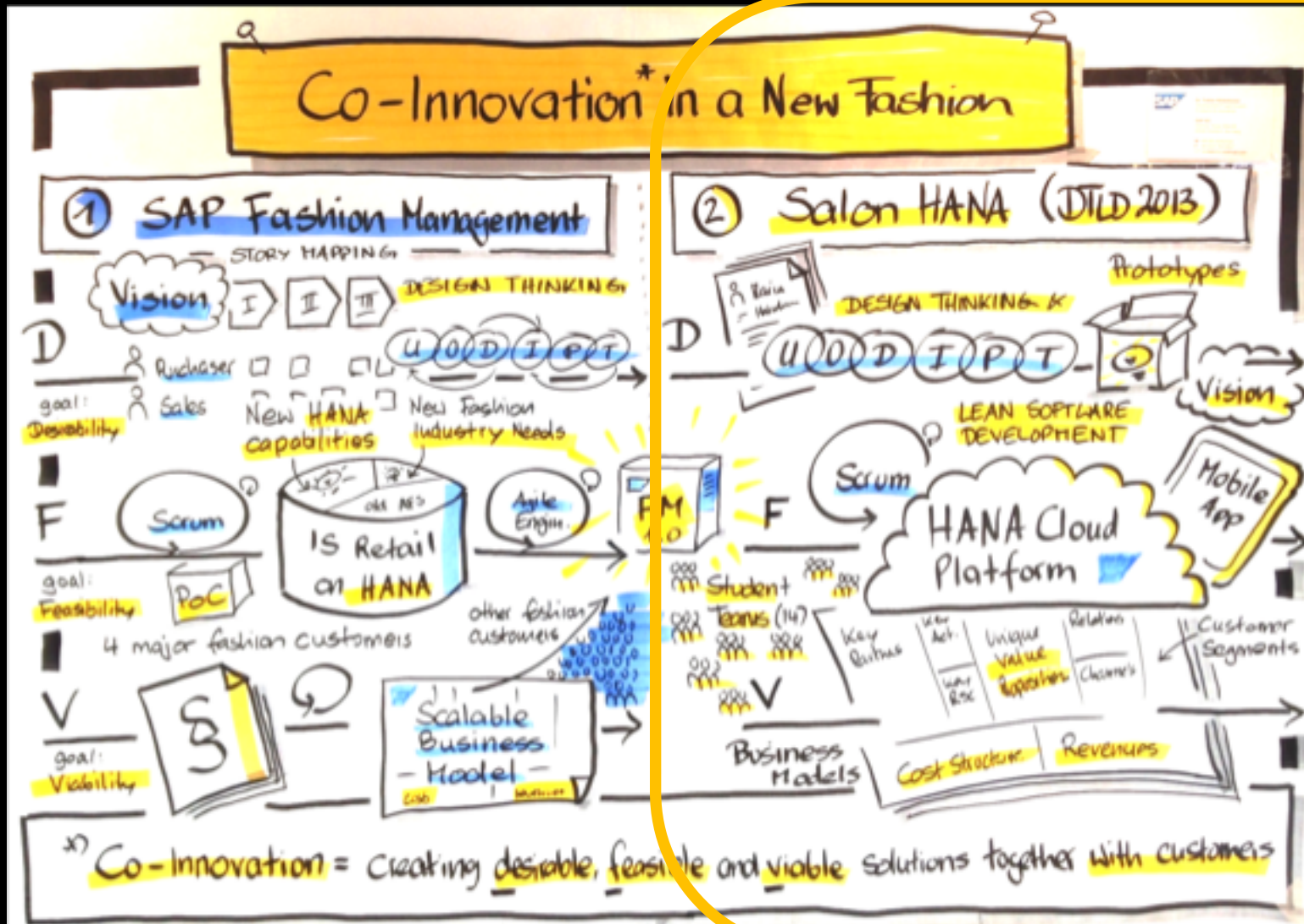


SAP erience

HANA Express

musiccontrol

# Projekte wie im echten Leben



2013 Case: "Barber Shop"

2014 Case: "Fresh Food"



# Highlights 2014: Regionale frische Lebensmittel



## Cloud Cadence

Transforming our Business

Christian Binder  
ALM Architect Microsoft

Christian Binder joined Microsoft at 1999 and he is working closely with the Product Group on the actual Visual Studio ALM Platform. His focus are the actual ALM trends like Backlog Driven Organizations, Lean Teams, Cloud Cadence as well as Build-Measure-Learn. Join his motivations which is "Making modern team Development more productive, more customer focused and more fun!"

Microsoft

Wann möchten Sie Ihre frischen Waren bekommen?  
Bitte wählen Sie einen der verfügbaren (hellblau) Liefertermine.

Späterer Termin

Heute (Donnerstag)	Morgen (Freitag)	Übermorgen (Samstag)
06:00 - 08:00	06:00 - 08:00	06:00 - 08:00
18:00 - 20:00	18:00 - 20:00	18:00 - 20:00
20:00 - 22:00	20:00 - 22:00	20:00 - 22:00

Legende  
Liefertermin nicht verfügbar  
Liefertermin noch für  
Lieferanten reserviert



- Obst
- Gemüse / Salat
- Fleisch / Eier
- Milchprodukte



Äpfel



Birnen



Süßkirschen



Sauerkirschen



Pflaumen



Zwetschen

Warenkorb

3 kg Regio Sauerkirschen 6,00 €

Gesamtpreis: 6,00 €

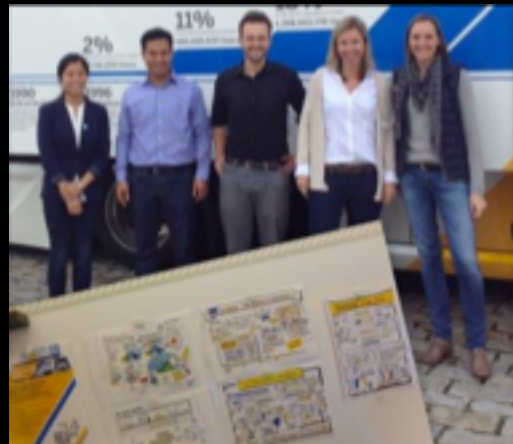
Warenkorb ändern

Zur Kasse gehen





# SAP Big Data Truck



**Experience Big Data Live and Meet SAP Experts**

When: Sunday 14th of September  
Where: University of Mannheim (Ehrenhof)  
Time: 13.00 to 15.30 o'clock (only for students, no registration required)

**Who can attend?**  
• Students and academic staff from any discipline

**Why should I attend?**

- Ever wondered how SAP supported the DFB to win the soccer world cup?
- Do you want to find out how big data influences your life?
- Find out how big data can support students, academics and companies
- Get a real big data hands-on experience in the Big Data Truck with 40m showcases
- See how SAP co-innovates with stakeholders
- Learn about culture and job opportunities at SAP

**'14**  
**SAP BIG DATA TOUR**  
JOIN THE TEAM

Web: [www.sap.com/ignite14](http://www.sap.com/ignite14)  
Address: University of Mannheim, Ehrenhof, 68153 Mannheim



# ...und blieb nicht nur bei diesem Projekt



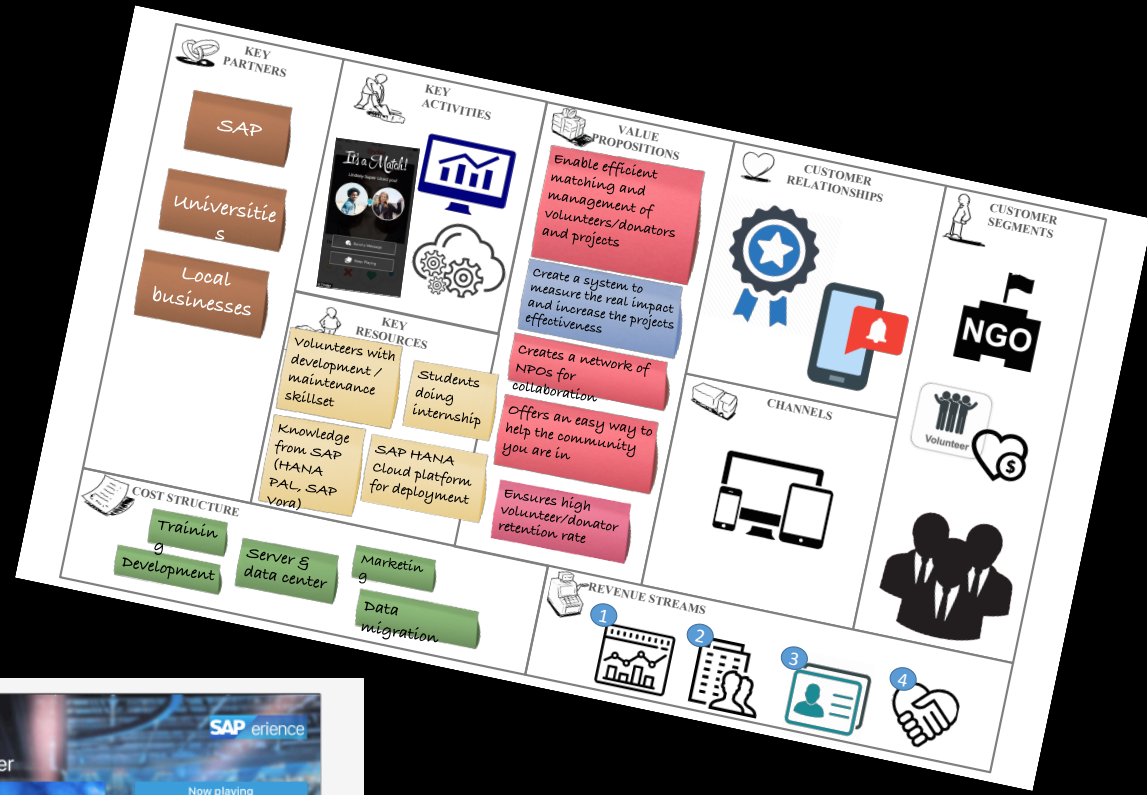
Orderpoints



# Highlights 2017

**SAP arena**

"Design a VIP-like visitor experience for everyone"



Start

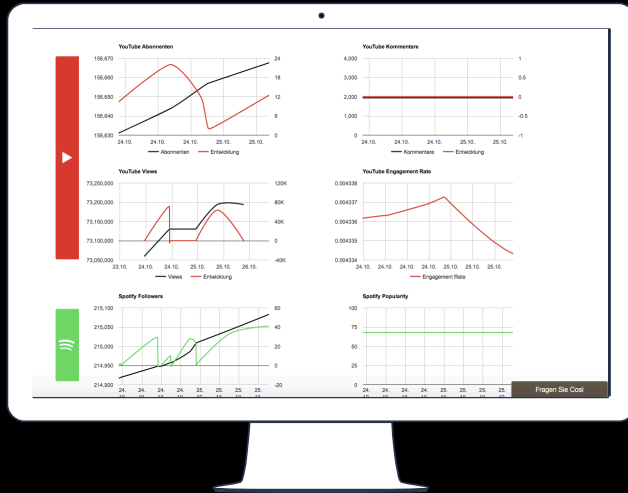
SAP erience

Live Experience: Helene Fischer

Now playing  
**Atemlos**  
Farbenspiel (2015)  
Dance supported by:  
Dancegroup Käfelal Nord

Behind the lyrics  
Atemlos is the most streamed German song...  
was streamed 9...

Channels  
Whole stage  
Artists



INNOFIT for SAP Arena V1.0



# Weitere Highlights und Fun Facts 2008-2017

- Über **35 SAP-Mitarbeiter** sind ehemalige Studenten
- Über **500 Studenten** haben insgesamt
- Familienpizzas im Gesamtgewicht eines **70kg** schweren Menschen wurde in die Präsentationsleistung und Motivation der Teams investiert
- Während des Projekts wurden bereits mindestens **4 Kinder** geboren ;)
- Trotz wilder Warm-ups wurde bisher noch **kein Student verletzt**
- Mehr als **50 laufende Meter DIN A0 Geschäftsmodelle** wurden entwickelt

# Ausblick 2018

- Advanced Agile Practices, bspw. Opportunity Assessment und Product Discovery nach Jeff Patton et al.
- Neue Praxisthemen dieses Jahr, z.B. mit Bosch, SAP HANA, etc.
- Adaption des Kursprogramms für firmeninterne Innovationsprogramme („Intrapreneurship“)

**Wir haben dieses Jahr noch einen Slot frei, Start im September**