



Think big, start small:
From the idea to digital success

DIGITAL ACCELERATOR PROGRAM

Programmed for success: The Digital Accelerator Program

The Digital Accelerator Program follows a user-centered approach and, in combination with agile methods, enables a new level of digital innovation; meaning, mimacom promotes the development and implementation of your digital products: From your digital strategy and conception of new services, to a successful market launch, mimacom provides future-oriented individual solutions. This enables you to create digital products that accelerate your business in the shortest time possible.

Beginning and center of each module

In the learning process the focus lies on understanding and planning each module with the aim to clarify its own vision in comparison to the target vision.

Ideas for product success

If you know the needs of your target group, you can create ideas for a viable solution, which is created in cooperation with stakeholders.

Understand customer needs

To develop a viable idea, where both content and technical customer needs must be understood.

On the right track with prototypes

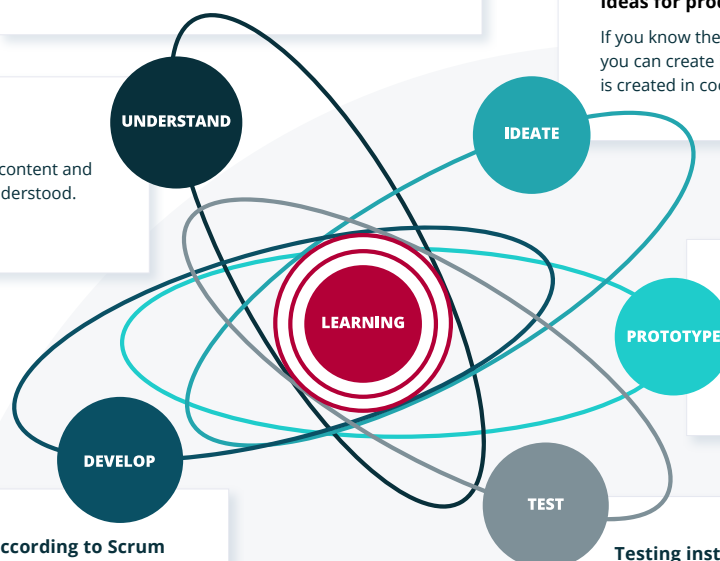
According to collected information and early ideas, we create a prototype as a first approach and to define a solution.

Product development according to Scrum

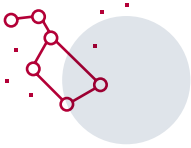
When user and business requirements match and the central designs are created, the iterative implementation begins.

Testing instead of guessing

Tests show early on whether a product delivers the required results. This enables us to obtain market feedback and acceptance criteria from your customers.



Design your digital future with mimacom and benefit from decisive benefits



Individual solutions thanks to tailor-made products in various industries as well as the use of the most innovative technologies.



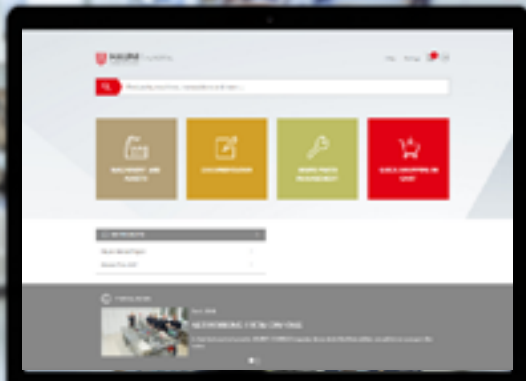
High viability of digital products using user centricity, prototyping, and methodologies for user research.



Investment security based on an iterative project approach: From a fast-minimal solution to an exceptional product.



High degree of innovation through comprehensive reflection of the project environment and customer needs. Interdisciplinary teams prevent silo thinking.



“ With the implementation of the new customer portal, mimacom has significantly contributed to the digital transformation of our business model. Together with the customer we now benefit from fast and intelligent service. ”

Bernd Pape, Head of Digitalization Hauni Maschinenbau

Successful digital products have one thing in common: an exceptional customer experience. However, despite innovative ideas, 4 out of 5 digital projects fail. User-centered methods and agility open new possibilities for your business success!

Conventional as well as user-centered project methods can be used to create a digital product: However, the conventional project process offers little room for the user's view due to rigid structures and the separated work of the business and IT departments, which is why projects often fail. The user-centered project method however convinces with agile modules, interdisciplinary work, and customer feedback. With the Digital Accelerator Program mimacom offers a suc-

cessful method for the development of digital products with an exceptional customer experience!

