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Things of importance I will talk about

- Empowerment
- Purpose
- Focus and persistence
- Learning by doing
- Sharing more than standardization
- Culture more than process
- **There is always time for innovation**

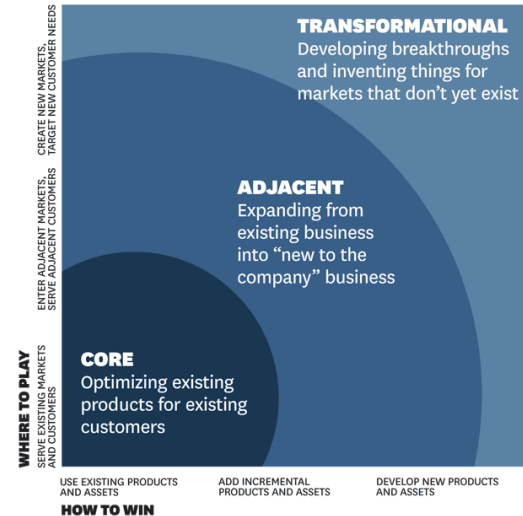
- Cybercoms view of Innovation
- Innovation@cybercom
- Things of importance

*The purpose with Innovation by Cybercom is to ensure that Cybercom is a company with a **strong and calculated Innovation Culture**. We believe that Innovation comes from **all employees inherent motivation to contribute**. Cybercom will actively support with a **working-climate, methods and tools** in order to make this happen. We believe in an **open Innovation culture** where we are working close with our **clients or partners**. The purpose with all Innovations is to contribute to **reach Cybercoms long term targets formulated in Cybercom strategies**.*

Broad perspective on Innovation



<p>PROFIT MODEL The way in which you make money</p> <p><i>For example, how Netflix turned the video rental industry on its head by implementing a subscription model</i></p>	<p>STRUCTURE Alignment of your talent and assets</p> <p><i>For example, how Whole Foods has built a robust feedback system for internal teams</i></p>	<p>PRODUCT PERFORMANCE Distinguishing features and functionality</p> <p><i>For example, how OXO Good Grips cost a premium but its "universal design" has a loyal following</i></p>	<p>SERVICE Support and enhancements that surround your offerings</p> <p><i>For example, how "Deliver WOW through service" is Zappos' #1 internal core value</i></p>	<p>BRAND Representation of your offerings and business</p> <p><i>For example, how Virgin extends its brand into sectors ranging from soft drinks to space travel</i></p>
<p>NETWORK Connections with others to create value</p> <p><i>For example, how Target works with renowned external designers to differentiate itself</i></p>	<p>PROCESS Signature or superior methods for doing your work</p> <p><i>For example, how Zara's "fast fashion" strategy moves its clothing from sketch to shelf in record time</i></p>	<p>PRODUCT SYSTEM Complementary products and services</p> <p><i>For example, how Nike+ parlayed shoes, sensors, apps and devices into a sport lifestyle suite</i></p>	<p>CHANNEL How your offerings are delivered to customers and users</p> <p><i>For example, how Nespresso locks in customers with its useful members only club</i></p>	<p>CUSTOMER ENGAGEMENT Distinctive interactions you foster</p> <p><i>For example, how Wii's experience draws more from the interactions in the room than on-screen</i></p>



When is it relevant to work with Innovation ?

It starts with a question

Is it enough to work with known improvements in your process/operation/business to create a better value in the future.

If the answer is **NO**, then it is time to start change and focused drive Innovation.

or

Is your feeling that a new technology will have a **major impact** on your operation. Then it can be a reason to start to understand how and work focused with Innovation

Innovation-Exam

3. Every Innovation also need to reduce the complexity and increase the value of all the others

2. Every Innovation also have to work seamless with all other services in the users eco system

1. Every Innovation must offer a fantastic experience and generate a value – it must work, flow and generate a demand from the user.



It starts with a question



Is it enough to work with known improvements in your process/operation/business to create a better value in the future.

If the answer is **NO**, then it is time to start change and focused drive Innovation.

OR

Have you been thinking about how a new technology will have a **major impact** on your operation. Then it can be a reason to start to understand how and work focused with Innovation



Innovation-Exam

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Google innovation

All Bilder Nyheter Videor Böcker Fler Inställningar

Ungefär 462 000 000 resultat (0,63 sekunder)

Synonymer till innovation - Synonymer.se
www.synonymer.se/?query=innovation
 innovation - betydelser och användning av ordet. Svensk ordbok online. Gratis att använda.

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Innovation@Cybercom

Problems...

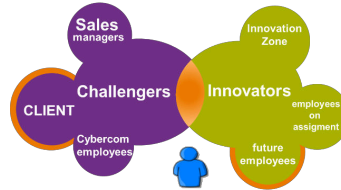
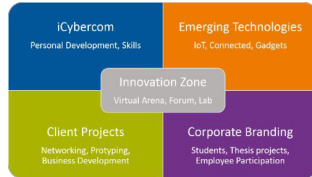
- How organize and develop un-assigned consultants ?
- How to gather problems or challenges from clients ?
- How to be more Innovative in the daily operation ?

and solutions...



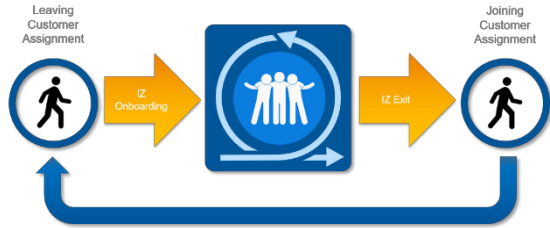
Innovation Fridays

Innovation Model

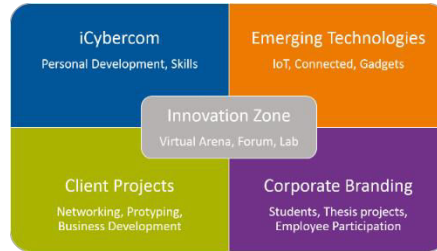


How to organize
un-assigned
consultants ?

Innovation
Zone 
BY CYBERCOM



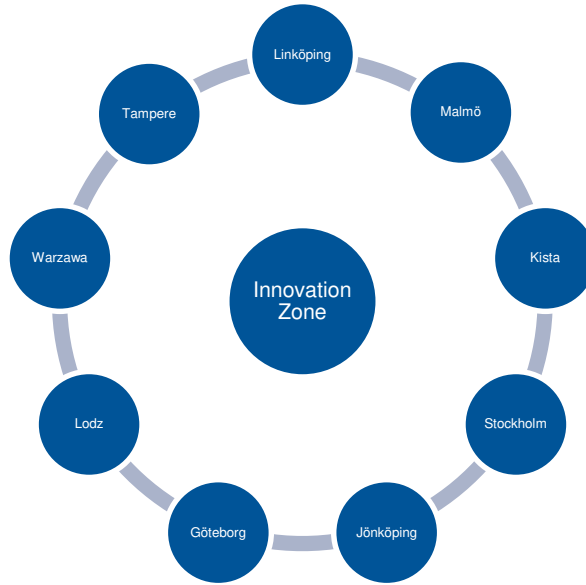
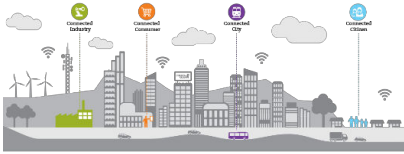
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Innovation Zone in Cybercom



What is Innovation Zone?

Innovation Zone is an Incubator within Cybercom.

Innovation Zone offers the possibility to evaluate and assess new ideas, develop working prototypes in emerging technologies and run pilot projects in an agile innovative environment.

WE BELIEVE IN SHARING - knowledge and expertise. We always work with cross experience teams.

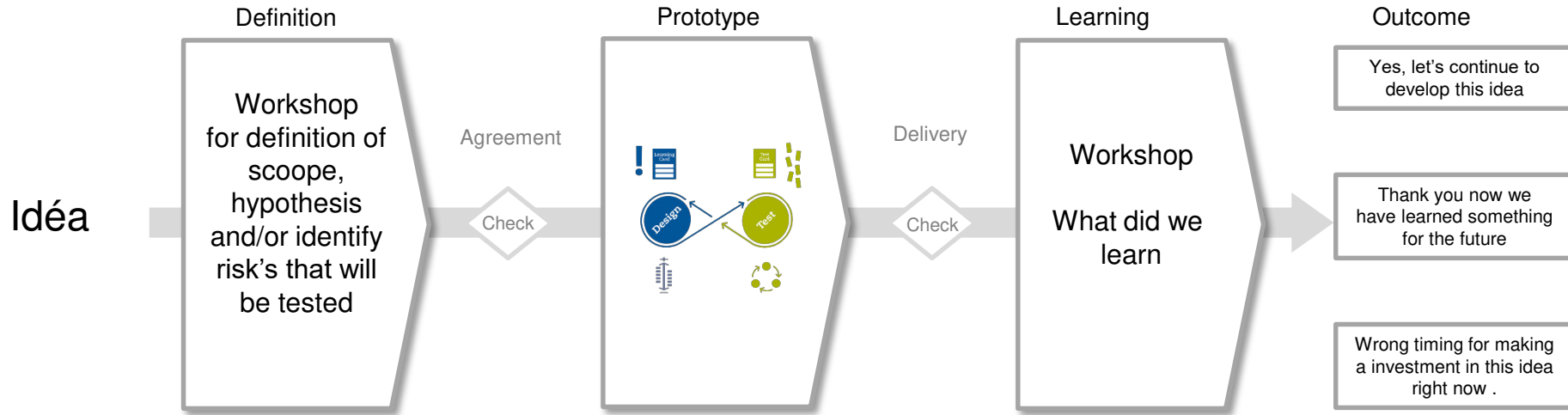
Innovation Zone is integrated in a large ecosystem of start ups, incubators and world leading tech companies.

Innovation Zone is established in 9 offices in three countries.



Innovation Zone – aspires towards nurturing your innovative thinking

How do we do it ?



Brand Awareness

Number of activities/projects that will have
direct effect on our brand

27

Embrace Collaboration

Number of cross site projects

5

Client Intimicy

Number of IZ projects adressed to key clients

11

Nuture Talents

Number of FTE in IZ

37,2*

(exkl. 30 students)

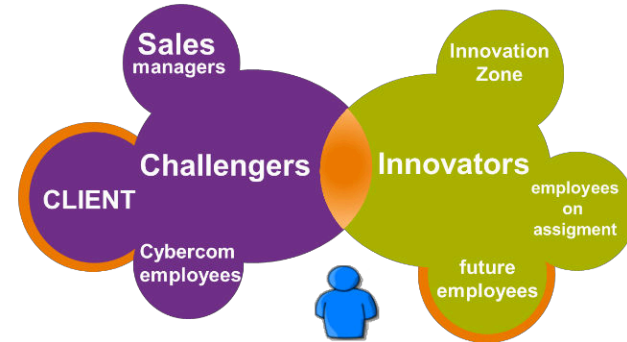
New Business/Emerging Technologies

Number of client sponsored assets or projects
in emerging technologies

23

How to gather
problems or
challenges from
clients ?

Innovation Fridays







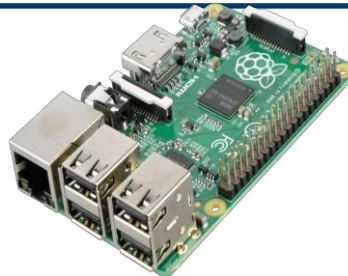
- Define a use case that adds value
- Propose a MVP to implement the use case



Jury's Criteria of Greatness

To Consider

- Focus on:
 - Indoor vehicle / robot
 - It shall not fly
 - MVP can be done in a few weeks or months
- Max 4 minutes presentation per team
- 2 slides per team
- The most Bizarre ideas are also **welcome!**



Innovation Model

How to be more Innovative in the daily operation ?







60 team members

7 teams

2 % of the time in the sprint spent on Innovation

30 ideas with most ideas improving efficiency, quality, time saving, WoW, and Knowledge management and most important more motivated teammembers

Things of importance

- Empowerment
- Purpose
- Focus and persistence
- Learning by doing
- Sharing more than standardization
- Culture more than process
- and remember.....

There is always time for
Innovation