# Co-innovating for a customer-focused future



# **Innovation Hall of Fame**



2015
Falcon 9
Space X







1829

The Rocket
George Stephenson





Must solve a business challenge or address an opportunity

New (or improved) business model, product or experience.
Or a new approach to doing things

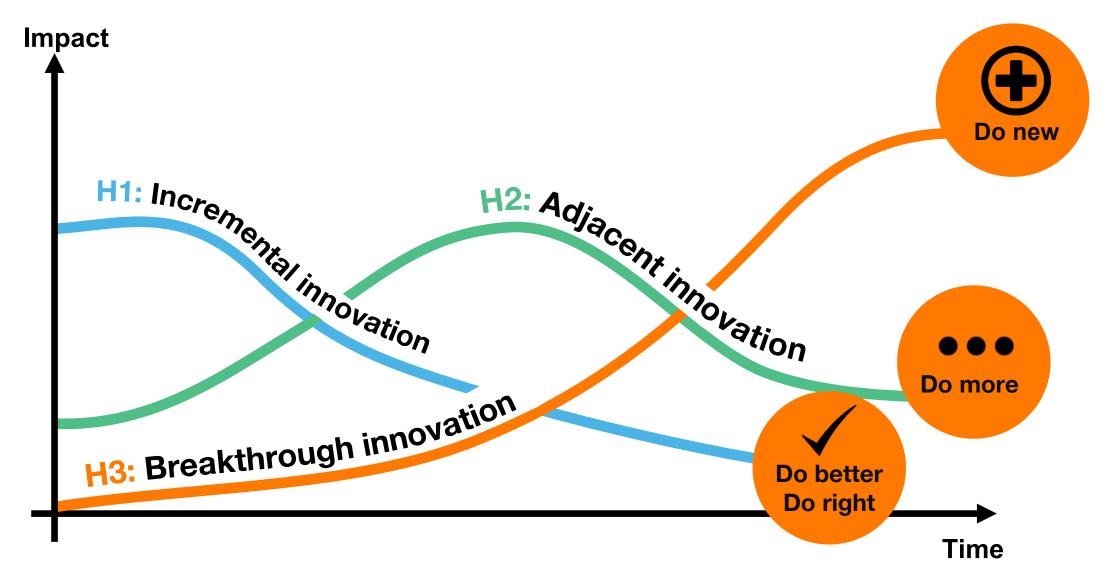
Innovation is a great idea

Executed in a market

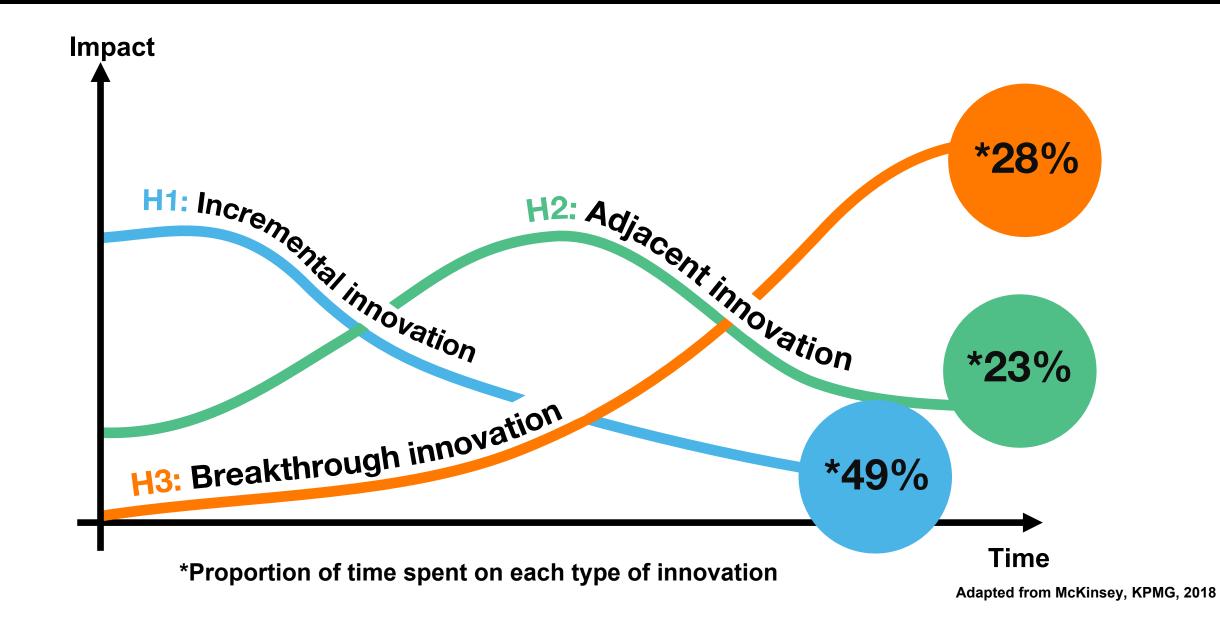
Must be sustained and scaled

Consumer, employee or business ecosystem

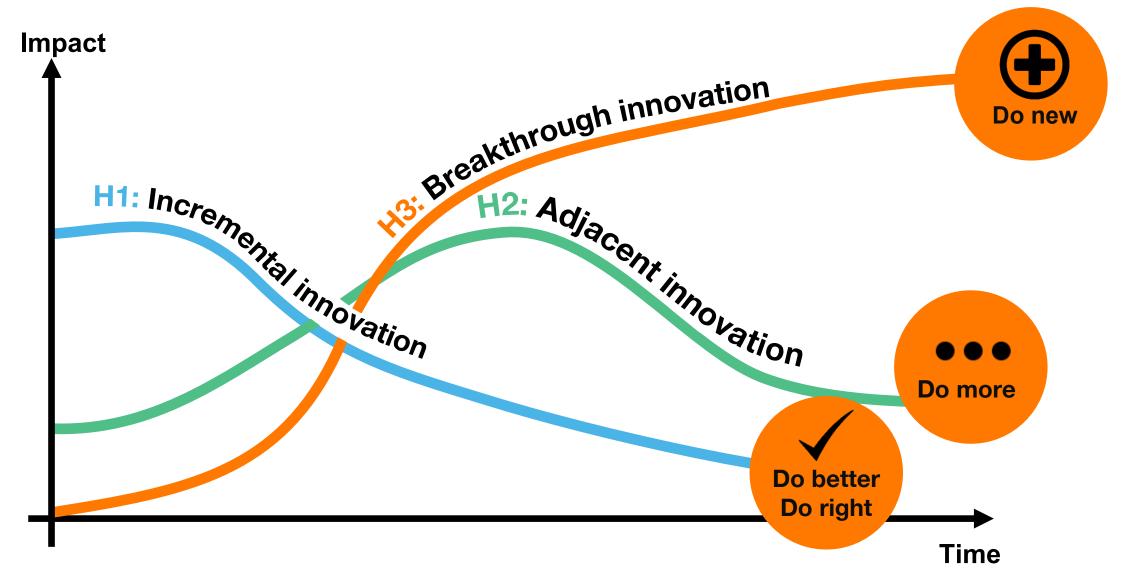
## Three innovation horizons



## **Three innovation horizons**



## **Three innovation horizons**



# Why is co-innovation important to enterprises today?



# **Business ecosystems:**

- Identify business model innovation
- Generate revenue streams
- Launch more compelling products and customers experiences

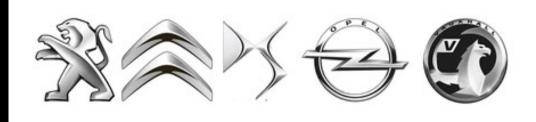
...more quickly







Reduce time-to-market for massive IoT deployments and enable autonomous vehicle testing



SD-WAN: increased flexibility for factories during the development phases

Image recognition and Al-based bacterial growth estimator



Pharmaceuticals firm

Traffic prediction to avoid congestion and maximize dock utilization



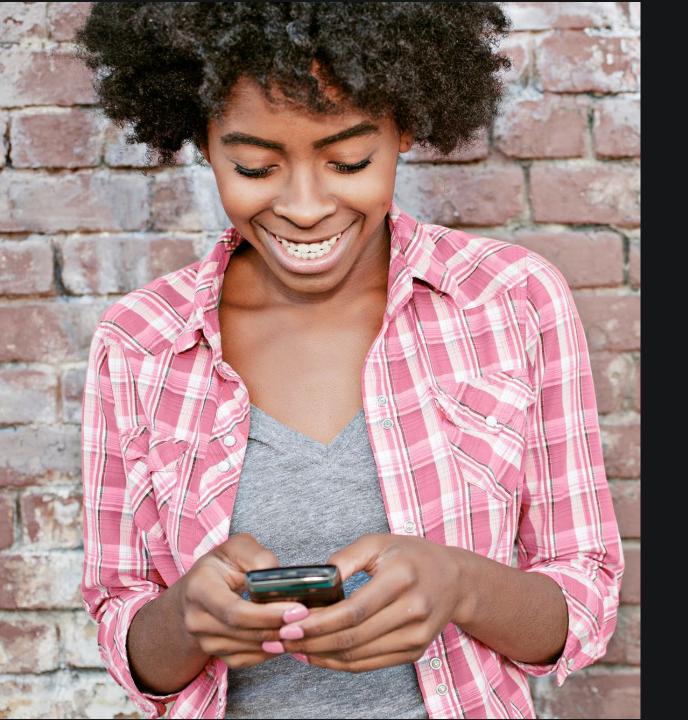
Preparing for a new world of distributed energy production and storage



Real-time energy flow surveillance and automated self-healing







# Hello! World Survey

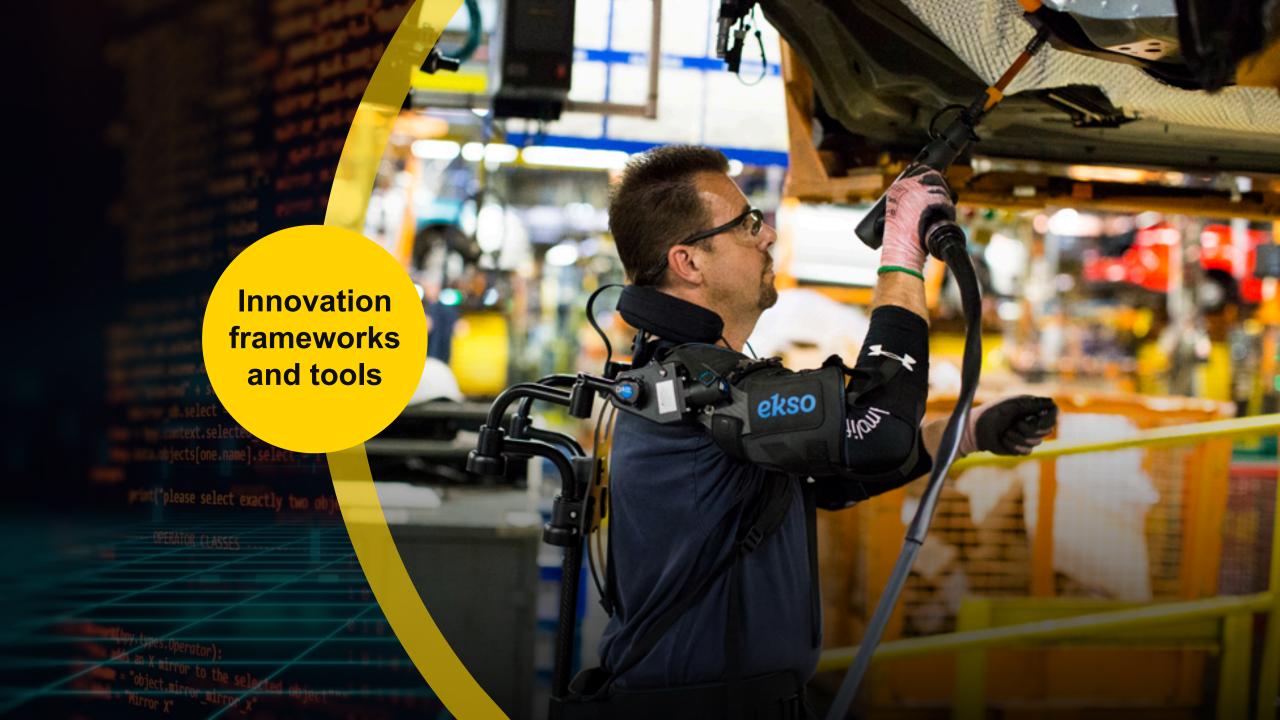
# Which of these is your most important innovation goal?

- To achieve an immediate goal
- B To create a repeatable innovation competency
- To drive more digital opportunities into the business
- To accelerate innovation with ecosystem partners

## What is your approach to innovation today?

- A Our focus is primarily on continuous, incremental improvement
- B We run periodic innovation challenges (e.g. hackathons)
- We have a team who is responsible for innovation
- We have a rich innovation ecosystem





# Which innovation tool has given you the most success?

- **A** Hackathon
- B Dragon's Den / Shark Tank competition

- 10% or 20% time program involving our employees
- Innovation workshops

### **Iterate**

Incremental, adjacent and breakthrough innovation

# Frame

**Clear and** motivating business challenge



#### Scale

Build, run and continuously improve globally 24/7

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### Ideate

One (or more outline business ideas)



#### **Test**

Measurable, repeatable results



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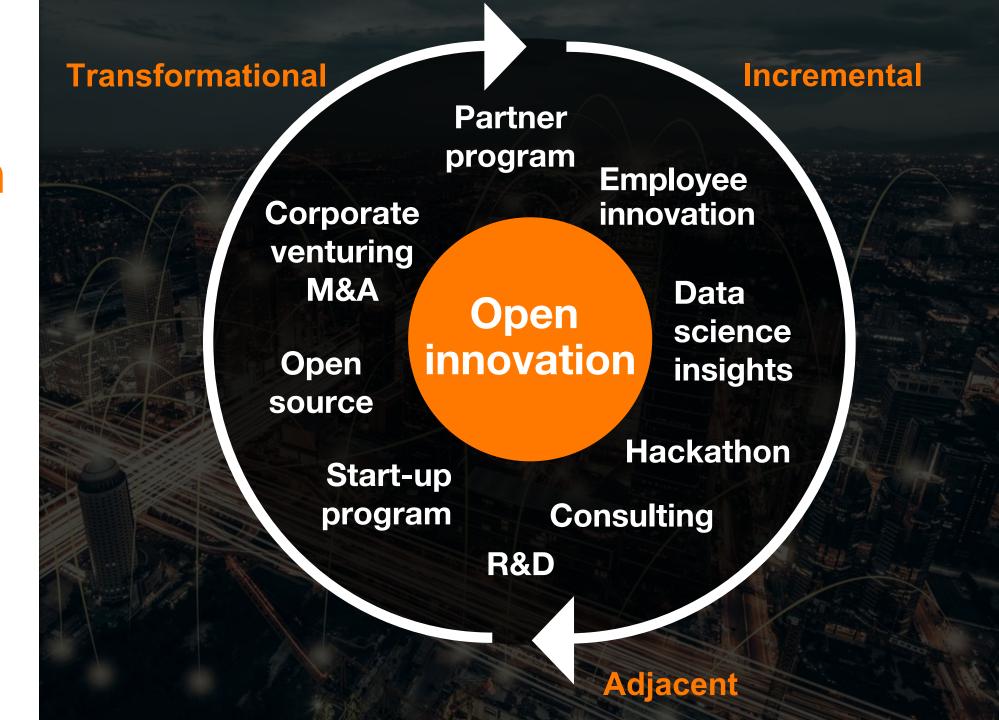


### Share

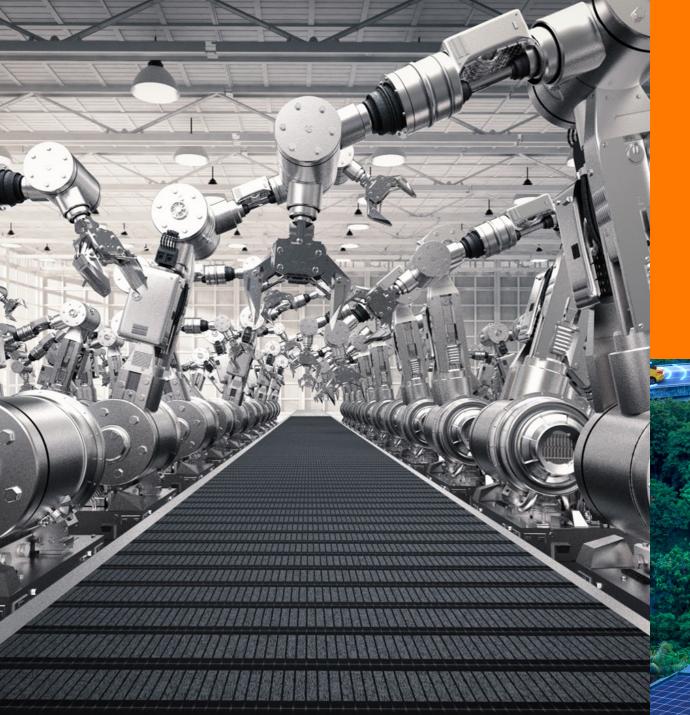
Minimum viable product



# Choosing the right innovation assets







# 







# Our innovation resources

7000+ patents



8000 R&D



1 in 3 employees contribute innovation ideas



130+ start-up investments



### **5 R&D priorities**

The

**Future** 

of work

Data analytics and Al

3

The future of networks

Cyber defense

IoT

solutions

