

Gigster Innovation Management

Uniting Teams, Process, and Culture to Transform Digital Business

CHALLENGE

Digital transformations fail due to lack of a scalable innovation culture.

The benefits of successful digital transformations can be plentiful, including improvement in productivity, revenue growth, profitability, customer retention, ROI, and market share. But the path to successful transformation has many potential obstacles. Executive and cross-functional alignment, the right strategies and processes, digital expertise, security, and technological tools each play a key role in achieving digital transformation success.

Today, more than 70 percent of digital innovation initiatives fail to be operationalized to deliver the results expected by executives, often because organizations:

- › Lack the innovation culture to align around common objectives
- › Take a technology-first, rather than customer-first approach
- › Struggle to create digital capacity beyond a pilot

SOLUTION TO CHALLENGE

Fortunately, there's a path to digital innovation that achieves transformation objectives.

Since digital investments drive the future business model, innovation cannot be done within a silo. It requires adopting a culture across the organization that aligns around modern processes, technologies, and new ways of working. With the customer (internal or external) at the center of value creation, innovation leaders and teams that have scalable skills and capacity and use an iterative, agile approach to delivery are poised to avoid the transformation pitfalls of other organizations.

Gigster helps companies innovate by providing teams of top global talent to create custom software for digital transformation initiatives.

GIGSTER SOLUTION

Gigster Innovation Management.

Gigster creates dynamics teams that are distributed and staffed elastically and provides those teams with modern methods and tools to innovate digital software for the ever-evolving needs of the enterprise. The cycle of sourcing digital talent, building dynamic teams, delivering innovation value, and sharing intelligence about teams and value is what we call Innovation Management.

KEY BENEFITS

Reduce start-up time

Scale resource capacity

Optimize productivity

Increase business agility

Maximize customer value

Minimize delivery risk

Accelerate digital transformation

"We had a grand vision for a real AR experience that would run in a browser. In just days, Gigster brought together a dream team for us with the perfect skills. They helped us create not just a working product, but a working company."

– Sam Fayed, Founder, Brightroom



TALENT

Global network — Gigster has created a global talent network of experts in software product management, project management, architecture, and engineering to deliver digital projects and ongoing programs.

Calibrated — Gigster calibrates talent by verifying and assessing the skills needed for innovation teams and determines how to invest in people and make the best use of limited resources.

Benefits: reduce start-up time, fulfill scarce skills, scale capacity



TEAMS

Elastic staffing — Gigster uniquely uses elastic staffing — staffing just in time and only for the time needed — to execute lean innovation.

Distributed — Gigster constructs dynamic teams comprised of distributed talent, which creates a bigger pool of skilled workers, provides better workload coverage, and improves employee satisfaction due to more work flexibility.

Benefits: optimize productivity, increase agility



DELIVERY

Customer-centric — Gigster teams create value using agile methods to plan, develop, and service software based on customers' desired outcomes.

Peer-verified — Gigster teams employ staff specifically to verify the design, engineering, support, and maintenance efforts of a particular value stream.

Benefits: maximize customer value, minimize risk



INTELLIGENCE

Talent ranking — Gigster employs talent scoring that team leaders and members use to provide insights into team members' level of collaboration and performance.

Productivity gain — Gigster measures the productivity gain of dynamic teams with a specific focus on elastic staff utilization.

Project rating — Through peer verification, ratings are assigned to innovation projects, providing comparisons of value impact and velocity to the plan based on team makeup.

Benefits: accelerate digital transformation



To learn more, visit gigster.com

About gigster

Gigster helps more companies expand their ability to innovate by building dynamic teams made up of top global talent that create industry-changing custom software.

Breakthrough innovation requires dynamic teams. At gigster, we believe that teams should use the best talent no matter where it is located. These teams are brought together in days and have the exact skills to expand your innovation capacity. This is gigster. It won't just change the way you work, it will make you rethink what your company is capable of.

Gigster – Team. Dynamic.

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