

DEUTSCHE TELEKOM

BUSINESS AGILITY
ENTREPRENEURS

NIMBLE & ENTREPRENEURIAL DRIVEN BUSINESS

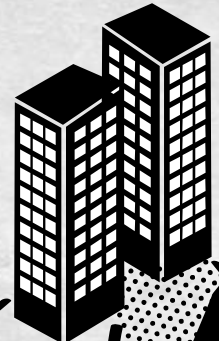
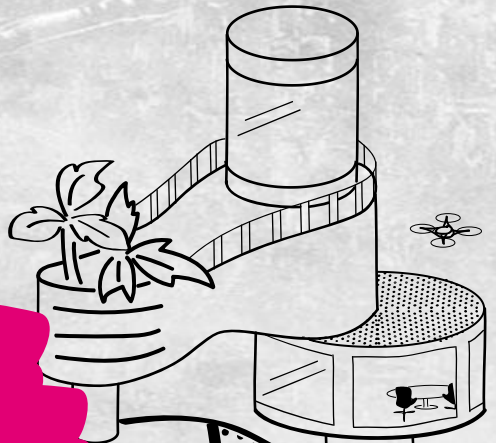
TRADITIONAL LEGACY DRIVEN GERMAN PLAYER





RALF NIEMEYER

CHRISTINE KNACKFUSS



STARTING POINT

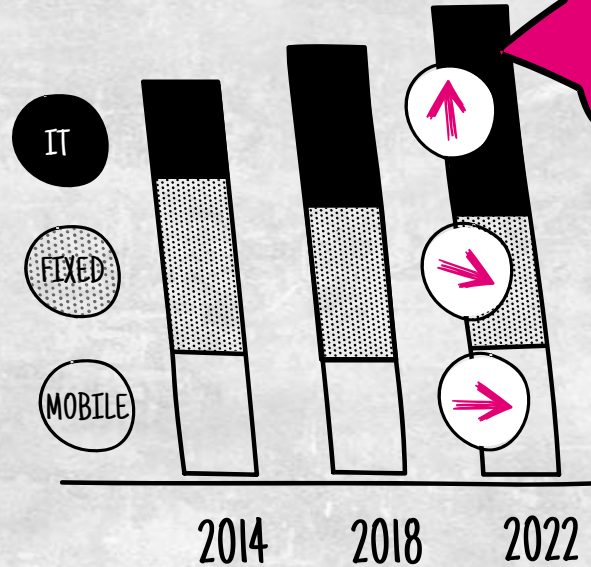


NEWS

- 6 BN€ B2B BUSINESS
- #1 B2B MARKET LEADER IN GER
- CONSTANT ANNUAL GROWTH STORY
- TRADITIONAL PRODUCT BUSINESS IS DECREASING

CORE KPIS:
TIME TO MARKET
& VALUE CREATED

SECTOR MARKET GROWTH



FOCUS:
FOSTER FAST
MOVING BUSINESS
IN THE NEW: IT



GERMAN ENGINEERING CULTURE



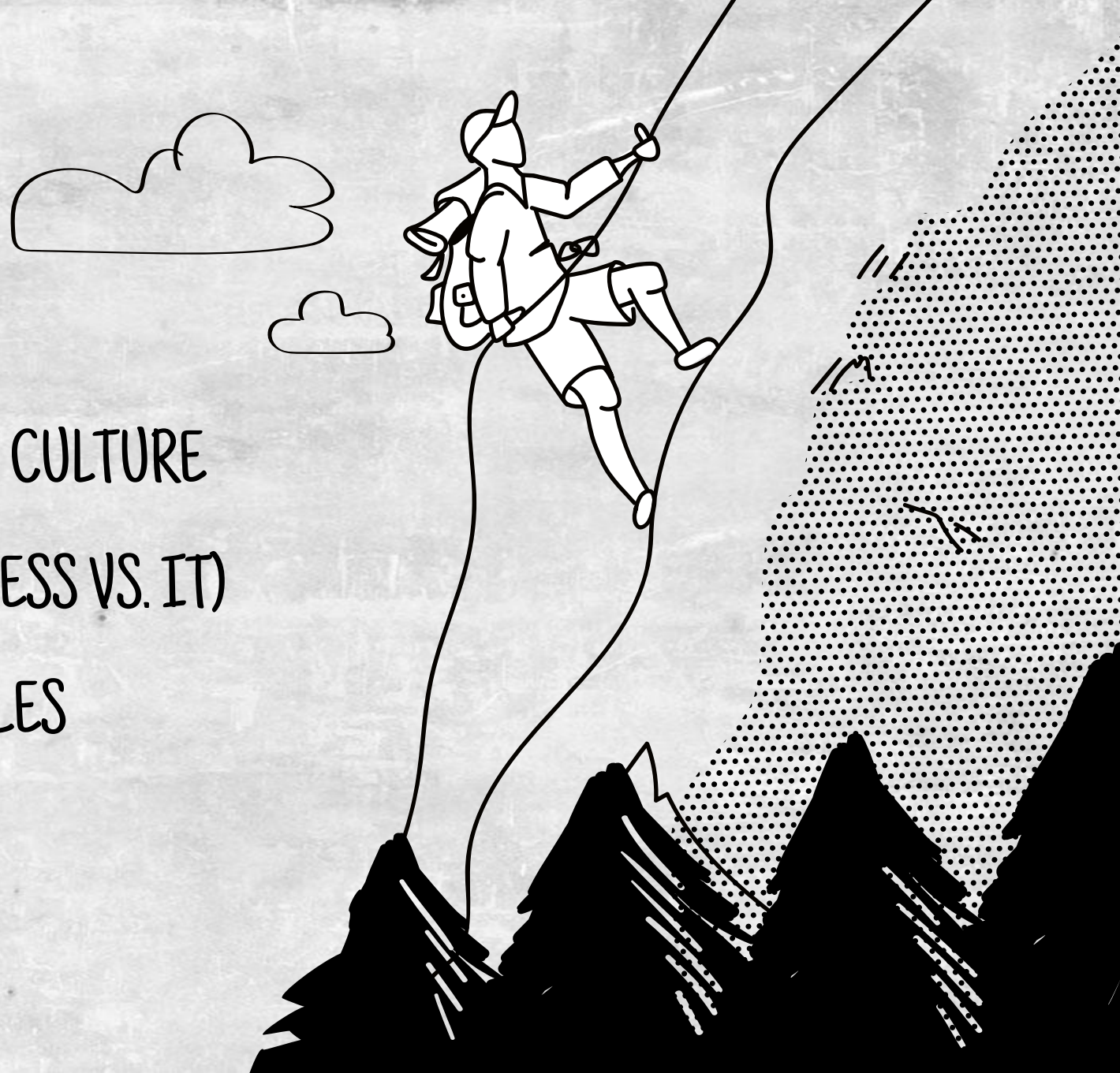
COMPANY SILOS (BUSINESS VS. IT)



SLOW DEPLOYMENT CYCLES



TECHNICAL DEBTS



OUR JOURNEY

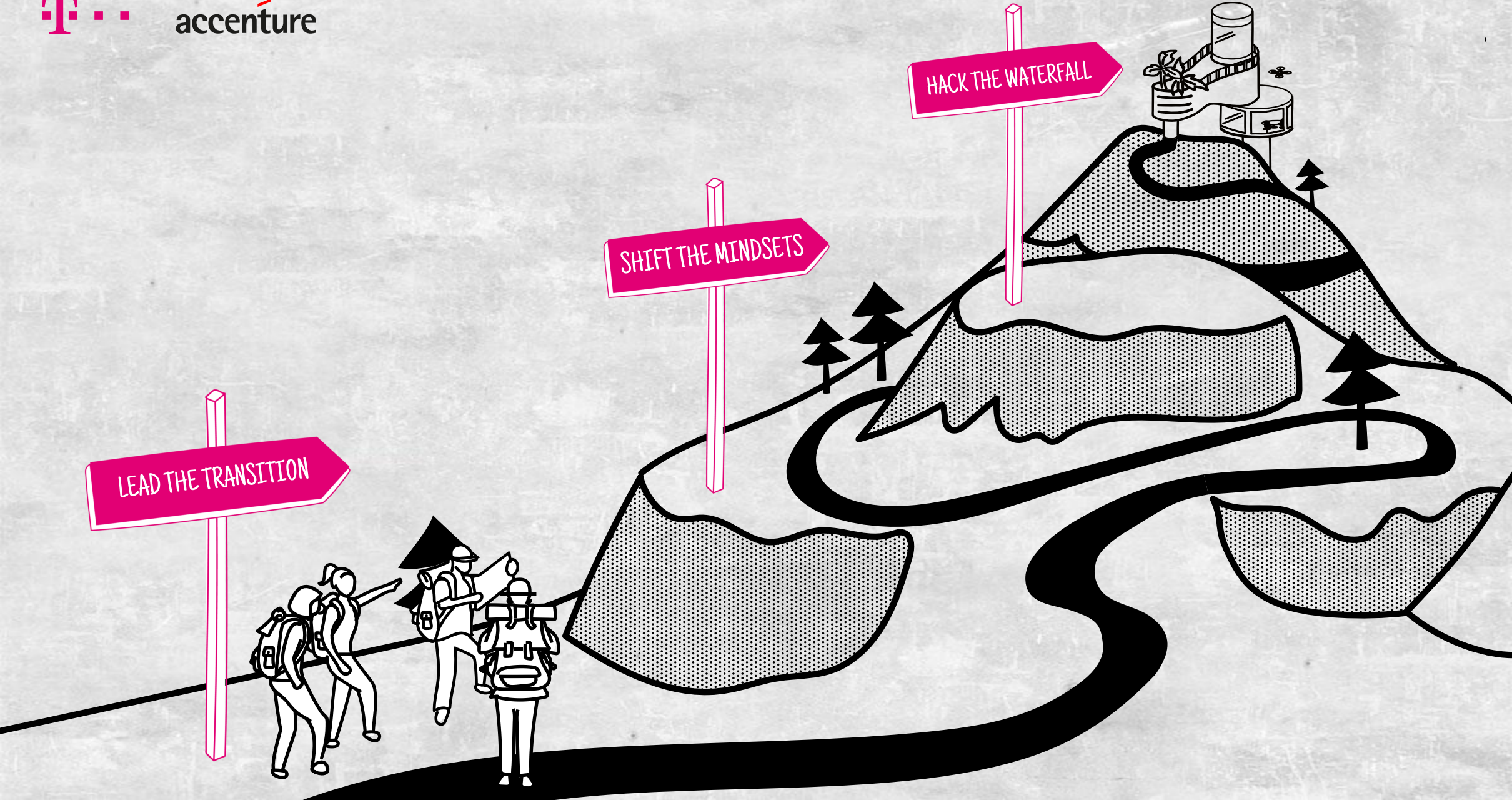
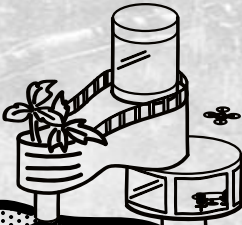


LEAD THE TRANSITION

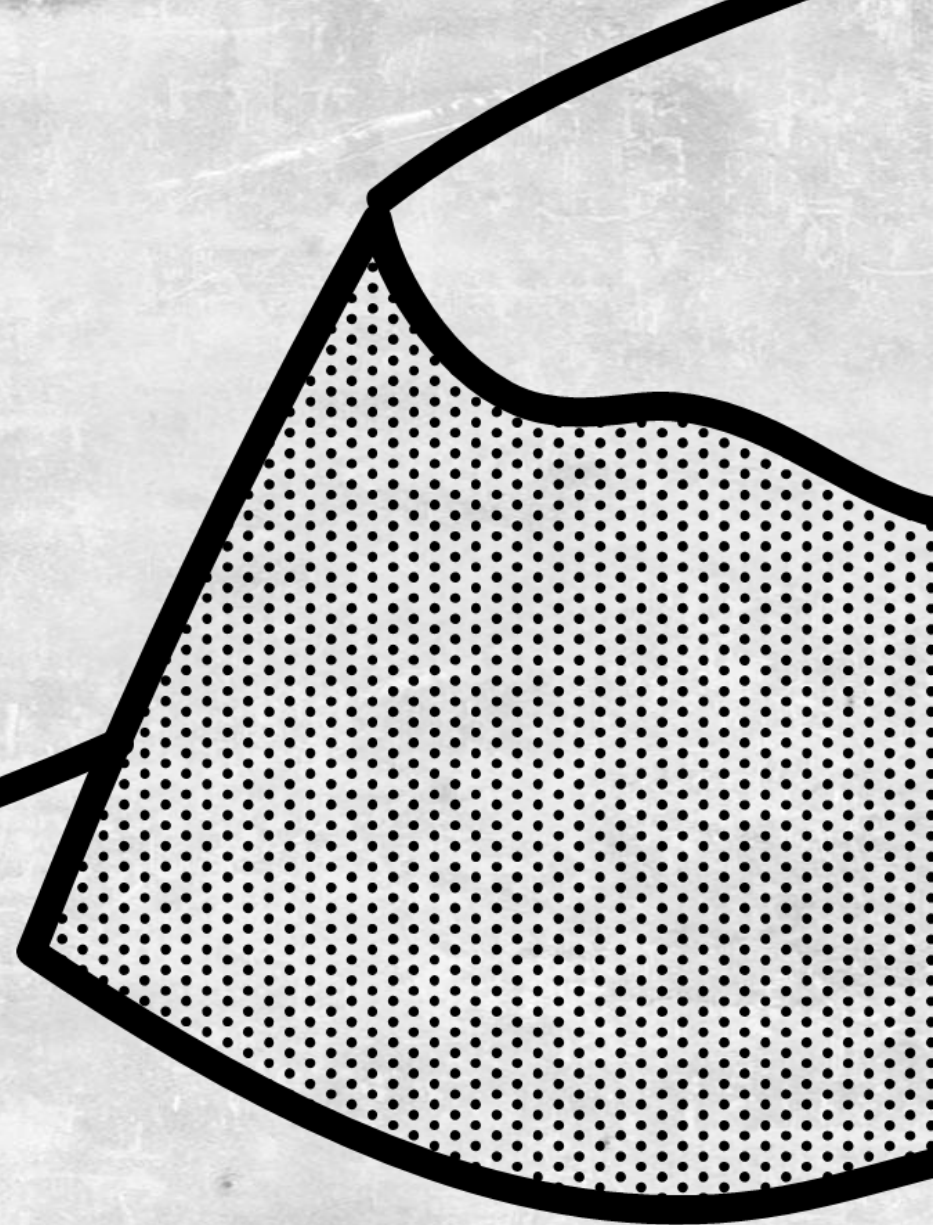


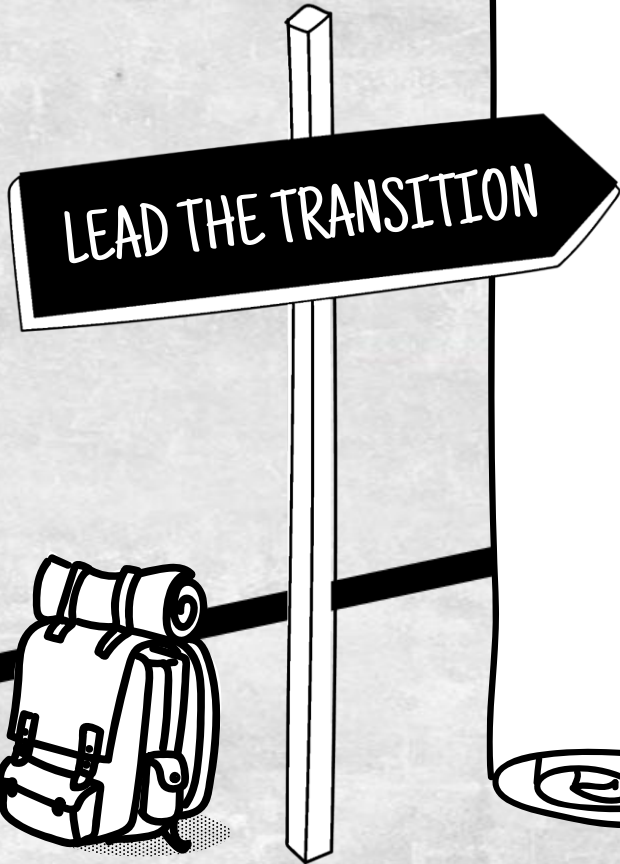
SHIFT THE MINDSETS

HACK THE WATERFALL

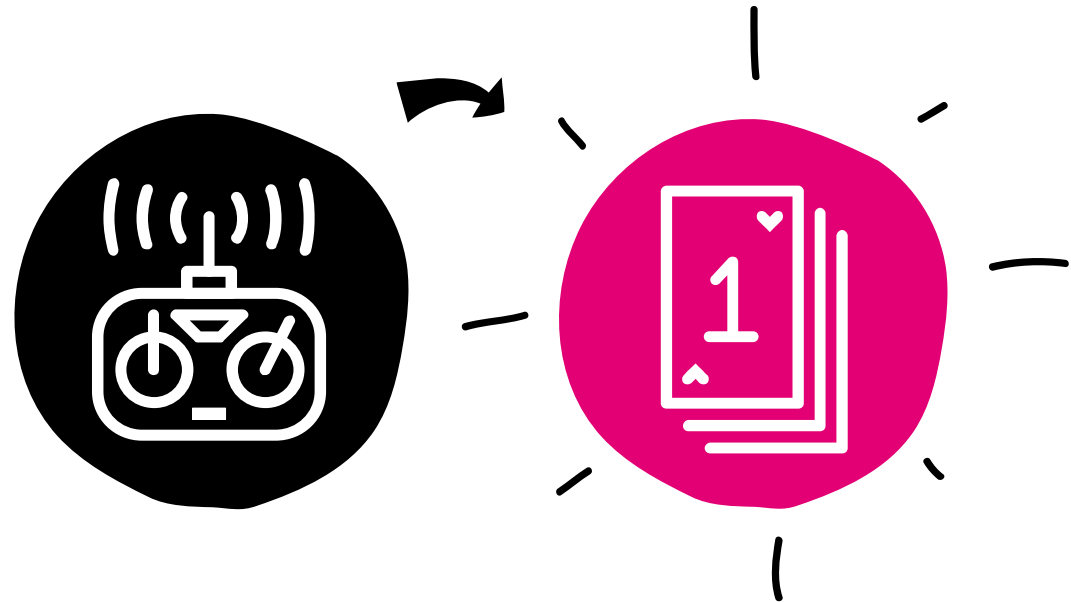


LEAD THE TRANSITION





PARTICIPATION INSTEAD OF CONTROL



PARTICIPATION INSTEAD OF CONTROL

LEAD THE TRANSITION



Macht eure Einsätze für 2019: Welche der Magenta Business Teams bekommen eure Finanzierung?

Weitere Themen: 0 0 0

Digital Touchpoints (1,6)

- Weiterentwicklung GK-Portals zur Magenta Business Mail - das zentrale Online-Portal für optimale Experience
- Entwicklung eines einheitlichen Login auf allen Portalen - 1 Kunde, 1 Login (2,4)
- Entwicklung eines einheitlichen Login auf allen Portalen - 1 Kunde, 1 Login (0,4)
- Online-Buchbarkeit des vollständigen IP-Portfolios (1,4)

Digital Lead & Opportunity (1,6)

- Salesforce (1/3): Weiterentwicklung Salesforce KM/IMV Fokus auf Omnichannel Capabilities (1,4)
- Salesforce (3/3): Weiterentwicklung & Nutzung von Marketing Automation zur Steigerung Vertriebseffizienz (0,4)
- Entwicklung Big Data basierter Kampagnen & Analytics (1,4)
- Weiterentwicklung digitale Unterschrift / DocuSign (0,2)

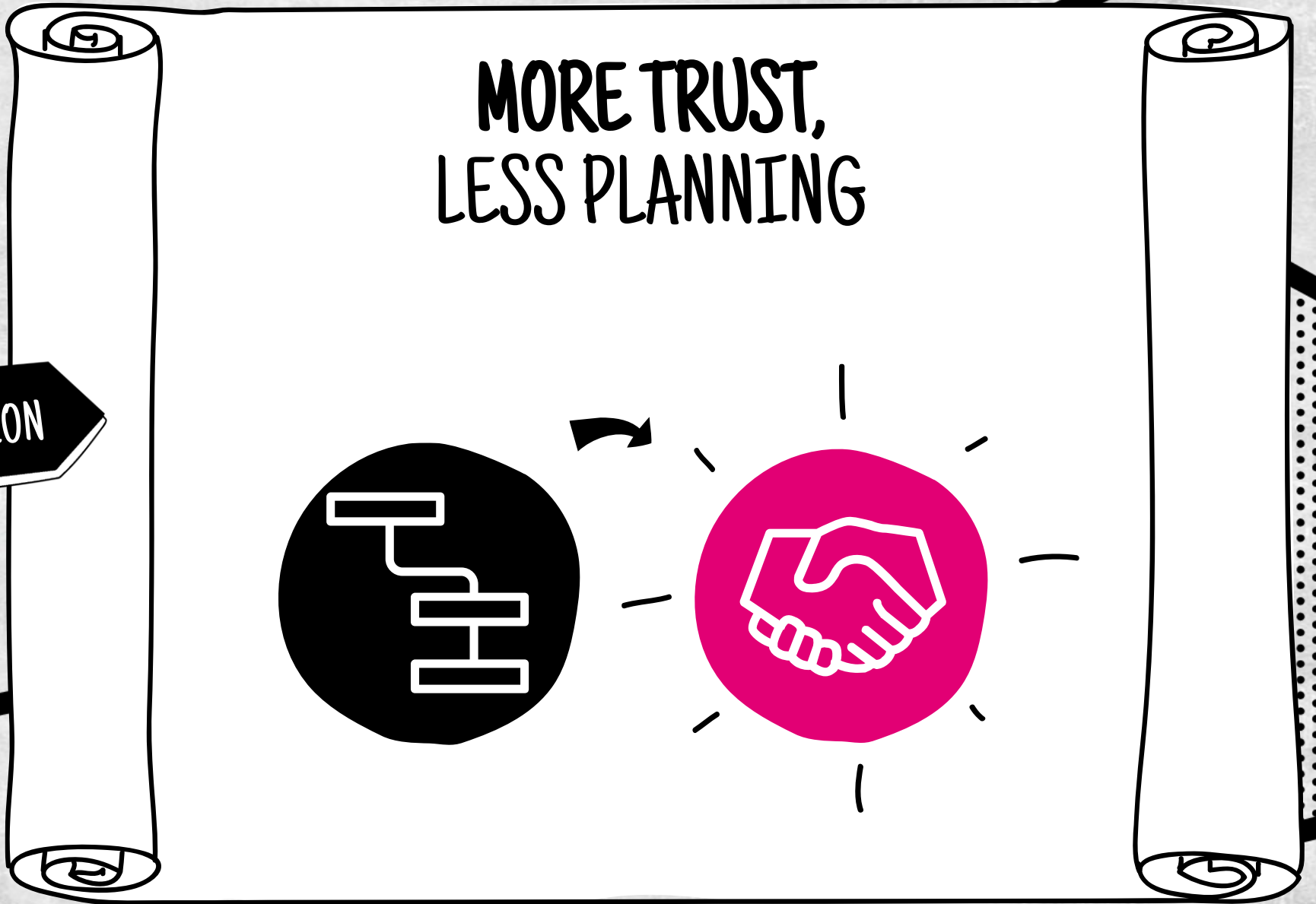
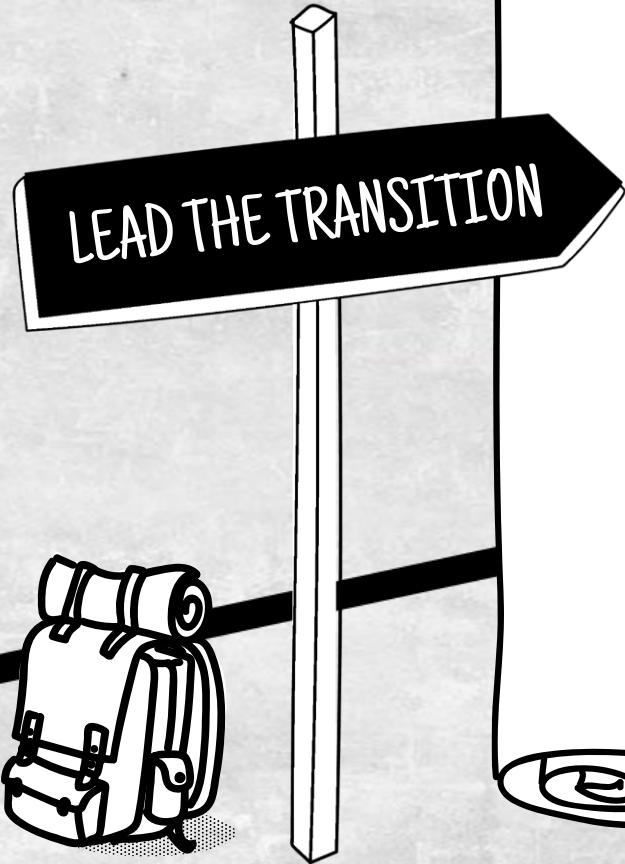
Digital Offer & Order (2,3)

- Konsolidierung und Digitalisierung der Angebots- und Bereitstellung für IP (2,1)
- Magenta First Business Vorteil für alle MF-Karten der Cloud-PBX (Produktbündel) (0)
- Start Entwicklung einer Arbeitsplatz-App auf Basis Cloud-PBX mit integrierter Endgeräteanbindung (1)
- NEMO 2.0: Weiterentwicklung des Tools und Abbildung von Kunden-Änderung (z.B. Endgeräteanbindung) (1)

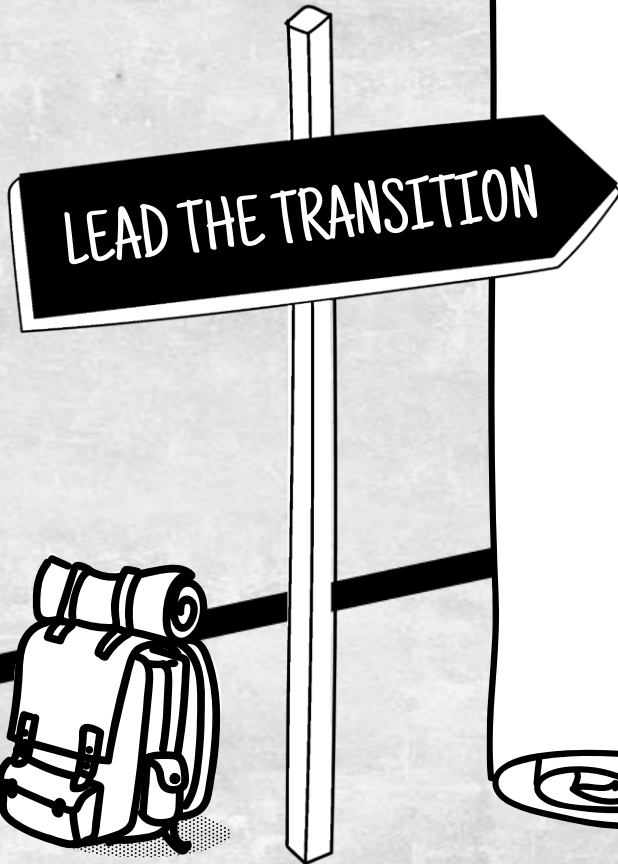
? Wettschein der Epics: Was sind eure Favoriten 2019? Bitte setzt eure MaBu-Euros

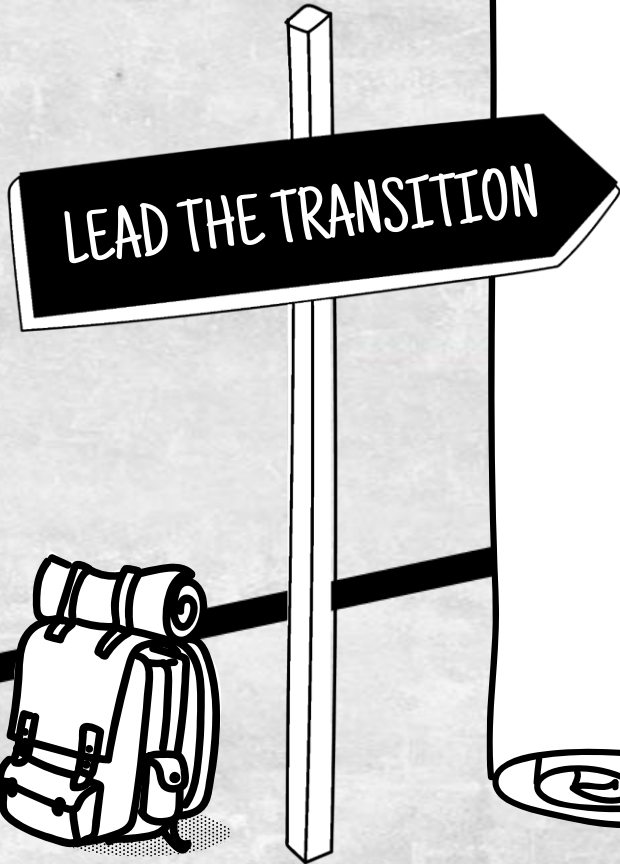
Ein Team ca. 1,4 Mio. EUR p.a. (Ausnahme Login und digitale Unterschrift: 0,7 Mio. EUR)

PLANNING POKER



MORE TRUST, LESS PLANNING





LET LEADERSHIP EXPERIENCE
THE CHANGE THEIR TEAMS
HAVE TO GO THROUGH



LEAD THE TRANSITION



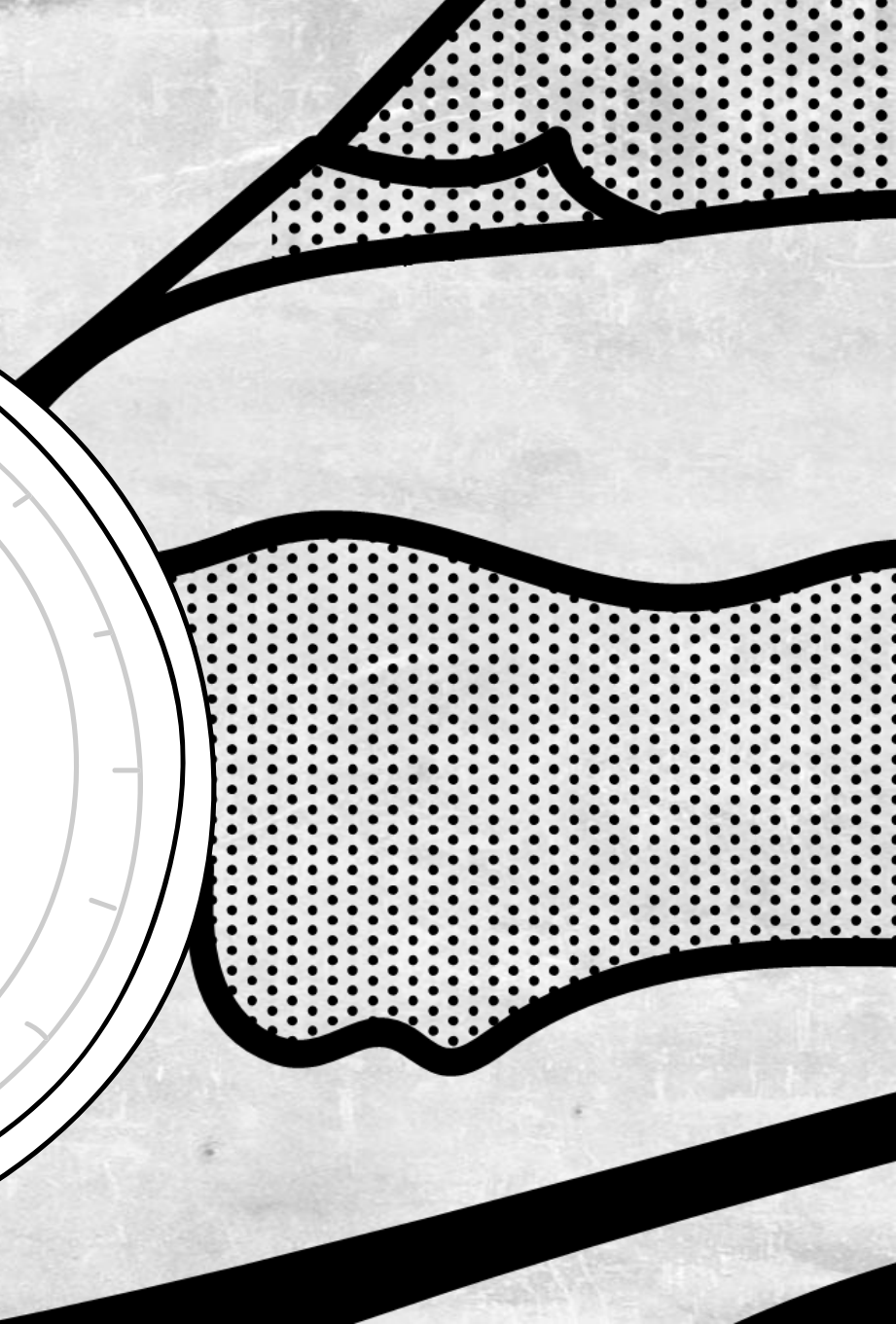
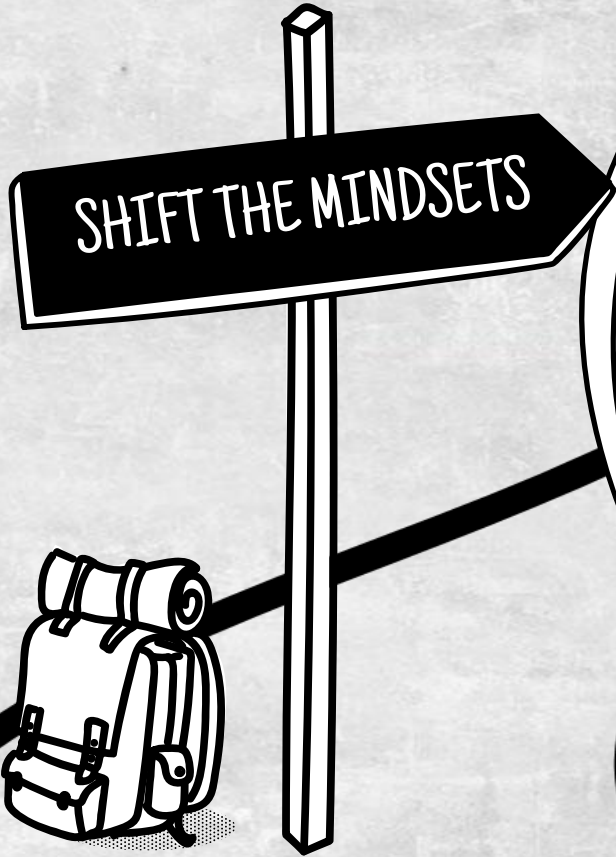
LET LEADERSHIP EXPERIENCE



IT IN THE NEW BOARD TRAINING

SHIFT THE MINDSETS





CREATE
COMMITMENT

SHIFT THE MIND

CONFIDENCE
VOTE



SHIFT THE MINDSETS

OUTCOME
OVER OUTPUT



SHIFT THE MIND



OKR Q2 2019: TRIBE LEA

Objectives

Wir prägen die Wertorientierung im Tribe konsequent weiter aus und leisten unseren Beitrag zu Kostendisziplin

Key Results bis Ende

Commercial Case: 40% des V

Kostenziele für Q2 erreicht (C

Wir leisten einen weiteren F

Produkt-Dashboard wir

Konzept für KuZ'

UX-Pro

... und steigern die

SHIFT THE MINDSETS

DON'T TALK ABOUT BUT WITH YOUR CUSTOMERS





SHIFT THE MIND



DON'T TALK ABOUT BUT WITH YOUR CUSTOMERS

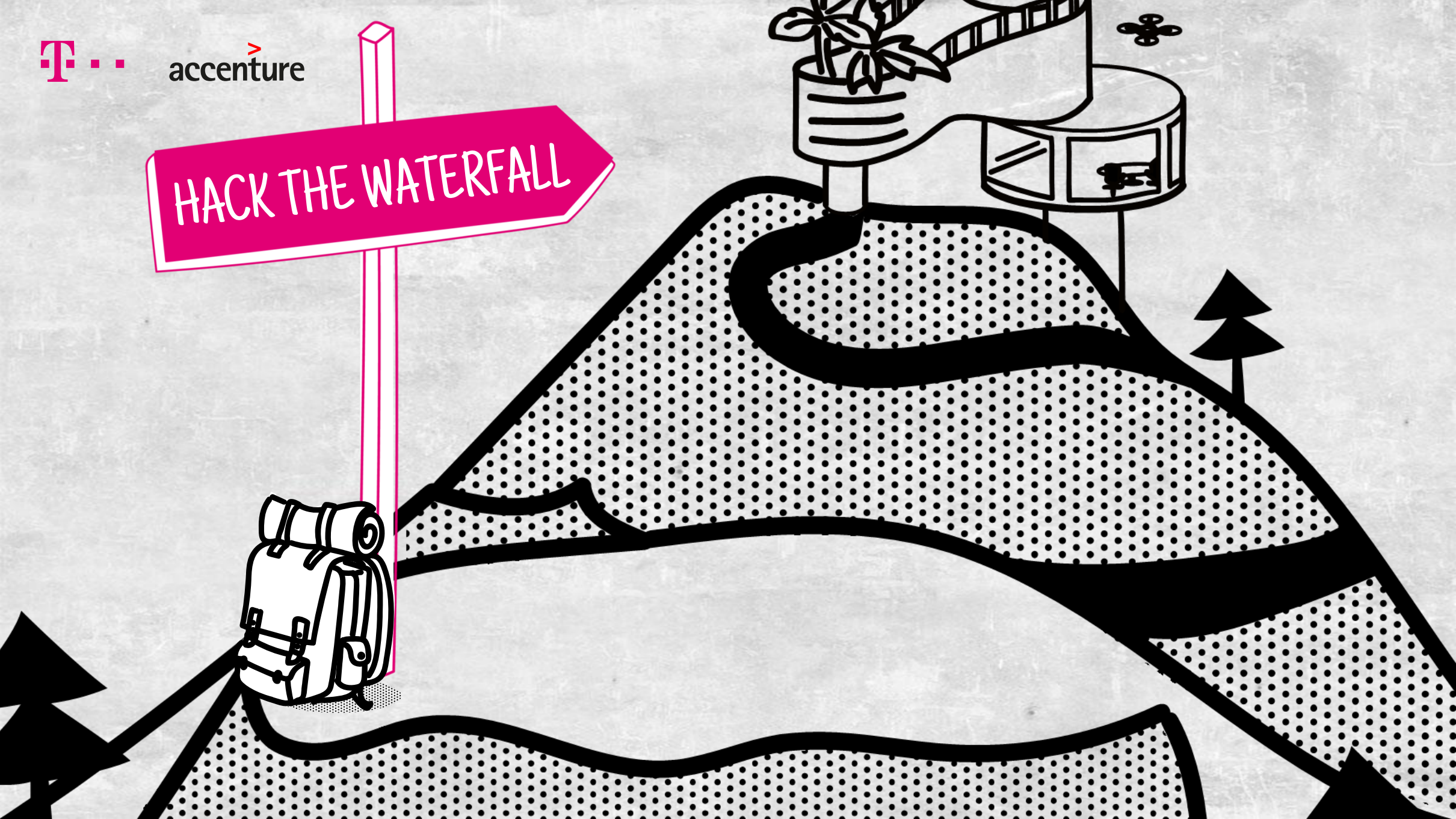
CO-CREATION DESIGN SPRINT WITH SALES





accenture

HACK THE WATERFALL

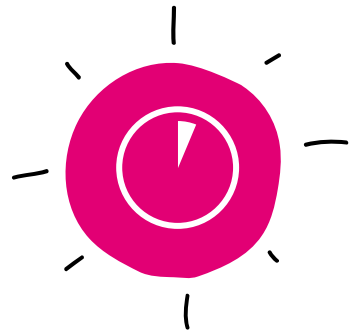


HACK THE WATERFALL

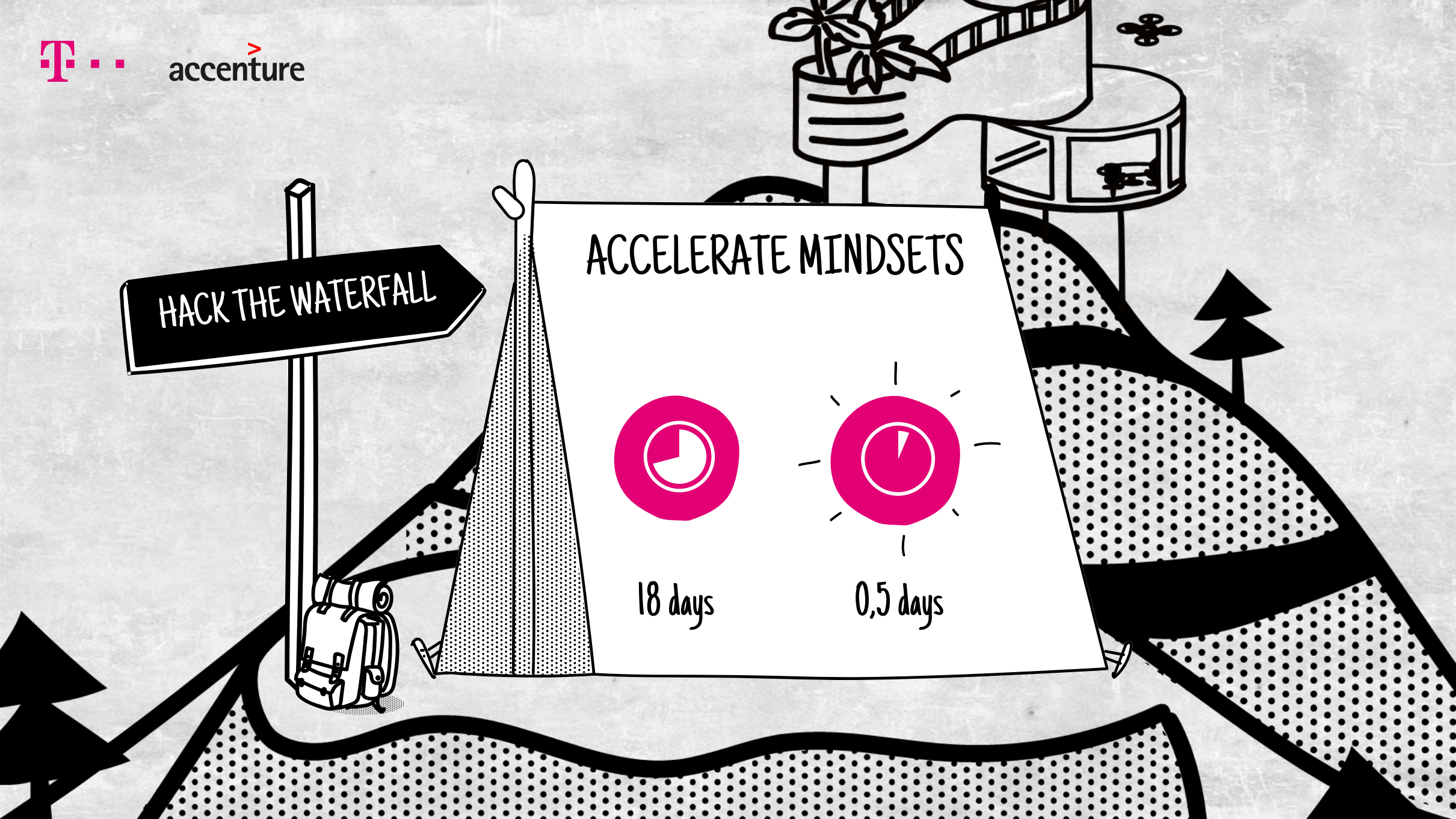
ACCELERATE MINDSETS



18 days



0,5 days



HACK THE WATERFALL

FROM PROJECT TO PRODUCT

DETAG Startseite **Geschäftspartner** Vorhaben Aufgaben Terminplanung ASPs Kunden Kampag

Geschäftspartner
De-LAN-BUT-V1-001

Nr. 021860	Vertragspartner-Nr. 8882101941	Adresse Bachstr. 15 30167 Hannover DE	Account Manager Lutz Forntell	Seg./Reg/Team V3, Süd, DTAG.TD.VSD.DVS.V3.RS1
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immtdaten ASP Verträge Analytics Vorhaben Kundenakte Kundenkontakte

tragspartner (Alle 3 Elemente anzeigen)

IR	QUELLSYSTEM	NAME	STATUS	STRASSE	PL
101941	CRM-T Vertragspartner	De-LAN-BUT-V1-001	0	Bachstr. 15	30167
005	CARMEN Vertragspartner	CARMEN-Kunde 5	0	Teststr. 9	99516
184	SAP Vertragspartner	De-LAN-BUT-V1-001	0	Bachstr. 15	30167

nz Daten

NAME

MazOre Lanenama 5 mit hic no wuolth undertDnd undlDndeln 9tich...

HACK THE WATERFALL

FROM WATERFALL TO AGILE

Geschäftskunden

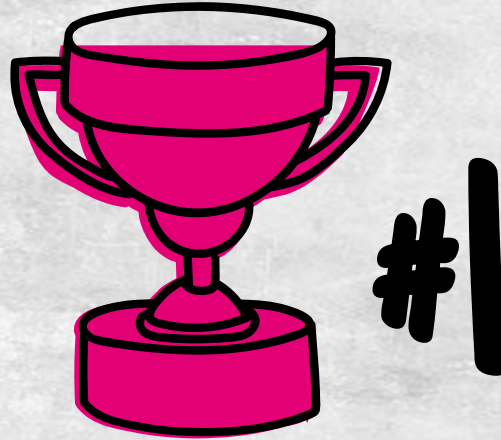
Mobilfunk > Tarife > Smartphones > Tablets > Optionen > Mobile Lösungen >

Business Mobil XL Plus ohne Smartphone	Business Mobil L ohne Smartphone	Business Mobil M ohne Smartphone	Business Mobil S ohne Smartphone
UNBEGRENZT	10 GB	5 GB	2,5 GB
Nur online: inkl. 10 % Rabatt	Nur online: inkl. 10 % Rabatt	Nur online: inkl. 10 % Rabatt	Nur online: inkl. 10 % R
73,91 € ^{€2}	45,34 € ^{€2}	37,77 € ^{€2}	27,94 € ^{€2}
netto monatl. bei Neuvertrag im TM214	netto monatl. bei Neuvertrag im TM214	netto monatl. bei Neuvertrag im TM214	netto monatl. bei Neuvertrag im TM214
Tarifdetails	Tarifdetails	Tarifdetails	Tarifdetails
TARIF BESTELLEN	TARIF BESTELLEN	TARIF BESTELLEN	TARIF BESTELLEN
Bestes Netz <input type="checkbox"/>	Bestes Netz <input type="checkbox"/>	Bestes Netz <input type="checkbox"/>	Bestes Netz <input type="checkbox"/>
LTE Max <input type="checkbox"/>	LTE Max <input type="checkbox"/>	LTE Max <input type="checkbox"/>	LTE Max <input type="checkbox"/>



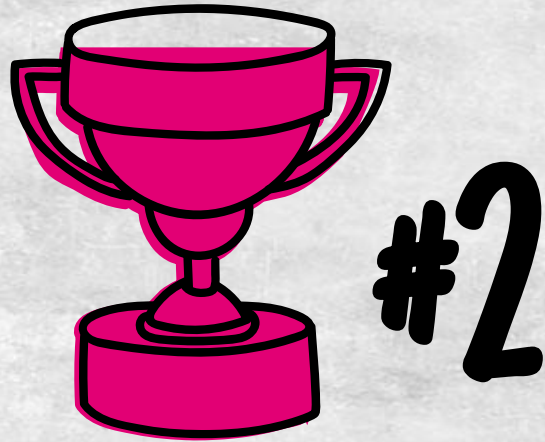
OUR

ACHIEVEMENTS



TIME TO MARKET ACCELERATED FROM 18 TO 6 MONTHS

STILL A LONG WAY TO GO IN A LEGACY IT ENVIRONMENT



**WE DO DELIVER VALUE
CASHFLOW POSITIVE AFTER 1,5 YEARS**

CHANGING THE MINDSET "FROM PROJECT
TO PRODUCT" WILL PROBABLY TAKE A LOT LONGER



WE BECAME THE ROLE MODEL FOR THE AGILE TRANSFORMATION OF TELEKOM GERMANY

SCALING AGILE IS REALLY HARD WORK

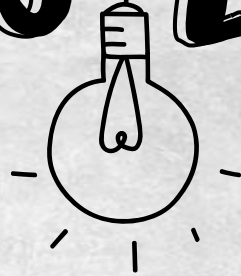


**BUT WHAT IS MOST
IMPORTANT TO US:**

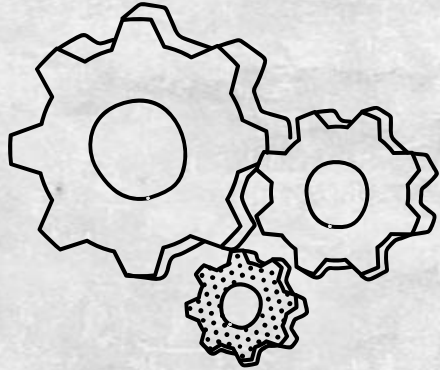


**EMPLOYEE SATISFACTION
SCORE OF 91%**

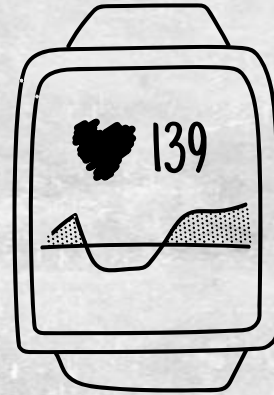
OUR INSIGHTS & LESSONS LEARNED







“FEELING COMFORTABLE
WITH BEING
UNCOMFORTABLE”

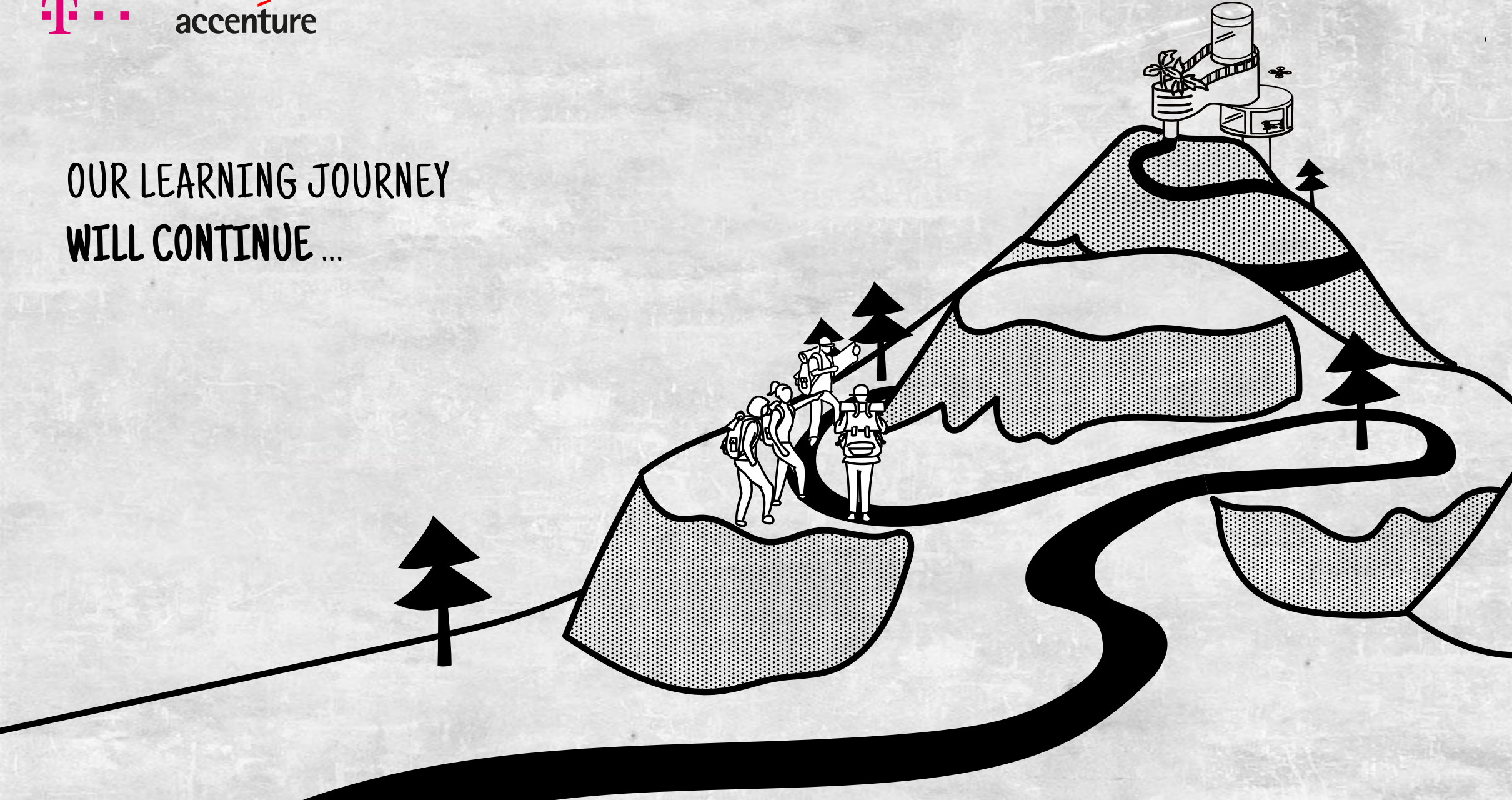


BEING TRANSPARENT &
MEASURABLE AS AGILE
IS A “LEISTUNGSSPORT”



FINDING THE BALANCE
BETWEEN “AUTONOMY”
AND “ALIGNMENT”

OUR LEARNING JOURNEY
WILL CONTINUE ...





WE ARE PROUD OF
WHAT WE ACHIEVED!

WE ARE EAGER TO CONTINUE
THE LEARNING JOURNEY!

