

Industry Innovation Business Value Accelerator for Energy and Utilities



Capitalize on industry innovation from IBM Research

Highlights

- Enables you to take advantage of key industry innovation from IBM Research to differentiate yourself in the marketplace
 - Provides an assessment of your organization's capacity to introduce focused innovation for your industry into your environment
 - Enables your adoption of industry innovation in a reliable, cost contained and risk-controlled manner to enable differentiation while avoiding learn-as-you-go implementation situations
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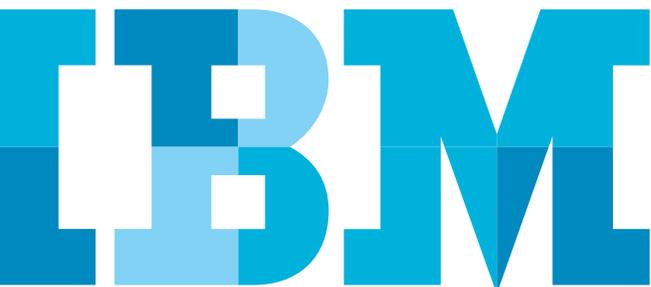
The business models that brought the energy and utility industry success in the middle of the 20th century are overdue for revisiting. Much of the basis for their foundation – one-way flow of power and information, declining costs associated with increased usage, undifferentiated and passive consumers, unlimited access to inexpensive carbon fuels for generation and regulatory protection from threats to the core businesses – has already shifted or will do so in the next decade.

Today, the industry faces relentless pressure to reassess its business models to accommodate transformations occurring in energy policy, environmental sustainability, and economic competitiveness. To succeed, fresh business models are needed, as well as changes in business architecture, protocols, rights and pricing terms to facilitate emerging products and services enabled by new technologies.

This accelerator focuses on “industry innovation” with you as a means to differentiate yourself in your operations and marketplace. It rapidly helps prepare you to more readily assimilate IBM solutions that take advantage of deep industry innovation and IBM intellectual property investments. Using a market-based approach, you get an impartial perspective on your position in your market, your readiness to be innovative and an actionable roadmap to lead you into differentiation. It consists of a market, business and technical assessment within a focused area of industry innovation using the IBM Solution Architecture for Energy and Utilities (SAFE) Framework to prepare you for market success.

Utility companies must meet customer, regulatory and shareholder expectations. IBM believes that innovation is the most viable approach to meet these competing requirements. This method provides the best opportunity for sustainable business improvement but can be costly without a source for proven innovation.

Annually, IBM invests billions of dollars on research and innovation that matters to our clients and to the world in general. This accelerator provides you with access to key energy and utilities industry-specific research and innovation to help you create sustainable growth through innovation for your institution.



Determining the “how” of introducing industry innovation

This business value accelerator investigates your market position, structure and culture to introduce and implement industry innovation. A proven IBM assessment approach identifies the key levers for innovation and determines the capacity of your organization to implement focused industry innovations from IBM Research. The assessment identifies the relevancy and impact that an IBM industry innovation could enable as part of an overall business strategy.

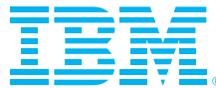
Starting on a path to sustained business process improvement through strategic innovation

Our business value accelerator can start you on the road to success by identifying a specific, differentiating industry innovation to implement within your business. The roadmap identifies the gaps to be covered to be prepared for launching your innovation journey by starting with small steps. The solutions embedded in your custom roadmap are aligned to imperatives within the energy and utilities industry, helping you prepare to deploy more innovation assets rapidly, reliably, and flexibly in the future. This modular approach helps us provide you with real choices that reduce disruptions, costs, and risks from implementation of newer technology.

Why IBM?

We have worked with clients in many industries to leverage innovation to improve overall performance by developing, piloting and deploying innovation projects. IBM will partner with you to jointly create new business value and results. In addition, as one of the largest private research organization in the world, IBM Research provides truly unique client value by offering exclusive access to groundbreaking innovations and discoveries as they happen. With over 3,000 researchers and more than 25,000 US patents, it is one of the most innovative groups in private industry.

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