

DB Campus 4.0, a new way to work, experiment, learn and improve. The DB Campus 4.0 or „The Campus“ is a place to work, experiment, learn, ideate, develop, build in Frankfurt am Main and do things rather than just talk about. It combines open office architecture, creative space concepts, supports methods like design thinking, Lean UX, Lean Startup, Entrepreneurship, new ways in management like Management 3.0 and many more. It provides infrastructure, tools and facilities up to a small Fabrication Lab, so everyone can go beyond paper prototypes. It hosts software developers, social media experts, designers, engineers, business experts, educational professionals and consultants. All colleagues in The Campus also have set it up, from moving desks and chairs, decoration, library, studio, boards to kitchen, plants and more.

The DB Campus 4.0 in its current state is the result of a journey started in 2007 when the Innovation-Lab for Service Innovation (Inno-Lab) was developed by the Competence Center Information Management of DB Training Business Unit Consulting. Since then several clients took the opportunity using this Room-Innovation-Method to develop new ideas in various business services. Following the basic rules of Lean Startup, Inno-Lab would be described today as a minimal viable product (MVP). In that days we used exhibition stand construction, plenty of room and our high skilled consultants to run an Inno-Lab together with clients and other experts, developing solutions for common client problems. During the last 9 years the concept has been adjusted, new methods as “RoadMap”, “Speed-Meeting” or “Process-Rope” has been developed, successful common ones like “Planning-Poker”, “World-Cafe”, “Knowledge Poker” or “Project-Morning” have been adapted. The Campus is a concept, it also is an attitude a spirit you can feel and a journey to better service and even product innovation. Whether you work already here, part- or full-time or you come as a visitor, the spirit of its people and place is very present. Based on the business plan and the demand in DB Mobility we are looking forward to install similar sites in other cities, starting with Berlin.

The newest services and products that have been developed in The Campus are for example : Innovators Toolbag, Entrepreneurs Box, Startup-Safari. Our newest Awards are : Startup-Safari with the corporate entrepreneurs award 2015, Excellence in Enterprise Information Management 2016.