

ranger 4

Digital Transformation eXperience

‘Accelerate understanding and adoption of complex messages’

The aim of the simulation is to provide users with a practical experience of best practices and ways of working (ITIL4, DevOps) **in order to** support understanding and/or adoption in education and transformation

1. Embedded in formal education courses
2. Leadership strategy workshops
3. Visioning workshops - cascade

What is **DTX**

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DTX-i is a highly immersive, virtual, single player, web-based strategy simulation that:

- ▶ engages and educates individuals rapidly and at scale and **cost effectively**
- ▶ provides insight into the core components and landscape of Digital Transformation - focus on CX
- ▶ illustrates the context and benefits of the technologies and practices that enable success in a digital paradigm
- ▶ facilitates engaging and immersive, virtual instructor led experiences - **1 to 4 hours, small to large groups**

Target Audience

- ▶ Business and IT Executive Teams (C-suite and Management)
- ▶ Employees to enable Enterprise Transformation
- ▶ IT Practice Education delegates (DevOps, Agile, ITIL, SRE)
- ▶ Product Owners and Cross IT Teams - (Dev, Ops, Sec, QA/Test etc.)

Key Success Factors - Stability, Agility, Customer eXperience, Financials

Technology Practices & Tools - CI/CD, CT, SRE, API's, Microservices, ITSM, Automation

Ways of Working - DevOps, ITIL4, Agile, SRE

Practise Techniques such as Kanban and Value Stream Mapping

Real World Impacts - enterprise-wide impact of choices made in the real world

Strategic Challenges - faced in enterprise digital transformation

Plan

Build

Deploy

Run

IT Centric- Poor CX

Business Partners

Requirements

Poor Prioritisation

Development

Waterfall
Development

Poor Dev Visibility

Test / QA

Unit Tests
Integration Tests
Security Tests

Waste in Process

On Prem

Large Infrequent Releases
Poor Quality

Cloud

SaaS

Production

CAB

Staging

System Performance
Tests

1st Line

Service Desk Function
Incident Management

2nd Line

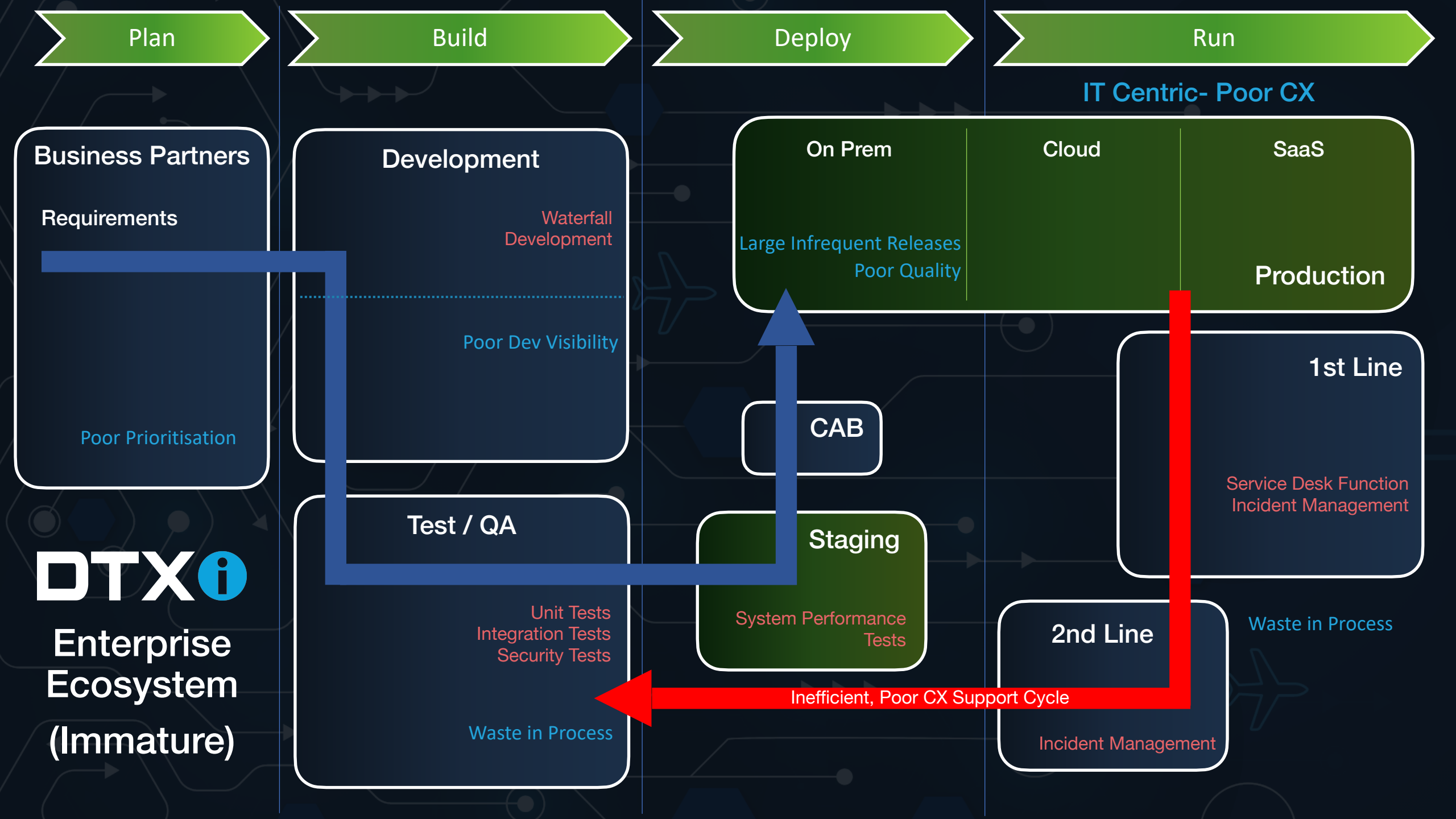
Incident Management

Waste in Process

Inefficient, Poor CX Support Cycle

DTX **i**

Enterprise
Ecosystem
(Immature)



Plan

Build

Deploy

Run

Business Partners

Requirements

Strategic Intent
Stakeholder Feedback
Market & Competitor Analysis

Portfolio Mgt
Product Value Focus
Agile Business Response

DTXi

Enterprise Ecosystem

(Ops)

Development

Agile Development
Test Driven Development
Peer Code Review

Unit Tests
Integration Tests
Security Tests
CI Technology

Shift Left

Test / QA

Unit Tests
Integration Tests
Security Tests

On Prem

Transition

Canary Releases
MVP
Frequent Releases
Fail Fast
High Quality

CAB

Low Risk

Staging

System Performance Tests
Orchestration Technology

Cloud

SaaS

Production

Change Mgt

1st Line

Service Desk Function
1st Line Fix
Knowledge Mgt
Incident Management
Problem Mgt
Configuration Mgt

Shift Left

2nd Line

Incident Management
Event Mgt
Service Continuity

Observability

Value Stream Maps
Incident Log
Availability Report
MTRS Report
Problem Mgt Report
Development Log

Feedback Loop

Development

Kanban

Rapid Business Aligned Dev Cycle

Responsive Customer Centric Support Cycle

Plan

Build

Deploy

Run

Feedback Loop

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On Prem | Cloud | SaaS

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Enterprise Ecosystem

(Dev)

Responsive Customer Centric Support Cycle

Plan

Build

Deploy

Run

Feedback Loop

Customer Centric- Improving CX

Business Partners

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Stakeholder Feedback
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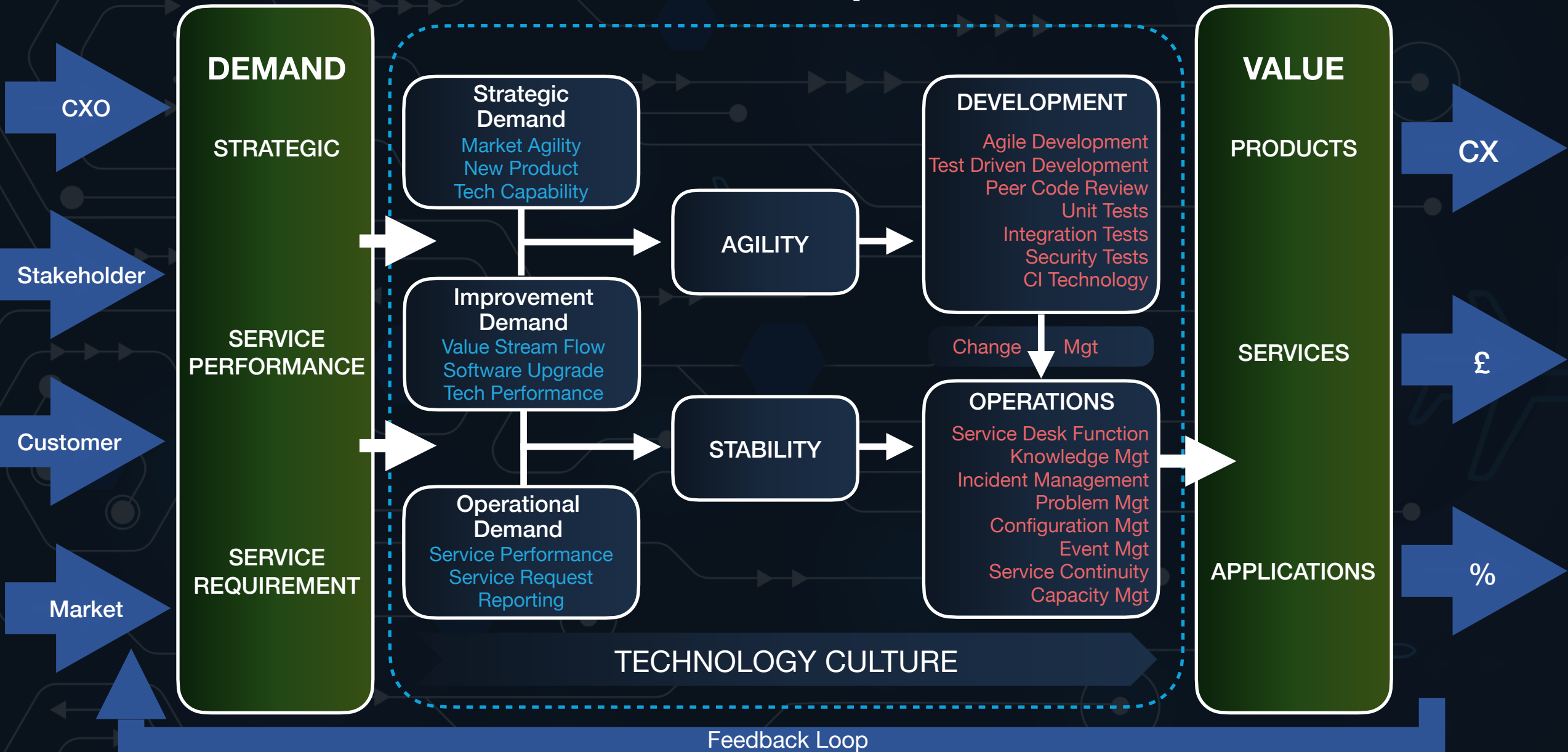
Responsive Customer Centric Support Cycle

Optimised Process



Enterprise Ecosystem (DevOps)

DTX Enterprise Flow



DTX Approach

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- ▶ Facilitator Led
- ▶ Web App Drives Experience
- ▶ Manager Style Game
- ▶ Instant Feedback
- ▶ Multiple Roles
- ▶ Gamified with Leaderboards
- ▶ Realistic Business Scenario

▶ Each cycle = 10 minutes =
1 month in game time



DTX Draft 1/2 Day Agenda

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Time	Content Progression
0930	Intros
0950	Q1* - Immature
1035	Q2 - Stability (Ops)
1130	Q3 - Agility (Dev)
1220	Q4 - DevOps
1300	Close

* Q = quarter (3 months/cycles of gameplay) in the simulation

Welcome to Global Air

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Airline Industry Leaderboard

Rank	Organisation	Score
🏆 #1	Bryanair	70.0
🏆 #211	Adventure Airlines	3.1
🏆 #212	Air Mumbai	2.8
🏆 #213	Weipa Express	2.4
🏆 #214	Canton Air	2.0
🏆 #215	Global Air	1.9
🏆 #216	Plockton Airways	1.6
🏆 #217	Duffer Airlines	1.3
🏆 #218	Air Egypt	1.1
🏆 #219	Beijing Express	0.6
🏆 #250	NoCanDo Airways	-10.2

- ▶ Airline Scenario - We're all familiar with the 'Airline Experience'
- ▶ Running 'Global Air', a legacy Airline in a market with new challengers
- ▶ Leaderboard based on Profit Margin



The aims of the simulation for delegates are:

1. Improve delivery of new and existing services for Global Air
2. Implement strategies, including elements of service management and DevOps
3. Reach the top 50 airlines on the leaderboard
4. Compete against colleagues

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Welcome to the DTXI Simulation, designed to provide you with an opportunity to implement your own digital transformation.

Watch the onboarding video for some hints and tips.

If the Full Game is not yet available practice with the demo game.

For detailed guidance at any time click the (?) on top right.

Good Luck



Worldwide Leaderboard

Rank	Name	Operating Margin %
🏆 1	-	-
🏆 3690	-	-
🏆 3691	Ned Stark	-
🏆 3692	-	-
🏆 5683	-	-

YOU ARE IN POSITION 🏆 3691 WORLDWIDE

Your Group Leaderboard

Rank	Name	Operating Margin %
🏆 1	-	-
🏆 49	-	-
🏆 50	Ned Stark	-
🏆 51	-	-
🏆 87	-	-

YOU ARE IN POSITION 🏆 50 IN YOUR GROUP

PLAY DEMO GAME

START FULL GAME

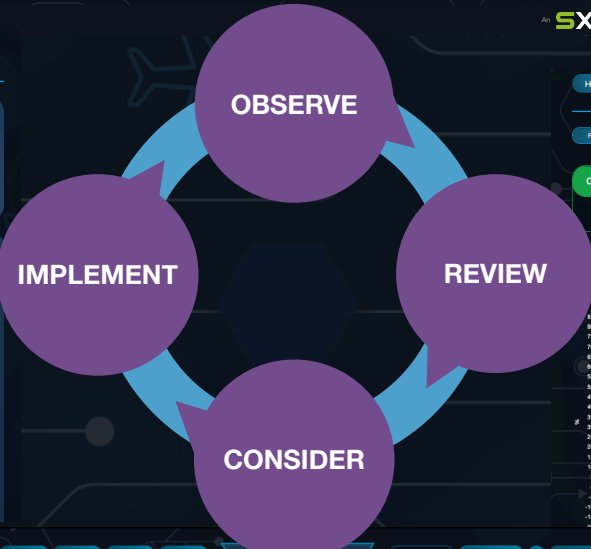
RESUME GAME

Game Cycle



Observe your strategy playing out over 1 month of operations = 1 minute

Review performance with data analytics and rich metrics



DTX 0

Home Game Reports Insights Strategy Month: 2 3.7 / 10 Options ? DTX Test

Manage Performance Budget: \$45000

LIVE SERVICES MANAGE FLOW

Manage New Services Budget: \$45000

NEW SERVICES KANBAN

Use the button below to save your choices and start the next round

PLAY NEXT ROUND

ID	Service Name	Max Rev / Day	Customer Experience	Priority	Expand Configuration	Event Management	Fallover	V2	Microservice
1	Online Booking	Predicted \$180,000 Actual \$180,000	5%	High					
2	Reservations	Predicted \$159,600 Actual \$159,600	4%	High					
3	Payment	Predicted \$167,200 Actual \$167,200	3%	High					
4	Fares & Pricing	Predicted \$67,200 Actual \$67,200	2%	Medium					
5	Ticketing Platform	Predicted \$152,100 Actual \$152,100	4%	High					

Implement Strategy options within budget constraints

Consider Strategy options - choice limited by max budget per round. This forces prioritisation.

DTX 0

Home Game Reports Insights Actions Month: 2 3.7 / 10 Options ? DTX Test

Service Improvement Program Spend v Budget this round. Max spend \$40,000

Selected	Option	Price Per Unit	Cost
Manage Service Performance (by service)			
	Event Management	\$7,000	
	Configuration Management	\$7,000	
	Fallover	\$10,000	
	Microservices	\$10,000	
	SaaS	\$7,000	
	v2	\$4,000	
	Blue / Green Releases	\$15,000	
	Canary Releases	\$20,000	
	Total		



Review Value Stream Map to reveal waste to improve 'Flow' issues

Key Business Imperatives:

- ▶ Customer Centricity
- ▶ Organisational Agility
- ▶ Speed to Market
- ▶ Increased Quality
- ▶ Reduced Risk
- ▶ Greater Efficiency
- ▶ Increased Stability & Resilience

DTX-i is a 'game changer' that can power:

- ▶ online education
- ▶ virtual instructor led workshops
- ▶ virtual conferences
- ▶ marketing campaigns for vendors

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