



# DIGITAL TRANSFORMATION AND IT INFRASTRUCTURE

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**adidas**

# DISRUPTION NARRATIVE



Manager Magazin 2/2018

DIE RATTENFÄNGER VON  
DIGITALIEN

[https://heft.manager-  
magazin.de/MM/2018/2/155  
308945/](https://heft.manager-magazin.de/MM/2018/2/155308945/)

# FROM HARDWARE TO SOFTWARE



Hear how Alexa will speak a response entered in plain text or SSML. [Learn more about supported SSML tags.](#)

For example: Here is a word spelled out: <say-as interpret-as="spell-out">hello</say-as>.

hi dave<break time="2s"/>good morning to you. Listen

## Service Simulator

Use Service Simulator to test your lambda function.

Text Json

Enter Utterance \*

welcome dave ⌵

Ask Appstore Allhands Reset

### Lambda Request

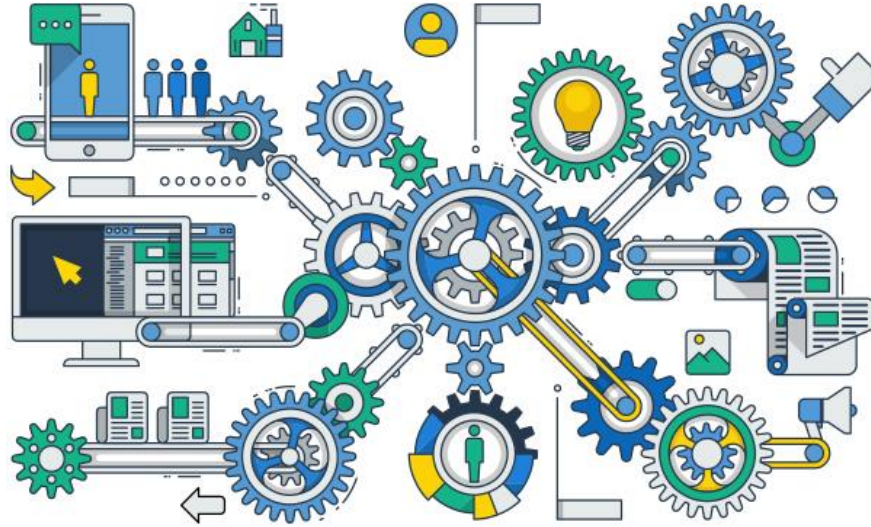
```
3  {
4    "sessionId": "sessionId.jd/03a10-j0d1-w0ra-
5    "applicationId": "amzn1.echo-sdk-ams.app.
6  },
7  "user": {
8    "userId": "amzn1.account.AGSRDOGKYM4N2ZY
9  },
10 "new": true
11 },
12 "request": {
13   "type": "IntentRequest",
14   "requestId": "EdwRequestId.33775759-2d79-42
15   "timestamp": 1448467359555,
16   "intent": {
17     "name": "IntroSpeakerIntent",
18     "slots": {
19       "Speaker": {
20         "name": "Speaker",
21         "value": "Dave"
22       }
23     }
24   }
25 }
26 }
```

### Lambda Response

```
1  {
2    "version": "1.0",
3    "response": {
4      "outputSpeech": {
5        "type": "SSML",
6        "ssml": "<speak>Please welcome Dave!</spe
7      },
8      "card": {
9        "type": "Simple",
10       "content": "SessionSpeechlet - <speak>Ple
11       "title": "SessionSpeechlet - IntroSpeaker
12     },
13     "reprompt": {
14       "outputSpeech": {
15         "type": "PlainText",
16         "text": null
17       }
18     },
19     "shouldEndSession": true
20   }
21 }
```

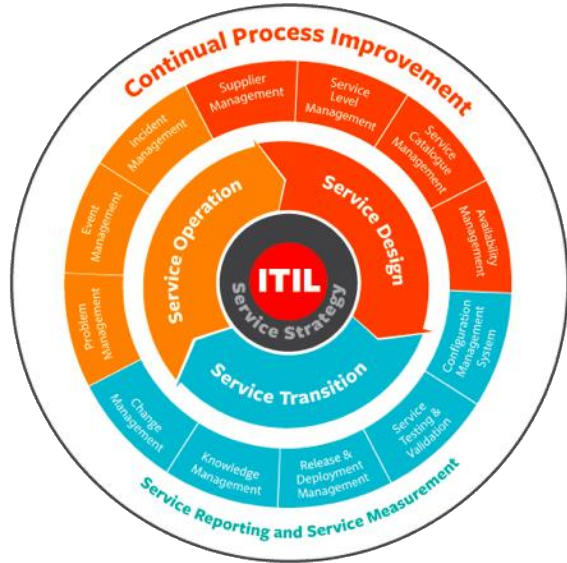
Listen

# FROM OPERATIONS TO ENGINEERING

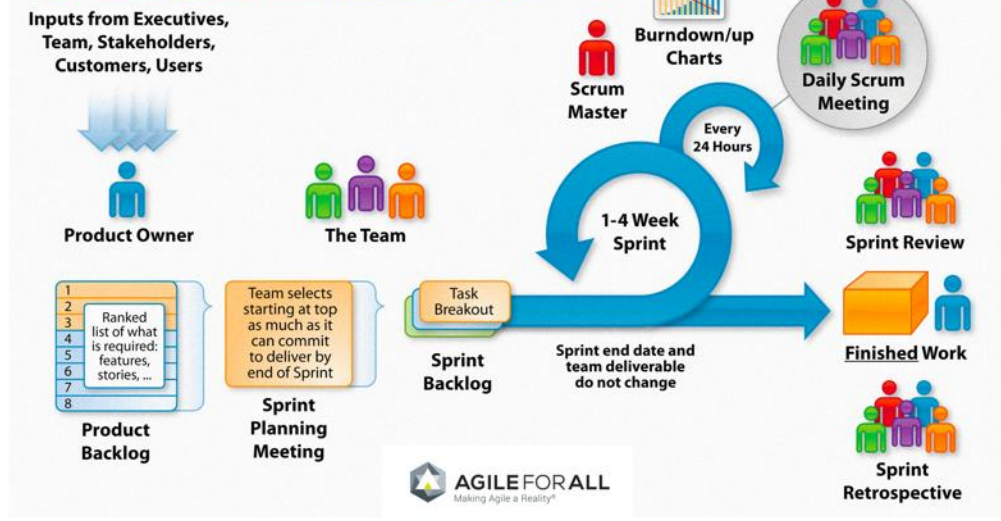




# PROCESS REENGINEERING



## The Agile Scrum Framework at a Glance



# PEOPLE AND LEARNING

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A man is performing a squat in a gym. He is wearing a black t-shirt and dark shorts. He is holding a barbell with weights across his shoulders. The image is semi-transparent white, making the background and the man's features appear faded. The text "THANK YOU!" is centered over the image in a bold, black, sans-serif font.

**THANK YOU!**