

CASE STUDY

Enterprise transformation & digital solutions

Baker Tilly Digital ideation & design

CLIENT

BACKGROUND:

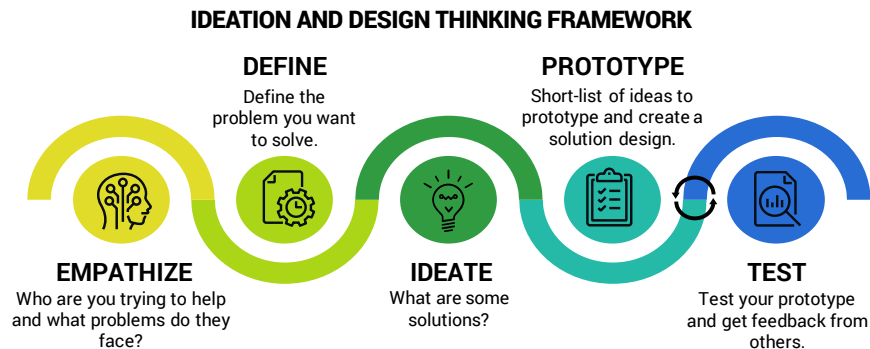
Boland is the leading commercial HVAC systems, services and building energy solutions provider in the DC metro area. They provide a broad portfolio of energy-efficient heating, ventilating and air conditioning systems, building, contracting and energy services, parts and supplies, and advanced controls for commercial buildings.

THE BUSINESS CHALLENGE:

Boland executives understand the constant state of disruption as it relates to digital and technical advancements. The executive team was looking to Baker Tilly's digital leaders to facilitate key Boland team members through a structured digital innovation and ideation session that would ultimately be used as inputs to drive a digital transformation road map.

THE BAKER TILLY APPROACH:

The Baker Tilly Digital team leveraged its Ideation and Design Thinking framework to facilitate the Boland executive team through a structured design thinking and innovation workshop.



- **STEP 1: Empathize** – During the Empathize phase we facilitated the group to define answers to two key questions:
 - “Who are we trying to help?”
 - “What problems do they have?”
- **STEP 2: Define** – During the Define phase we defined the problems that Boland would attempt to resolve.
- **STEP 3: Ideate** – During the Ideate phase we demonstrated the “art of the possible”. Multiple creative digital, technical and process oriented changes and solutions to address the problems defined in step 2 were documented.
- **STEP 4: Prototype** – During the Prototype phase we leveraged our Digital | Labs environments to prototype the short list of solutions documented during the Ideate phase.
- **STEP 5: TEST** – During the Test phase we validated the prototype and got feedback from key stakeholders prior to moving forward with production- oriented solutions.

THE BUSINESS IMPACT:

Boland achieved the following as a result of the Ideation and Design Thinking workshop:

- A clearly defined and concise digital, technical and process transformation idea portfolio that serves as Boland's foundation to a strategic and digital roadmap.
- An understanding of the “art of what's possible” as it relates to the problems Boland would like to address with its transformation projects.
- An engaged executive team that learned to apply innovative thinking and a structured framework to drive new thinking as it relates to their business.

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