

# B2B Co-innovation management

## Ideation workshop

Our business consultants drive your innovation approach together with you and ensure results in line with your business needs.

## Why Continuous Innovation Management

Benefit from game changing technology

Drive innovation – agile and fast

Ensure lifecycle management



IoT and Connected Objects

Big Data and Analytics

Artificial Intelligence

Automation

5G Networks

Innovation Management



Innovation Program

Innovation Workshop

Business and Innovation Pilot

## Orange Ecosystem



Ideation DevOps Business pilot



Business Experts



Business Innovation  
Technical Innovation



Vertical Expertise &  
Case Studies



Innovation Ecosystem &  
Partner Ecosystems



    
Orange Fab Fab Force



Global R&D labs  
for Co-Innovation



Market watch

## How do we help

Innovation Governance

Innovation funnel

Prioritized business use cases

Pilots Management

Feasibility studies

# Innovation Management



Innovation Program

Innovation Workshop

Business and Innovation Pilot

## What?

To stimulate the dawn of original ideas.

## Why?

Need to clarify your customers' expectations, KPIs & struggle to have new and original ideas and turn them into products/services.

## Who?

Core business stakeholders in order to gather pain points & risks covering the whole business spectrum

## How?

Workshop led by trained host using serious-gaming methods

## Phases

1

Preliminary analysis of the business needs and issues

2

Tailored workshop agenda and participation exercises

3

Facilitation during the workshop with gaming methodologies

4

Restitution of new services ideas, ready to be tested through POC

\*Timing of each phase to be defined according to the scope of the workshop.

## Why Orange?



Mutual Commitment



Focused thematics



Co-steering



Long term partnership

## Benefits

**Deal with innovation related topics** through new ways of working

**Be quickly productive** thanks to a rhythm thought by qualified organizers

**Immersive work** involving various business cores to lead to original solutions and ideas

**Measure an opportunity** to launch a project in a very short time



Business Services

For more information contact:  
[edouard.barbier@orange.com](mailto:edouard.barbier@orange.com)