

How will free thinking  
lead to rethinking  
the future?

EY wavespace™

■ ■ ■  
The better the question. The better the answer.  
The better the world works.



**EY**  
Building a better  
working world

A person is silhouetted against a vibrant blue sky with wispy white clouds. They are holding a lit torch in their right hand, which is raised towards the sky. The torch's flame is bright orange and yellow, with sparks trailing behind it. The person's left hand is also raised, pointing towards the sky. The overall scene is inspirational and evokes a sense of hope and creativity.

“  
wavespace inspires creativity to  
answer your biggest questions

“

Our immersive approach brings the right people together from across an organization, EY and beyond – virtually, in person or using a blend of both. It gives teams the mindset and tools to think differently and solve problems at speed.



### This is wavespace

Four elements of wavespace



### The wavespace way of working

wavespace environments  
wavespace approach



### The global network



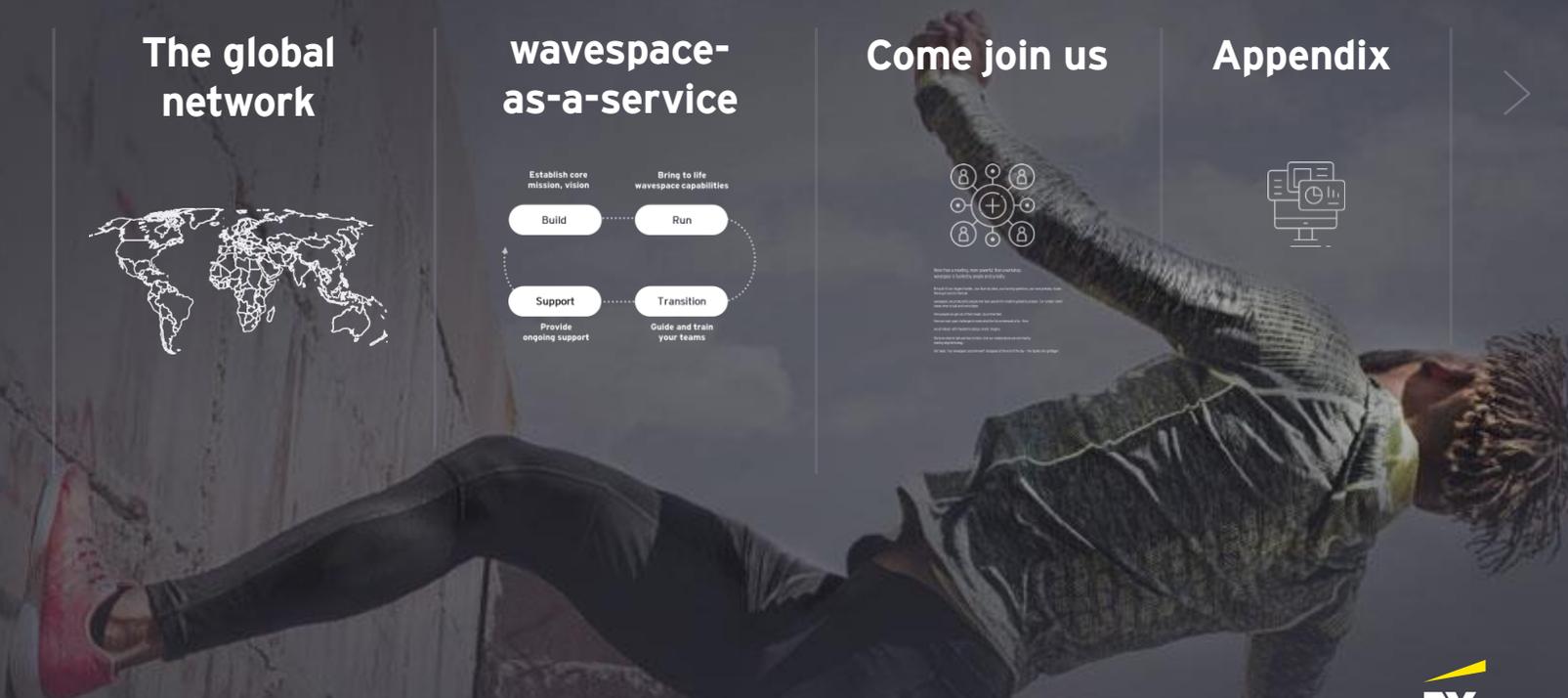
### wavespace-as-a-service



### Come join us



### Appendix



Reimagine what's possible for your business.  
We help teams to reframe their thinking and  
find answers - faster.

In wavespace you break free from the day-to-day, think differently  
about the business and design for your customer and your people.

With a fresh mindset and the right tools, you generate ideas, build  
new processes and solutions, develop new business models and  
products, and drive transformation - faster.

You align teams and break through the predictable, designing ways  
to adopt technology at speed and enable innovation at scale.

## Four elements of wavespace

A relentless  
focus on  
meaningful  
outcomes

Accelerated  
delivery and  
team alignment

Bringing  
technology,  
design and  
business together

The global  
network

**EY**  
**wavespace**

This is wavespace

Our focus is on people and business outcomes. wavespace accelerates decision making and problem solving by bringing together the right people and giving them the mindset, tools and technology to think differently.

## Four elements of wavespace

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### **A relentless focus on meaningful outcomes:**

wavespace deconstructs challenges with a single-minded focus on reaching meaningful outcomes in a shorter timeframe.

**[View client stories](#)**

### **Bringing technology, design and business together:**

Using our proven model, based on the Scan-Focus-Act methodology infused with design thinking and technology collaboration tools, wavespace works entirely virtually, in a physical location or a blend of both. EY's ecosystem of alliances, technology collaborators and breadth of services means we can convene the talent and technology that each client needs to get to a solution, faster.

**[View client stories](#)**

### **Accelerated delivery and team alignment:**

wavespace compresses months of stakeholder interactions into days. Our programs break down organizational silos and align teams so you can deliver transformation with less friction.

**[View client stories](#)**

### **A global network**

wavespace is a global network of people and physical spaces, but it's more than that. Our wavespace centers work independently as well as part of the global network, offering maximum flexibility for clients.

**[View client stories](#)**

wavespace refers to more than a physical space. Whether in person or virtual, it's an immersive experience that is designed for you using our **Scan-Focus-Act** model and design thinking.

We can design and host wavespace Experiences entirely virtually, using our network of permanent physical locations, or a blend of both. However it is hosted, wavespace Experiences are structured immersive experiences that we create for you.

Using wavespace, we can respond to a broad set of needs:

- 1 Envision the future:** Focus on growth, the transformation agenda and challenges arising from disruption - helping you to imagine what's possible and move your agenda forward.
- 2 Enable the future:** Build your own innovation engine to power transformation
- 3 Create the future:** Business model accelerator to create new products and services to drive growth



## What we do

EY wavespace runs interactive, immersive sessions for teams - virtually, in person or a blend of both. We have the people, collaboration tools, technology and a proven approach based on the Scan-Focus-Act methodology and infused by design thinking. All of this helps us to achieve the right outcomes for you.



### Approach and objective

**SCAN** the challenge ecosystem to engage with the full complexity of the issue and explore the range of options.

### Example deliverables

- ▶ Market data and insight
- ▶ Competitor studies
- ▶ Mega trends
- ▶ Research



**FOCUS** on what was learned in SCAN and what matters to address the specifics of your challenge.

- ▶ Current state analysis
- ▶ Target state – blueprints
- ▶ Strategy roadmap design



**ACT** by design, not by default, and plan actions that lead you to the success of efficient and effective solutions.

- ▶ Vision
- ▶ Solution
- ▶ Design
- ▶ Prototype

“

Despite being virtual the wavespace session was highly collaborative and everyone played their part.

**EY client**

VP Fluid Motion and Control Products and Services

“

wavespace accelerated our project now, we're closer to our vision of a world without tuberculosis.

**Cat Oyler**

Vice President, Global Public Health, Tuberculosis, Johnson & Johnson

“

wavespace helped us to accelerate our improvements and implement the steps we needed to take.

**Scott Haynes**

Director, So Cal/BDS Business Integrator Boeing

“

The flexibility and success of the wavespace workshop has been our best virtual experience so far.

**EY client**

Head of Culture & People Strategy

“

Our collaboration with wavespace has resulted in real insight and innovation. We are building the foundations for success for the next 100 years.

**Lee Dawson**

Vice President, Solutions, AB InBev

“

wavespace allows you to start the right conversations sooner and come to the endpoint, faster.

**Debra King**

CIO Corteva



< **Cargill client story - virtual wavespace**



**Client and EY leaders testimonial** >

EY has a connected global network of **28 wavespace flagships** in some of the world's most dynamic and innovative urban areas

Interactive map



With **22 wavespace satellites**

**AMERICAS satellites**

- Atlanta
- Bermuda
- Calgary
- Charlotte
- Costa Rica
- Dallas
- Lima
- Mexico City
- Miami
- Montreal
- Rio de Janeiro
- Sao Paulo

**EMEIA satellites**

- Amsterdam
- Athens
- Basel
- Bucharest
- Copenhagen
- Edinburgh
- London (Canary Wharf)
- Mumbai
- Prague

**APAC satellites**

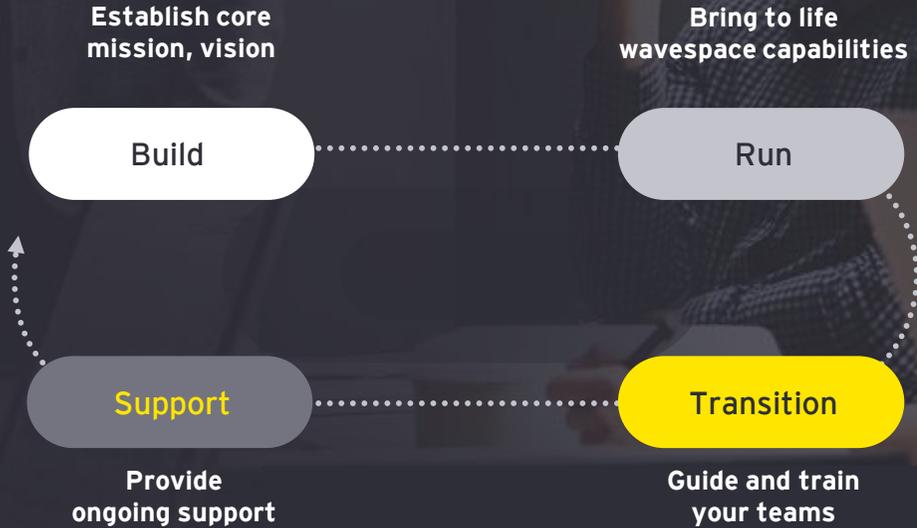
- Auckland

EY wavespace-as-a-service helps you to design and build a capability to drive **innovation and transformation** within your organization.

wavespace-as-a-service can be embedded as a **permanent part** of your business, a standalone long-term service to enable design- thinking and innovation capabilities in your organization.

Or as part of a **series of wavespace Experiences**. To help you unblock key decision points and accelerate delivery of your program.

wavespace-as-a-service helps drive faster, better results.



“

EY’s approach to innovation was a powerful way to immerse our executives into how innovation, technology and new ways of working could improve our customer and employee experiences.

Chief Customer & Innovation Officer, Major US utility

**How can finance innovations transform your business?**

**Client story - EY wavespace-as-a service in its simplest form**

Using wavespace-as-a-service, we helped the finance team of a global leading banking and financial services organization – located across three continents – to evaluate the power of Cloud, AI, machine learning, robotics technologies.

Over eight weeks, we facilitated rapid collaboration between over 200 people, bringing together a diverse blend of skills from across the bank – including finance change, IT, and front-line finance people – supported by EY and leading technology from Microsoft.

Together, we worked through ‘pain points’ in key finance processes, assessed the benefits of the new technology, and created a vision for the future finance organization. This was powerfully demonstrated through 20 proofs-of-concept.

Early results point to a 300% increase in data processing capacity, in one-quarter of the time, for 30-50% of the cost.

“Outstandingly brilliant. In just ten weeks, we went from ‘how do we improve finance?’ – and a certain degree of scepticism over technology projects – to so well thought through ideas using the cloud. It generated excitement across our people, because they can see how to make finance better, faster and cheaper, and in the process give the business better controls, better data quality, and more insightful reporting.”

\*\*\*  
The better the question.  
The better the answer.  
The better the world works.

**How can utilities power up customer service?**

**Client story - wavespace-as-a-service in its purest form**

For a major US utility we helped bring to life what closer relationships with customers and employees might look like by building a clickable prototype that demonstrated interactivity with customers. For example, how might proactive storm alerts, information on power outages and a customer app that showed the location of technicians working to restore power enhance the customer and employee experience?

From this experience, the client realized the capability of wavespace was something they needed internally, and outside, to continue to fuel the organizations transformation from power company to a company where power is an experience that fuels all elements of your life and that every here action is a positive one.

Through wavespace-as-a-service we designed, and developed the spirit, mindset and collaborative tools to reimagine what is possible. From beta and master space design to workshop design, the utility now has a spark and capability to continue to fuel their transformation journey.

“EY wavespace was a powerful way to translate our executives into how innovation, technology and new ways of working could improve our customer and employee experiences.”

\*\*\*  
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At its simplest, wavespace-as-a-service is a **long-term series of Experiences**, created through direct collaboration between client teams and embedded EY wavespace professionals, that occur at key client decision/sticking points to help unblock and move a project forward.

In its purest form, wavespace-as-a-service enables design thinking and innovation capabilities as a permanent part of the client's own business. In this scenario, **waaS helps design, build and operate innovation centers** (physical or virtual) for clients. To then transition them over time to client staff or continues to run them jointly with the client.

waaS can be embedded in a wider engagement, or as a standalone long-term service to support client goals of building their own innovation capabilities internally



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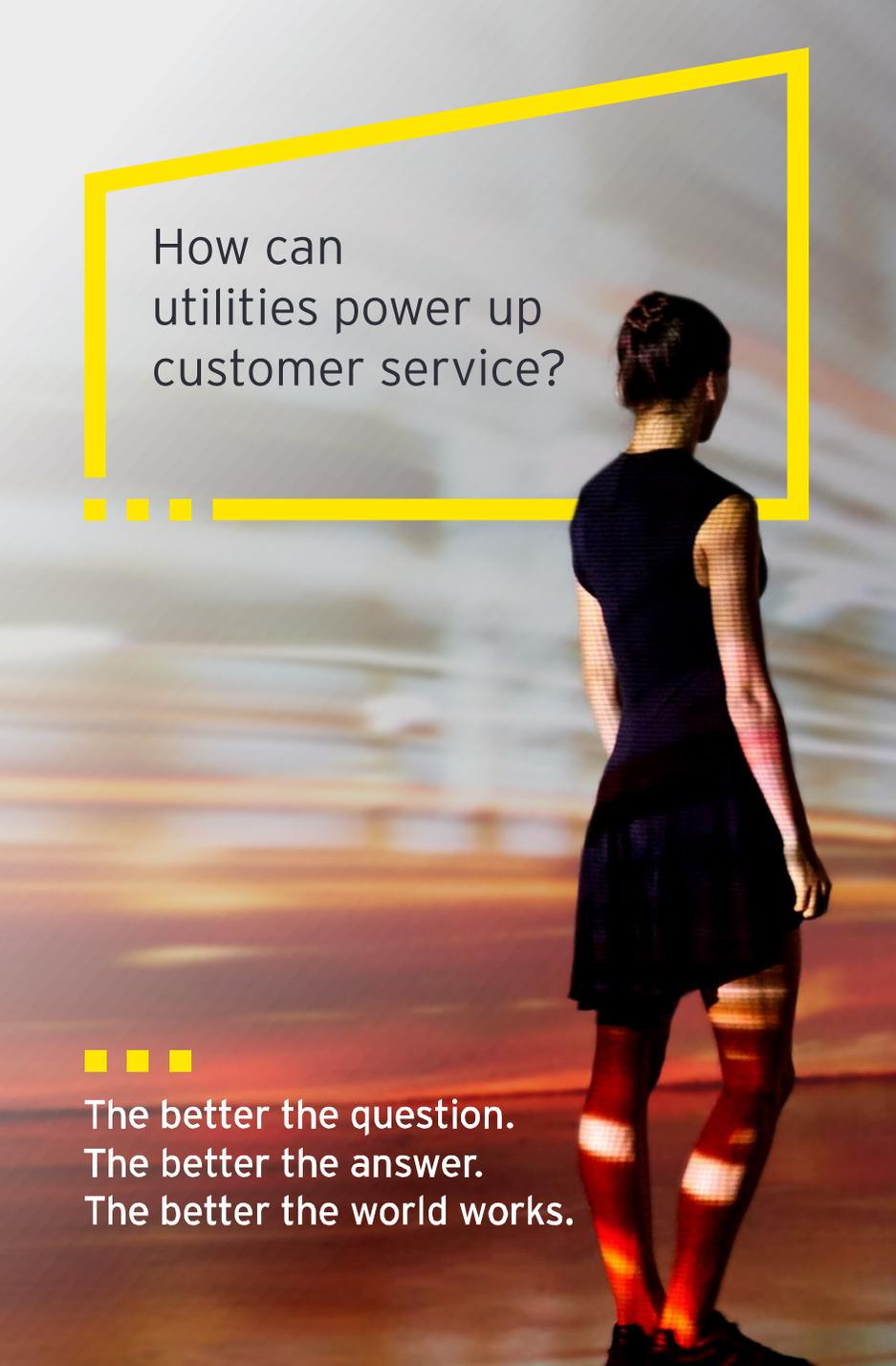
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Outstandingly brilliant. In just ten weeks, we went from “how do we improve finance?” – and a certain degree of scepticism over technology projects – to 20 well thought through ideas using the cloud. It's generated excitement among our people, because they can see how to make finance better, faster and cheaper, and in the process give the business better controls, better data quality, and more insightful reporting.



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How can  
utilities power up  
customer service?

## **wavespace-as-a-service in its purest form**

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From this experience, the client realized the capability of wavespace was something they needed internally, and onsite, to continue to 'fuel' the organizations transformation from power company to a company where power is an experience that fuels all elements of your life and that every interaction is a positive one.

Through wavespace-as-a-service we designed, and developed the space, mindset and collaborative tools to reimagine what is possible. From brick-and-mortar space design to workshop design, the utility now has a space and capability to continue to fuel their transformation journey.

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## EY wavespace

More than a meeting, more powerful than a workshop, wavespace is fuelled by people and curiosity.

Bring all of your biggest hurdles, your blue-sky ideas, your burning questions, your most pressing issues. We've got room for them all.

wavespaces are produced by people who have passion for creation guided by purpose. Our curated talent knows when to talk and how to listen.

Here people can get out of their heads. Up on their feet.

Here we crack open challenges to make what the future demands of us. Here we all interact with freedom to design, invent, imagine.

We know when to talk and how to listen. And our collaborations are enriched by leading-edge technology.

Get ready. Your wavespace outcome won't disappear at the end of the day – the ripples only get bigger.

[ey.com/wavespace](https://ey.com/wavespace)

EY | Assurance | Tax | Transactions | Advisory

**About EY**

EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over. We develop outstanding leaders who team to deliver on our promises to all of our stakeholders. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.

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