Industry and Government Innovation

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Idea-Driven Innovation

New markets and new ways of doing things. The result of:
► Breakthrough thinking
► Disruptive technologies

Truestone Approach
► Communities of interest
  ● Follow key technologies
  ● Map to customer needs
► Seek customer traction
  ● White papers
  ● Briefings
► Build implementation capacity
► Create innovation offerings
Problem-Driven Innovation

Tackling complex initiatives with large resource requirements:
- Broad impact
- Urgent need to solve problem

Truestone Approach
- Create an innovation practice area
  - Hire SMEs
  - Build partnerships
  - Create methodologies
- Find our niche
  - Tailor approach
  - Create solutions base
- Respond to customer demand
In-Market Innovation

Innovation in operational environments
► Combine operational insight with innovative use of tools and techniques
► Develop practical innovations
► Deploy the winners on a larger scale

Truestone Approach
► CTQ analysis sessions
  ● Identify root needs
  ● Leverage operational expertise
  ● Develop practical options
► Always focus on economics
► Leverage technology integration
Our Innovation Building Blocks

- Innovation is possible on many fronts
  - Strategy and positioning
  - Process
  - Implementation
  - Product/Solution
  - Service
  - Business model
  - Industry

- Innovations
- Operational Knowledge
- Technology Knowledge
- Communities of Interest
- Innovation Practices
- CTQ Analysis