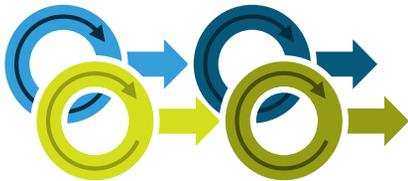# THREE BRIDGE

## AGILE ENTERPRISE

**Inspire to test and learn while driving value for the guest.**

6-person initial task team

Stand-alone new product launch site

4 pilot products with immediate sales lift

### Innovation as competitive advantage

Use small bets and quick prototyping in pursuit of multichannel vision and strategic imperatives

# Rapid Application Development

To help a national retail organization grow faster, ThreeBridge built a rapid product launch site for innovative solutions.

A large national retailer wanted to create an environment for rapid product development to design, pilot and evaluate new products to stay ahead of their competition. Leadership approved the launch of a "RAD" Product Team to prove that innovation can be achieved through a fast-track process with light governance and reduced project funding.

The client was looking to partner with a local consulting firm to successfully launch and operate the RAD product solution and development team.

ThreeBridge partnered with the client's leadership team to lead the solution structure, team resourcing, and physical build-out of the launch site.

In the first  months, a task team of Engineers, User Experience designers, and Product Leads was formed to launch the concept.

Within five months the team had launched four new pilots that consumers could use to enhance their retail experience. These pilots resulted in immediate incremental sales for the client.

Ultimately, client leadership decided to expand this model to the existing product teams, using the initial task team to lead the broader implementation.

## AGILE ENTERPRISE

# The Problem

1. The physical environment did not attract engineers or create collaboration.
2. Current process required a formal vetting for full funding approval.
3. Ramping up full teams for initiatives was costly if a decision was made to cancel the program after the pilot.
4. Client at the time had very few internal engineers. Most were contract resources or consultants.
5. The process and available tools limited the team's agility.

# The Solutions

**1** We worked with the client's space team to change the physical space.



**2** New process built for partial funding to support pilots and quick key learnings. Promising ideas received additional support, while others were cancelled.



**3** Pilot teams relied heavily on consultants to minimize cost risk. Over time, key resources converted to positions at the client. Lead, UE, Front End, Back End, Mobile, and Jr Engineer.



**4** Create a culture that cares and feeds creative domestic digital engineering.

Create work in order to attract, cultivate and keep the talent necessary for future growth.

**5** Cloud services and new technology was used to stand up this new team.







**THREEBRIDGE**
Talent, Training and Advice