



PRESS RELEASE

Reply opens third Design Thinking Lab in Europe - dedicated to digital transformation

Reply [MTA, STAR: REY], specialist in the design and implementation of solutions based on new communication channels and digital media, launches its new [Design Thinking Lab in Munich](#), Germany, for the development of innovative solutions around digital transformation. It is Reply's third lab in Europe emphasizing Reply's commitment as a driving force in digital transformation. The other two Design Thinking Labs are in Gütersloh (Germany), which is focused on Industry 4.0, and in Milan (Italy), which specialises in design for innovation.

The digital transformation offers new opportunities to companies as well as new challenges for their business. What is needed are new ways of thinking which enable innovation in the use of connected products and provide the basis for new services and business models.

Reply's new room for innovations offers a creatively stimulating environment for the development of innovative concepts through the use of the design-thinking methodology. Digitisation, the networking of smart devices and the development of artificial intelligence offer innumerable possibilities. Companies are faced with both opportunities and challenges. The Design Thinking method allows sustainable technological innovations and processes to be changed within companies.

Design Thinking's holistic method stimulates creativity in work groups made up of participants from various disciplines, providing the basis for developing new solutions to a given problem. The multidisciplinary team creates concepts together, which are iteratively revised and tested using prototypes. The focus is on users' needs in order to ensure that the final result is tailored to them.

The creative method makes it possible for companies to develop new services and innovative business models. Reply's experts provide support throughout the idea generation process and during the application of this method, which has already been used successfully in client projects. In addition, Reply supports its clients during the implementation with advice, system integration and digital services.

By opening the Design Thinking Lab in Munich, Reply is positioning itself as a driver of digital transformation. "We guide our customers through the various phases of digitisation. We work closely with different marketing, strategy and IT teams delivering our extensive expertise in various business models and markets. Our goal is to get innovations off the ground together." sums up Dr Thomas Hartmann, chairman of Reply AG.

More information: www.reply.com/en/transform-design-thinking-lab

Reply



Reply specialises in the design and implementation of solutions based on new communication channels and digital media. Through its network of specialist companies, Reply supports some of Europe's leading industrial groups in Telco & Media, Industry & Services, Banks & Insurance, and Public Administration to define and develop business models, suited to the new paradigms of Big Data, Cloud Computing, Digital Media and the Internet of Things. Reply services include: Consulting, System Integration and Digital Services. www.reply.com

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