



Highlights:

- Creates an understanding of the current structure and organization's readiness to deploy innovation
 - Prioritizes and selects a set of high value ideas for each defined innovation area for future investment and development
 - Implements a realistic plan that is sustainable and executable for the organization
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Enterprise innovation accelerator

Creating opportunities for sustainable growth through innovation

Historically, innovation has often been thought of as synonymous with invention – technicians in white coats working in labs producing new and unusual outcomes. However, innovation is not invention – it is conceptually much broader. Innovation is new ideas that add value:

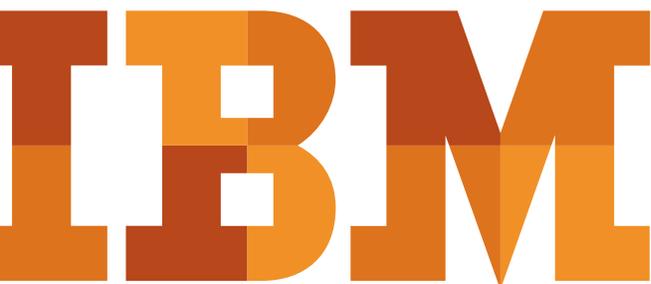
- New ideas refers to the issue of novelty or originality, whether it be ideas extrapolated from other circumstances, industries or contexts
- Add value refers to the necessity for innovation to benefit people, whether they be customers, shareholders, employees or society as a whole; innovation that does not add value is generally futile

Even after years of talking about innovation there is insufficient progress in deploying innovation in organizations around the world. There are tools and methods to gain new skills, but a framework needed for deploying innovation in an organization is still missed. Since there is no single model of innovation that works for all firms, companies fail by trying to imitate a company that is unlike them. They try to replicate characteristics that are not natural to their business culture and operating model.

IBM's Enterprise innovation accelerator identifies and develops self-reinforcing capabilities that support the existing strengths of the organization. Using our defined strategy, companies are better positioned to systematically bolster innovation in their organization.

Defining the activities, processes, enablers and linkages to enable innovation

Operational innovations drive growth, boost profitability, set new standards and redefine how an enterprise competes, but enterprises that have a greater focus on business model innovation tend to outperform their peers over time.



This accelerator defines the activities, processes, enablers and linkages to create this business model:

- **Business strategy:** Overall objectives of the business as defined by corporate vision and mission.
- **Innovation agenda:** Overall direction for life-stage, mix, characteristics and value proposition around innovation
- **Innovation management and governance:** Structures, processes, policies, frameworks and tools used to manage innovation
- **Innovation enablers:** Elements that enable execution of the overall innovation process

Setting the overall direction for innovation and maintaining alignment with strategy

The accelerator identifies the desired innovation lifecycle stage, establishes your overall direction regarding innovation, and defines the desired mix of innovation, including the business model, products and services, segments and markets, operations, and channels. Innovation management and governance aligns the structure, process, and framework and tools to manage your innovation through tracking, monitoring and analyzing the portfolio of projects from inception to completion.

Providing the necessary support for implementing the overall innovation process

Our accelerator helps ensure your success by developing an actionable roadmap for realizing the future state model. This roadmap includes organizing people assets assigned to innovation, methods and tools to support the various phases of the innovation cycle, and systems, environments and internal IT processes in place to support development and testing of innovations.

Why IBM?

A recognized leader in enterprise innovation, IBM has a unique set of assets and experiences to help accelerate innovation in your organization. We have worked with clients in many industries to leverage innovation to improve overall performance, including embedding innovation structures, developing, piloting and deploying innovation initiatives, and partnering to jointly create new value.



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