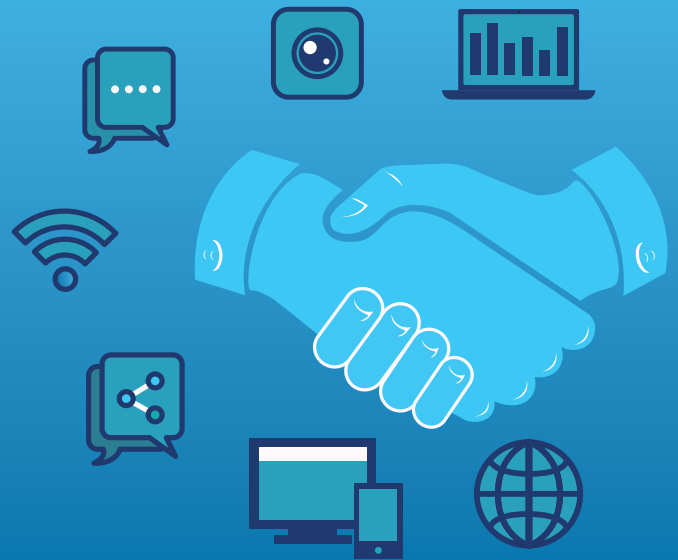


# ZIM FOR CUSTOMER ENGAGEMENT & DX



ZIM for Customer Engagement & Digital Experience is Zilker's Implementation Methodology specially tailored for eCommerce and digital experience implementations. This is based on years of experience and over 100 implementations.

ZIM for CE & DX starts with a Blueprint phase that evaluates your current deployment, the benefits of upgrading, and maps out a delivery roadmap based on our feasibility vs. importance study. This roadmap provides you with the plan necessary to successfully complete the project and ease the consumption of new capabilities. ZIM for CE & DX utilizes an Agile implementation model relying on short sprints (2-3 weeks) with demonstrable content at the end of each sprint allowing for customer collaboration and adjustment.

## What To Expect

- **Blueprint** - Zilker's team of experienced delivery professionals will work with you to understand, assess and clarify your project goals, and create a clear, viable plan to reach them.
  - Stakeholder alignment session
  - User experience and technical information gathering sessions with SMEs
  - Identification of solution options
  - Feasibility vs Importance assessment
  - Presentation of results
  - Iteration plan
- **Requirements (focus and limited)** - This is not your Grandpa's requirement session. Instead, focused requirements based on Roadmap and Iteration Plan. Requirements will be ongoing to ensure proper backlog of development.
- **Modified Agile Development.** - 2-3 week sprints with defined deliverables and a demonstration of those deliverables at the end of the sprint
- **Transition** - proper hand-off to customer team or Zilker's Managed Services team.
- **Follow-up** - Take advantage of Zilker's willingness to have follow up sessions (Quarterly/Semi-Annual/Annual) to make sure Roadmap is being followed, changing business directives are being met and any insight that Zilker can provide with regard to technology trends and IBM Product development.

