INNOVATION: THE BUSINESS TRANSFORMATION CATALYST
Businesses pressures have never been higher

- Heightened competition
- Disruptive market entrants
- Global markets
Statistics show that business transformation is vital

- 50% of S&P 500 companies will be replaced over the next 10 years

However, the innovation landscape is becoming more complex

- The era of ‘deep technologies’
- Convergence across markets & technologies
- New business models
- Reduced time-to-market
DNA Sequencing – an example of complex innovation in our work

- Dependant on deep technologies
  - Molecular biology
  - Microfluidics
  - Optics
  - Data science
  - Automation and AI
  - High performance microprocessing

- Is enabling new business models within and outside the medical sector
And these trend areas are truly global...

<table>
<thead>
<tr>
<th>Trend Area</th>
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<tr>
<td>Online Security &amp; Fraud Detection</td>
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<tr>
<td>Artificial Intelligence</td>
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<tr>
<td>Autonomous Driving, Image Recognition &amp; Mapping Technologies</td>
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<td>Augmented Reality</td>
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<td>Smart Sensors</td>
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<td>Drones</td>
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<td>Digitization of Education</td>
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Top Sectors by Capital Raised, Bloomberg

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Top 10 Strategic Technology Trends for 2018

- **Intelligent**
  - AI Foundations
  - Intelligent Apps and Analytics
  - Intelligent Things
- **Digital**
  - Digital Twins
  - Cloud to the Edge
  - Conversational Platform
  - Immersive Experience
- **Mesh**
  - Blockchain
  - Event-Driven
  - Continuous Adaptive Risk and Trust

gartner.com/SmarterWithGartner
Businesses must therefore transform to remain relevant

- Innovation is the catalyst for transformation
  - Incremental approaches are inadequate
- Breakthrough innovation is far-reaching
  - Target customers
  - Channel-to-market
  - Business model
  - Commercial model
  - Operations & process
So, how can companies transform in this growing world of complexity?

- Companies must adapt
  - Predict trends and market dynamics
  - Adopt processes to identify and develop new breakthrough products & services
  - Access an ever-increasing range of market and technology expertise
  - Manage (and not avoid) risk

These are the typical needs of our clients, who seek a disruptive technology innovation partner.
Our customers value our global view to benchmark new innovations
Top factors that we see for successful innovation

Effective commercialization of technology

BIOLOGY TO BUSINESS: MAKING SYNTHETIC BIOLOGY PAY?

RICHARD HAMMOND
HEAD OF SYNTHETIC BIOLOGY
Top factors that we see for successful innovation

1. Effective commercialization of technology
2. Business model and organizational change

UNLEASH YOUR RISING STARS AS INNOVATION CATALYSTS TO ACHIEVE BUSINESS TRANSFORMATION

(BOOTCAMP OUTPUT)

AJ VAN BOCHOVEN
HEAD OF STRATEGIC INNOVATION
Top factors that we see for successful innovation

- Effective commercialization of technology
- Business model and organizational change
- Access to market insight and deep technology

DIGITAL INCLUSION – DIGITAL CREATES A BRIGHTER FUTURE FOR ALL

MAKOTO ENOMOTO

SENIOR VICE PRESIDENT, CHIEF MARKETING OFFICER, NEC CORPORATION
Top factors that we see for successful innovation

- Effective commercialization of technology
- Business model and organizational change
- Access to market insight and deep technology
- Better insight to define new breakthroughs

HOW SENSING TECHNOLOGY CAN BE USED TO DEVELOP BETTER PRODUCTS

SIMON KARGER
HEAD OF SURGICAL & INTERVENTIONAL PRODUCTS
MEDICAL TECHNOLOGY DIVISION

EDWARD BRUNNER
HEAD OF ASIA CONSUMER BUSINESS
CONSUMER DIVISION
Top factors that we see for successful innovation

- Effective commercialization of technology
- Business model and organizational change
- Access to market insight and deep technology
- Better insight to define new breakthroughs
- Focus towards experience and service

BEYOND CONNECTIVITY – THE WINNERS IN IOT WILL BE SERVICE INNOVATORS

TIM FOWLER
HEAD OF WIRELESS
INNOVATION: THE BUSINESS TRANSFORMATION CATALYST

KEY TAKEAWAYS

Global market competition, disruption and pace of change have never been higher

Innovation is a vital catalyst for business transformation

Business transformation requires innovation in technology, business and operational model