



THE OPEN TELEKOM CLOUD FOR CREATIEVE KOPPEN

Accept Mission: driving innovation by means of highly-secure, scalable computing infrastructure

To be successful, businesses must use innovation as a strategic driver of growth. However, this is often easier said than done. Enter Creatieve Koppen, a Dutch innovation agency that guides companies on their quest for fresh ideas and solutions. Accept Mission is one of their newest tools. The application uses gamification elements based on scientific research to facilitate brainstorming and out-of-the-box thinking. Employees act as “undercover agents” who must work together towards a common goal, while shrouded in anonymity. These agents can number in the thousands, accessing the solution from locations anywhere in the world. Accept Mission requires significant processing power and other resources – and demand varies sharply depending on the number of concurrent users at any given time. Against this background, Creatieve Koppen decided to work with T-Systems to implement their solution on the Open Telekom Cloud. It now enjoys the benefits of reliable, scalable infrastructure and a cost-effective, pay-per-use pricing model – in conjunction with the robust privacy and security that come with data centers based in Germany.

AT A GLANCE

- Creatieve Koppen supports companies throughout the entire innovation process
- Accept Mission requires high availability and ample processing power for its gamification elements
- Clients need to be certain their ideas are safe
- Creatieve Koppen has implemented the application on the Open Telekom Cloud
- Scalable, pay-per-use resources keep cost down without impacting performance
- End-to-end support: personal advice and assistance from T-Systems every step of the way
- Simple: elastic servers and storage available at the push of a button, and managed via a user-friendly self-service portal
- Inexpensive: pay-per-use pricing reduces operating and investment costs
- Secure: data protection in accordance with German legislation

THE REFERENCE IN DETAIL

THE CUSTOMER

Creatieve Koppen was founded in 2011 in Rotterdam. From day one, innovation has been the company's lifeblood – in terms of growing its own business and supporting customers achieve their imperatives. This has helped make it one of the fastest growing companies in the Netherlands. Moreover, it received the FD Gazelle 2016 award – an honor bestowed upon organizations that maintain sales growth of 20 percent or more for three consecutive years.

Creatieve Koppen focuses on facilitating the entire innovation process – from strategic consulting and concept development through to execution. It works hand-in-glove with clients to develop ingenious solutions in a variety of areas. These include new business models, processes, products, and even new markets. Within the scope of each project, Creatieve Koppen leverages its extensive in-house expertise and the latest scientific research on innovation, the brain, team dynamics, and organizational psychology. The company recently developed Accept Mission, a software solution that enables its unique services to be delivered to far larger groups.

THE TASK

Accept Mission is an application designed to help businesses brainstorm and build their concepts faster and more efficiently. The tool combines Creatieve Koppen's tried-and-true methodology with gamification elements – making the innovation process even more engaging. The client's employees are invited to go "undercover" and act as secret agents while working towards a solution. At any given time, there might be just a half a dozen participants – or many thousands – who could be anywhere in the world. This calls for the ability to rapidly scale resources up and down – in line with the number of active agents. Moreover, the Creatieve Koppen team itself is spread across multiple locations around the globe. This makes a stable platform an absolute must for both developing and provisioning the application. Additionally, the results of each mission are very sensitive in nature, and need to be kept away from prying eyes.

The Dutch company therefore needed a partner able to satisfy its high technical requirements, while ensuring that the fruits of their clients' efforts are stored securely.

THE SOLUTION

Creatieve Koppen began by thoroughly researching the various offerings currently on the market. It compared multiple criteria – with the Open Telekom Cloud from the Deutsche Telekom Group emerging as the clear winner. This is a public cloud based in Germany and operated by T-Systems. It delivers scalable resources in conjunction with exceptional reliability, security and cost-effectiveness.

Creatieve Koppen cooperated closely with T-Systems to implement Accept Mission on its chosen platform. Whenever a question arose, it was promptly addressed and resolved. And within a mere two weeks, the application was up and running. Creatieve Koppen now has access to the computing power it needs, whenever it needs it – which enables it to support its clients with ideation and innovation, no matter how many agents are involved.

Steven Kop, founder and director, emphasized the importance of a true partnership:

“When we began exploring our options, we knew we wanted to work with a company that shares our passion for innovation. We feel that we have found just that in T-Systems.”



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