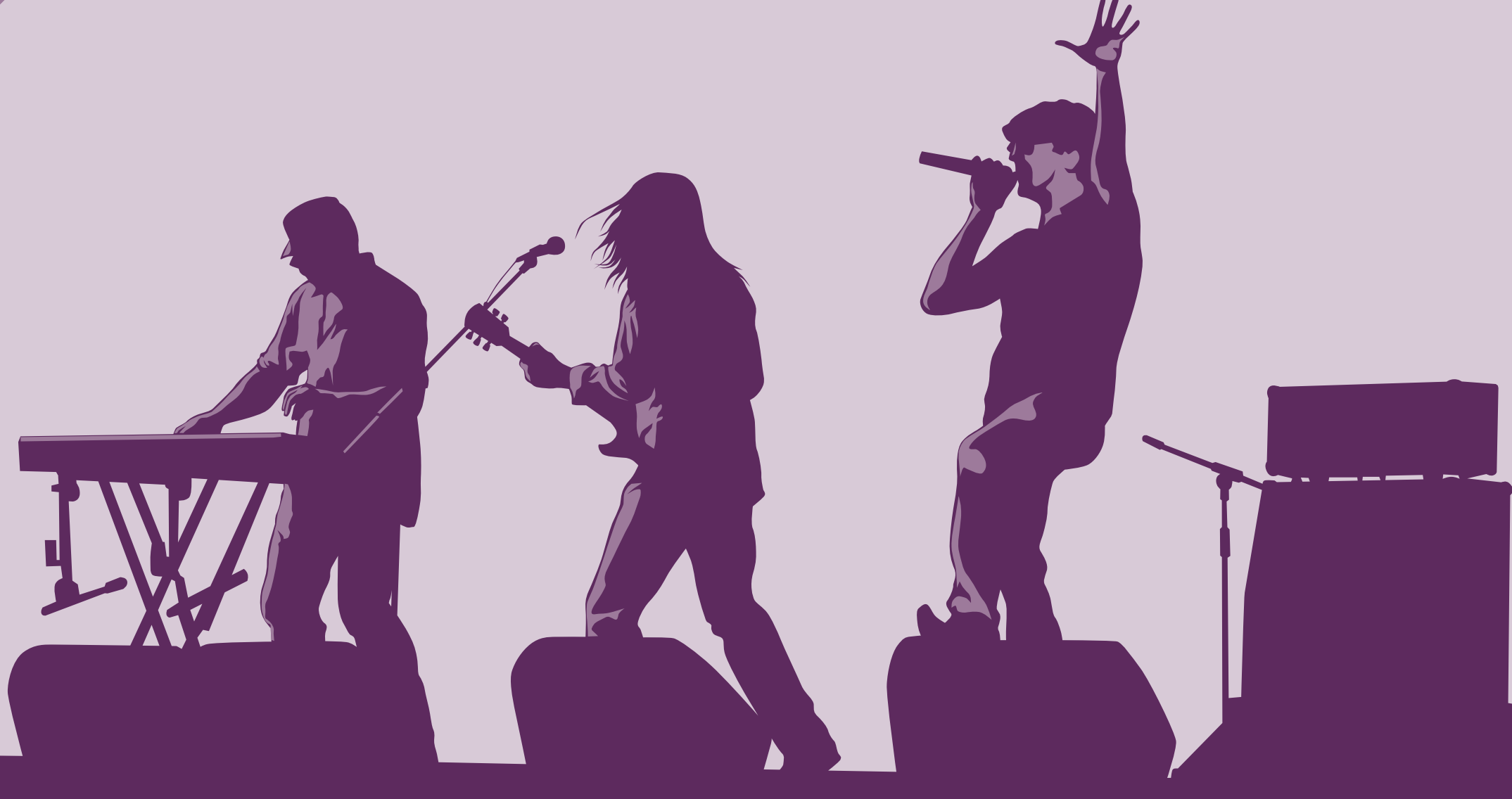




SPOTIFY

UNLOCKING POTENTIAL



▶ 01 / 04

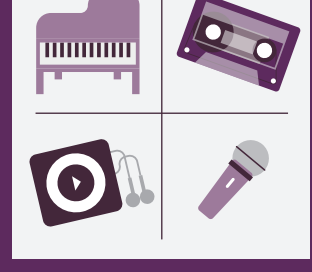
THE MISSION AND MARKETPLACE



Spotify's mission is to unlock the potential of human creativity by giving one million artists the opportunity to live off their art, and billions of fans the chance to enjoy and be inspired by these creators.



Spotify is the largest global music streaming subscription service. It is building a two-sided music marketplace for users and artists, which is powered by data, analytics, and software.



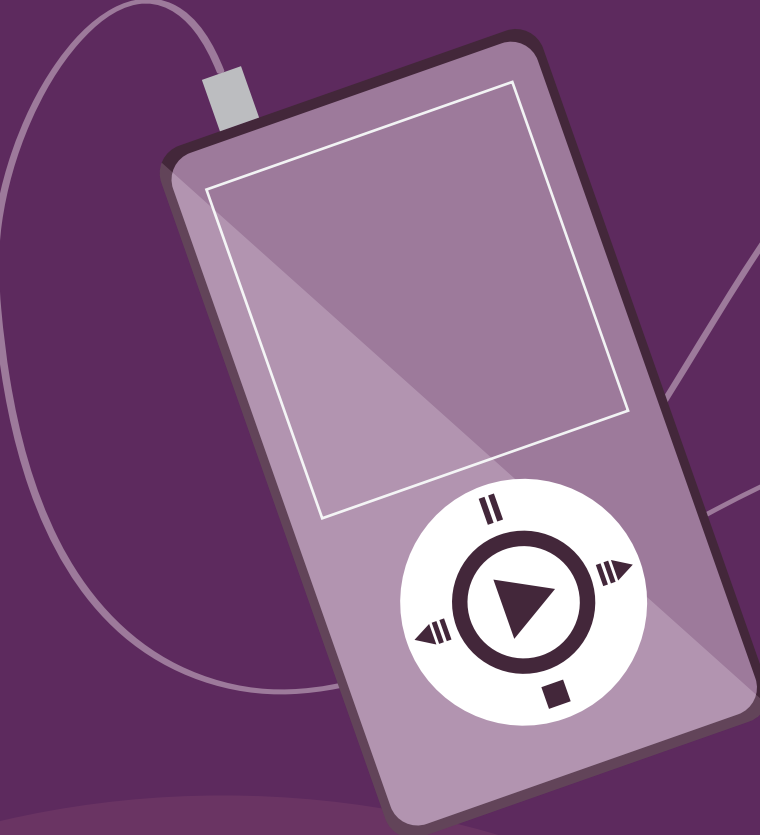
Spotify provides a platform from which they can reach and interact with their fans, as well as analytics which provide a better and more thorough understanding of their fan base.



Striking the right balance between control and agility and finding a relevant level of steering and structure, while also allowing innovation and experimentation, upholding compliance, and maintaining efficiency.

▶ 02 / 04

THE TWO GOALS WITH THE ASSIGNMENT



Managing flow: Finding an efficient way to manage the total workload for the teams, including change requests, incidents, technical debt and projects.

Managing compliance: Ensuring that the controls were in place to comply with the regulation imposed by the financial bodies.

▶ 03 / 04

SPOTIFY AND ITIL

The ITIL framework served to guide the work being carried out, and implicit references were made to several of the ITIL processes throughout the assignment, including change management, demand management, incident management and service request.

The work performed by Olingo and their fellow coaches provided a great opportunity to make use of Kanban, in conjunction with ITIL, to track and prioritize different processes carried out by the team.

An advisory board, similar to a change advisory board (CAB) found in ITIL, was needed.

▶ 04 / 04

BENEFITS REALIZED

- Increased work flow
- Reduced waste.
- Increased quality
- Improved relationships with and between customers