

Avanade Innovation Advisory

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September, 2016



A recent McKinsey poll of global executives:

84%

Innovation is **extremely important** to their growth strategies.

94%

Dissatisfied with their organizations' **innovation performance.**

Source: Harvard Business Review, September 2016, [Know Your Customers' Jobs to Be Done](#).



Innovation is a distraction.

Enterprises are full of “innovation” activities. And many don’t turn into new businesses.

An organization’s immune system kills threats to the business model and the business has no time for the painful grind of iteration.

Successful innovation is about building an organization where



You can take risks.

You can fail fast.

You can learn.

Organizations need to work out what you want to learn, who want to learn it with, bring others with you, and make a safe place to learn.

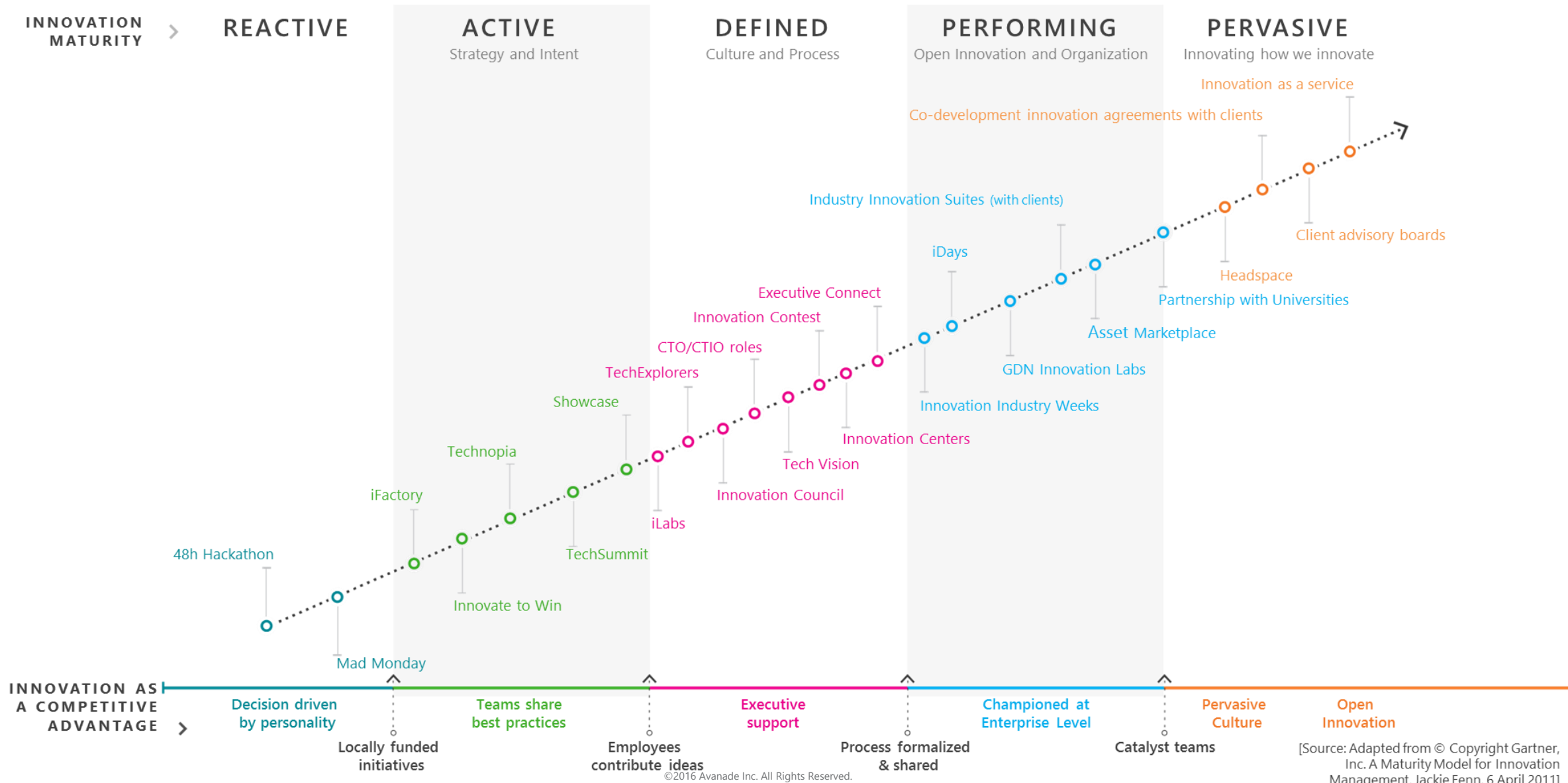


Avanade Innovation Labs is an end-to-end service that helps our clients take an idea and make it real.

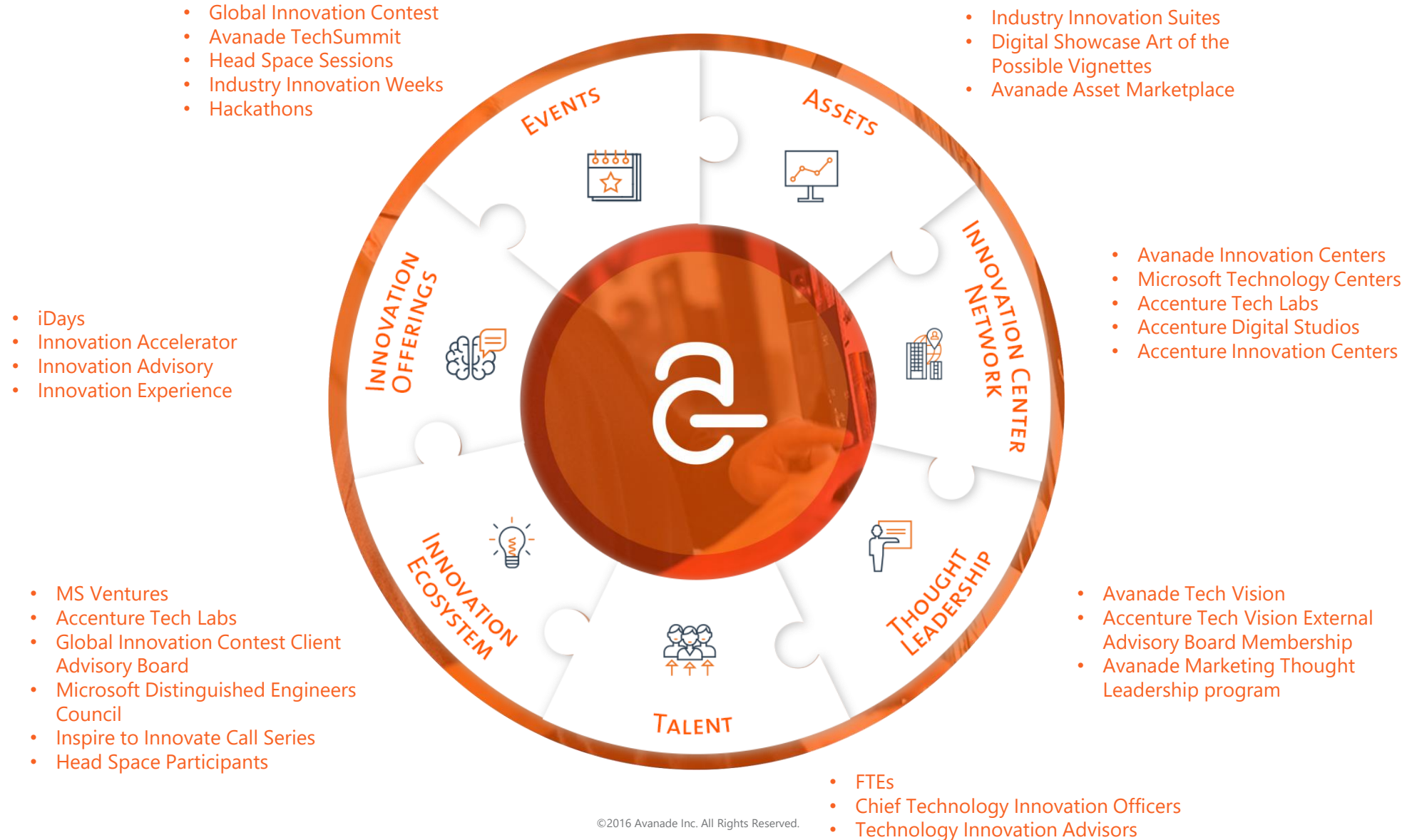
Whatever your innovation challenge, our approach combines the creativity to inspire, with the experience to deliver.



We've Been On Our Own Innovation Journey



Avanade's Innovation Platform



Globally Connected



- Avanade Innovation Centers showcase the latest leading edge work delivered by Avanade across the globe and is connected by our [innovation network](#) with centers in Barcelona, Chicago, NYC, Bangalore and Beijing.
- We are connected to the [Accenture network](#) which consists of 5 Tech Labs nodes (San Jose, Washington DC, Sofia Antipolis, Bangalore and Beijing) and 4 Financial Services innovation centers (Chicago, Sophia Antipolis, Bangalore and Beijing). Furthermore we collaborate with the [Microsoft Technology Centers](#) who provide access to the latest hardware and software technologies with world-class technical and business expertise.



Avanade Innovation is a partnership, enabling you to realize your innovation potential faster and deliver real business outcomes.



Innovation Days
(iDays)

for continuous exploration and driving consensus to an action plan



Spark Lab and
Springboard

explore a particular idea and make it real rapidly through a proof of concept or pilot



Innovation
Advisory

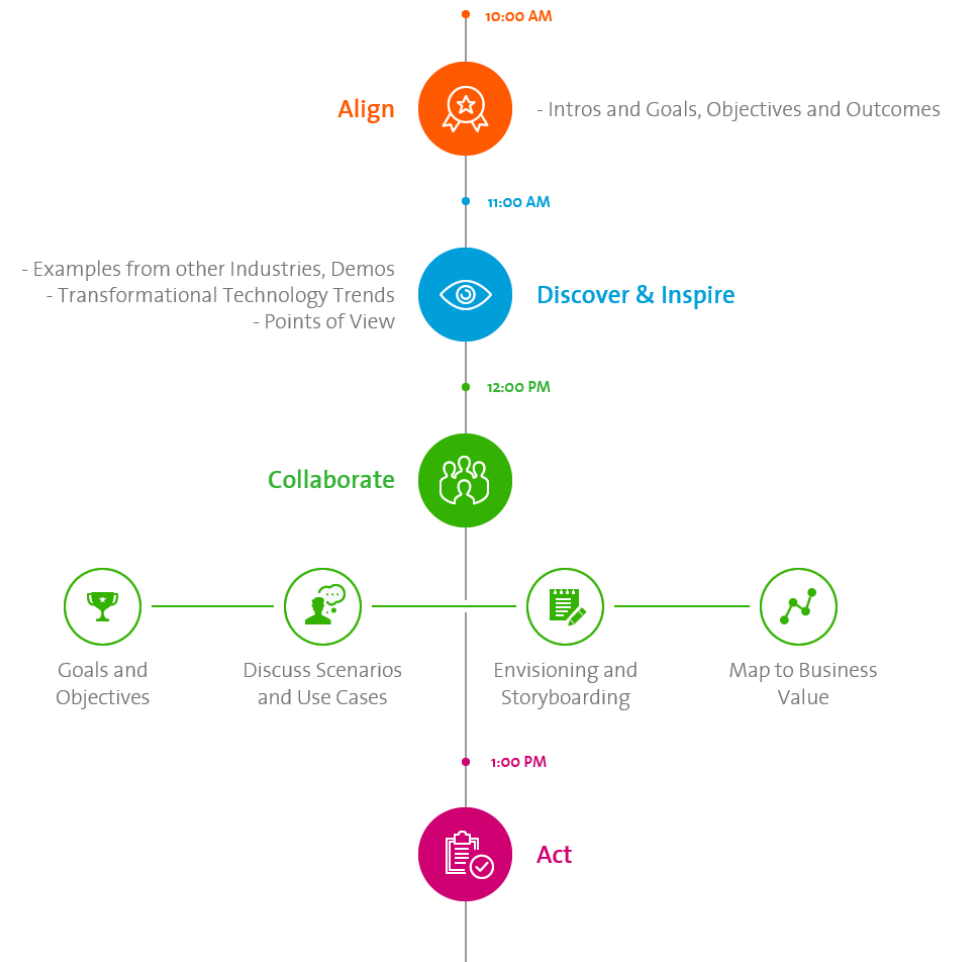
leverage Avanade's broad innovation ecosystem and experts to enhance your innovation capability



Example Innovation Day Approach

iDays can be delivered in either a full day or half day format.

- The Innovation Day process is **inspirational, collaborative, and action-focused**. We discuss technology trends, bring the latest prototypes, demos and subject matter experts to move your ideas closer to reality. iDays range in topic and are customized to meet the specific objectives defined by the client.
- From a client perspective, the goal of an iDay is to take time away from the day-to-day to see some of the ways technology is being applied within and outside their industry and **drive ideation** around ways these ideas can be applied to their own processes or business model.
- For Avanade, an iDay **enhances the client's view of Avanade as an innovator** and drives discussion around the client's unique challenges. iDays can be invaluable in helping form and action on account plans and we have seen new whitespace relationships form from iDay engagements.



Experience the latest by Avanade Labs



The Barcelona Innovation Center features a flexible layout highlighting work from across a variety of industries and technologies. The Center is easily transformed to showcase Avanade's industry innovation suites — an industry-specific look at how Avanade is helping make "digital business" a reality.

BiC Setups

