

# IBM

Has created a dedicated in-house innovation lab with 30 studio spaces where employees use **design thinking** methods to **help clients tackle real world-business problems**. This customer-centric philosophy has helped IBM deliver a number of groundbreaking projects, including Blue Mix, which was intended to “**completely reimagine the cloud app development experience**.”

The company also recently conducted a study of the **economic benefits** clients derived from using a design thinking process, which showed project teams experienced huge time and cost savings, increased portfolio profitability, and saw undeniable ROI.

“Profits from faster releases combined with reduced design, development, and maintenance costs deliver \$678K per minor project and \$3.2M per major project, for \$20.6M in total value,” the authors of the study report.