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# Innovation Journey Workshop for Gen AI

LG CNS works with customers to discuss business and technology, organize Microsoft solutions and architectures, and help customers innovate and compete with cloud native through rapid prototyping.

Which company would be good to participate in

- ✓ Customers who want to discover new ideas related to Gen AI
- ✓ Customers looking to quickly validate Microsoft's solutions with Gen AI Prototyping

What stage does the workshop go to



What are the advantages of the workshop

- ✓ Global Innovation Program jointly developed by Microsoft and LG CNS :
  - Microsoft Innovation Hub: 'Around 100+ corporate workshops per year since 2019
  - LG CNS AM Discovery: 'Around 40+ Technology Prototyping Since 2023 (including global cases)
- ✓ End User Focused Approach: Discover New Ideas Based on Real-Life Problems and Needs
- ✓ Microsoft based Gen AI Implementation Capabilities: Cross Solution Expert-Focused Architecting and Troubleshooting

What are the expected effects of the workshop

- ✓ Experiencing the entire cycle from finding ideas to verifying feasibility
- ✓ Learning Global Innovation Ideation Methodology
- ✓ Improving Microsoft based Gen AI technology capabilities and configuring advanced architecture

# 01 Envisioning Workshop

It helps to identify opportunities by exploring issues broadly with a human-centered design thinking approach.



## Methodology

Human-centered design thinking approach : Empathize, Define, Ideate, Prototype, Test



## Participants

Customers, Microsoft Consultant, LG CNS Facilitator



## Duration

1 Day



## Outputs

Identification of opportunities and prioritization

02

# Service Modeling Workshop

Prioritize from a technology and business perspective and shape gen AI use cases.



### Methodology

- Draw As-Is/To-Be Customer Journey Map
- Create Gen AI Use Case



### Participants

Customers, LG CNS Solution Owner, LG CNS Experience Designer



### Duration

0.5 Day



### Outputs

- Workshop activity Materials (PDF)
- Customer journey map (PDF, Miro link)

03

# Strategy Session

Strategic business and technical discussions to understand customer objectives and challenges



## Methodology

- Discover problems or opportunities at strategic business and technology levels
- Solution Briefing and Demo
- Discussion of use cases, potential technologies, and solution suitability



## Participants

Customers, Microsoft Consultant



## Duration

0.5 ~ 1 Day



## Outputs

Detailed problem understanding, evidence of impact for success

04

# Architecture Design Session

Consolidate the business and technical requirements of the solution, including initial scope and advanced architecture



## Methodology

- Identify existing architecture and configure new architecture
- Evaluation of technical options
- Prioritization mapping to specific technical design



## Participants

Customers, Microsoft Consultant



## Duration

1 ~ 3 Days



## Outputs

High-level architecture diagram

05

# Rapid Prototyping

Demonstrate key technical capabilities of the solution



## Methodology

- Determine the scope of Prototyping
- Share your schedule and review plan
- Sprint N times
- Demonstrate the deliverables to the customer



## Participants

Customers, LG CNS Solution Owner, LG CNS Solution Architect, Solution Engineer



## Duration

1 ~ 3 Weeks

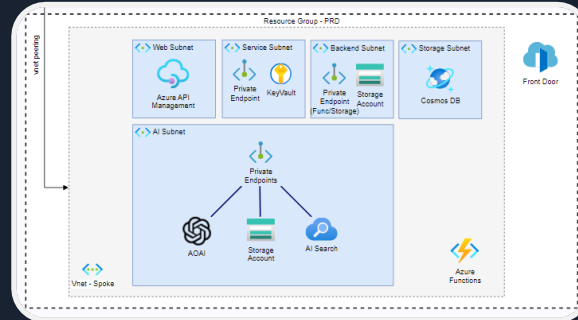


## Outputs

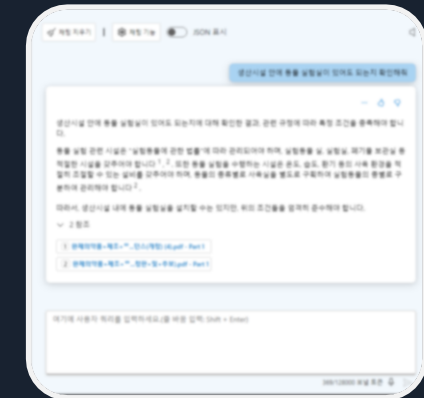
- Sprint Summary
- Demo (URL)



[Customer Journey Map]



[Azure Architecture]



[Prototyping Output Example - Chatbot]