

Scrum enabling innovation @CSOB SK



Kris D'Exelle, September 2013

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TOGETHER WE CREATE
A WEALTHIER WORLD

MEMBER OF
THE KBC GROUP



My message...

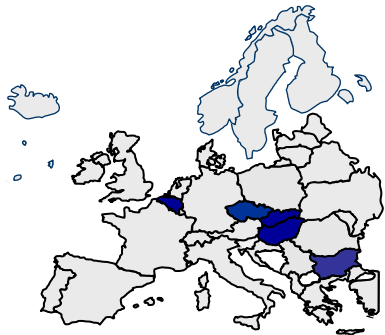
- Show agile is possible in less agile environments
 - Try it
 - Don't give up
- Agile enables innovation

What is CSOB?



KBC head office, Brussels

- Part of KBC Bank and Insurance Group
- 11.000.000 customers
- 51.000 employees
- International



- Significant position in the markets of Central and Eastern Europe. Key markets include: Slovakia, Czech Republic, Hungary, Bulgaria.
- Represented in: Luxemburg, Serbia, Slovenia, USA, Russia, Romania, Holland, Switzerland, France, UK, Asia,...



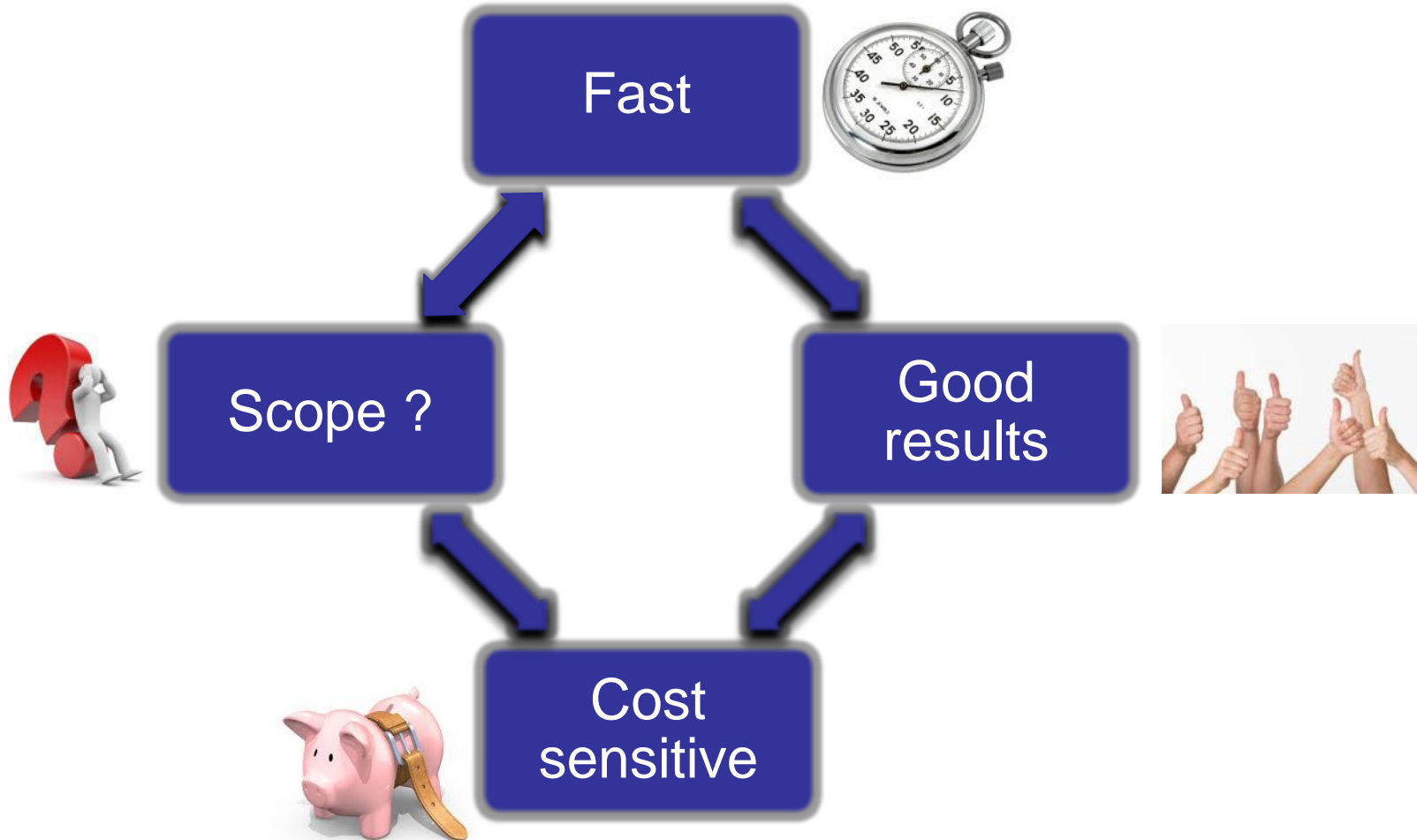
New strategy...

- 
- in business products
 - in customer service
 - in technology
 - in product development



From scratch...

Requirements...





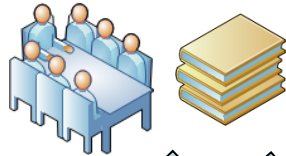
No cash burning



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- Agile approach, setup agile organization
 - Strong support management board
 - Agile multi year program, started in 2011
 - 6 product dev teams, 50 persons
 - Team members in 1 room
 - Close to the customer
 - Business value driven



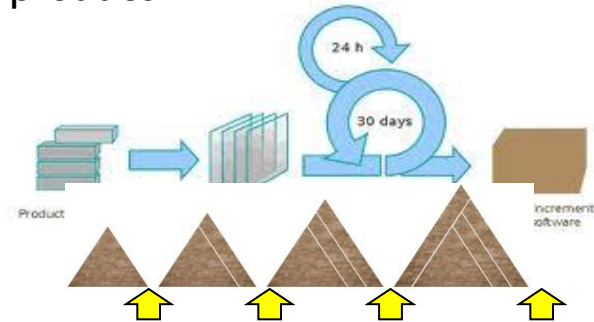
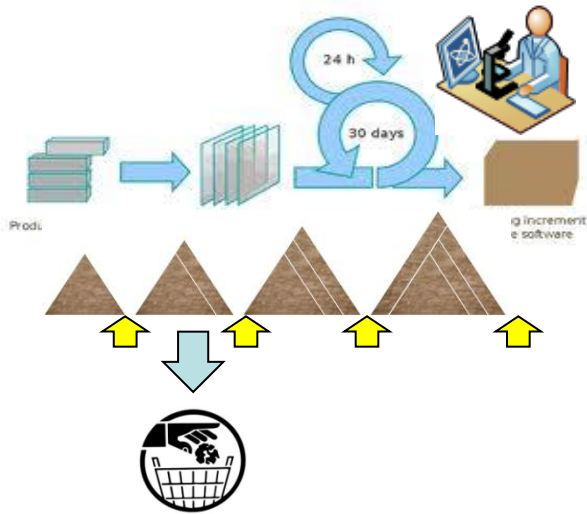
Surveys + brainstorm sessions
(innovation games)
Employees, experts, customers



Ordered ideas backlog
Scored for business value & feasibility

Tangible proof of concept
Time boxed, scope2budget

Develop real product



Benefits

- Thanks to iterative approach and fast feedback we get:
 - Continuous innovation, improved insights
 - Failures are stopped immediately
 - Usable and useful products
 - People are proud of their product
 - Fast T2M

Issues...

- Over enthusiastic
- Raising expectations
- “Too many” ideas
- People don't take holidays and forget to go home in the evening 😊

Thank you!



Harry's bread. Nice and soft.

