

Innovasjon i 100

Innledning på konferansen
IT and Innovation – Innovasjon som strategi

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Focus on Innovation

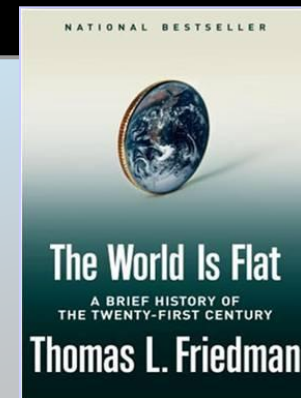
“We will fight our battles not on the low road to commoditization, but on the high road of innovation.” - Howard Stringer, Chairman and CEO, Sony Corporation

“Constant reinvention is the central necessity at GE... We're all just a moment away from commodity hell.” - Jeffrey Immelt, Chairman and CEO, GE

“From this point forward, innovation will be the compass by which the company sets its direction.” - Bill Ford, Chairman and CEO, Ford Motor Company

“Economic competition in the flat world will be more equal and more intense... the most important attribute you can have is creative imagination.”

- Thomas Friedman



What Is Innovation?

- Significant value created for society or business:
 - Creates new industries and markets
 - Spurs productivity and economic growth
 - Fuels wealth creation and profits
 - Generates high-value, higher-paying jobs
 - Raises standard of living
- Innovation has to be useful as well as unique
- Requires looking beyond today's problems

But why is this so important now?



Why is Innovation such a business imperative?

Innovation

Our environment is constantly changing

- Technologies: Internet, IT, bio-informatics, . . .
- Market conditions: competition, commoditization . . .
- Socio-economic: globalization, trade barriers . . .

Society

Business

Technology

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Society

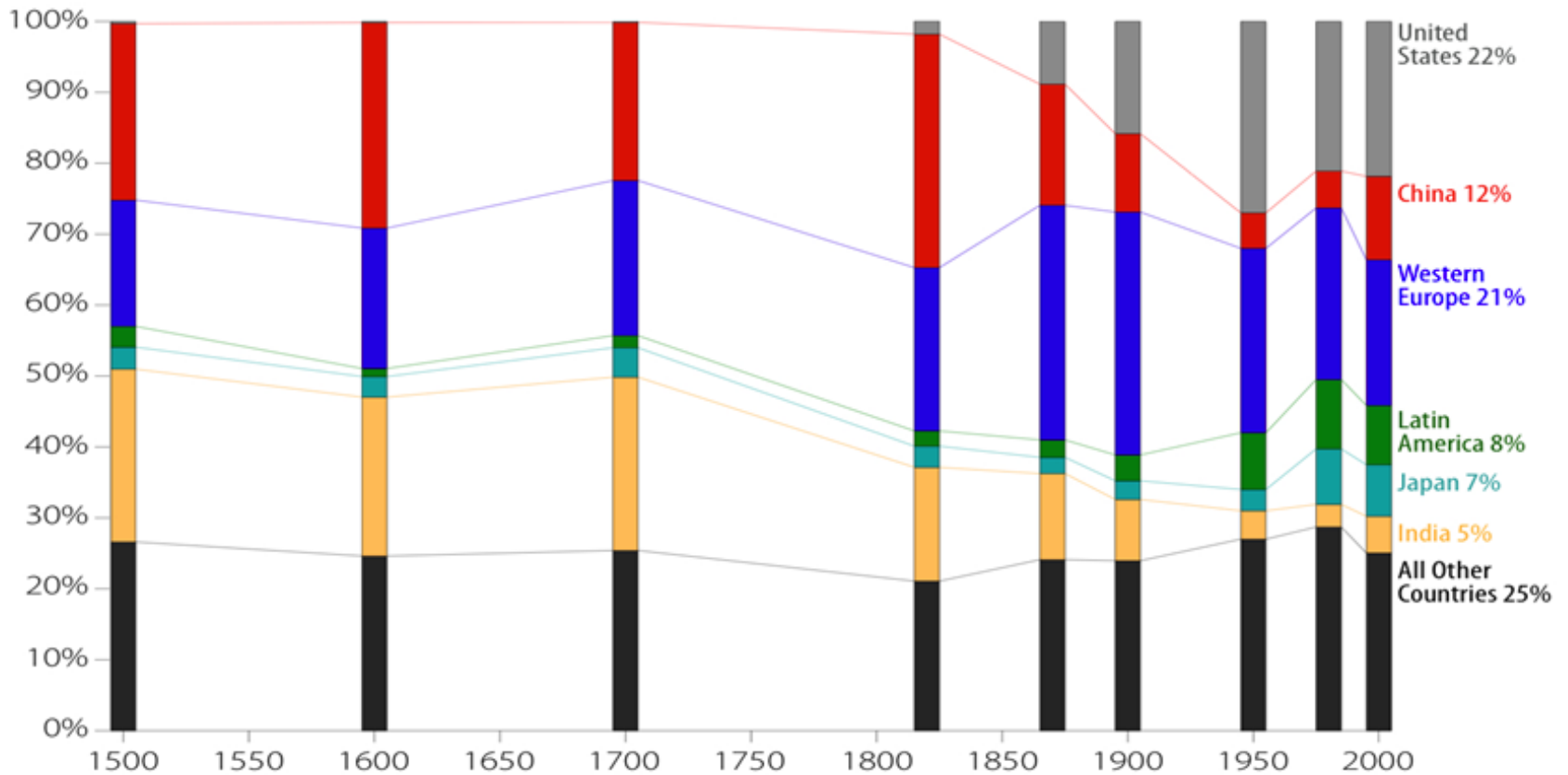
Business

Technology

Innovation is indispensable to

- adapt to changes
- go after new opportunities
- ward off competitors
- preserve leadership position

Percentage of World GDP (last 500 years)
 China, India, Japan, Latin America, Western Europe, and United States

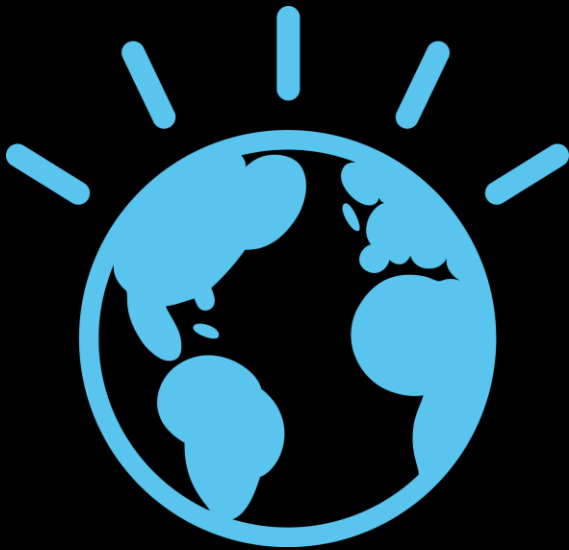


Digital Technology Revolution

IT is to the 21st Century as Steam Power was to the Industrial Revolution



Something Meaningful is Happening



The world is
SMALLER.

The world is
FLATTER.

The world is about to get a whole lot
SMARTER.

Infusion of Intelligence into the Way the World Works



Our world is becoming
INSTRUMENTED.



Our world is becoming
INTERCONNECTED



All things are becoming
INTELLIGENT.

The World is Getting Smarter— Because We Want It to



Smart traffic systems



Intelligent oil field technologies



Smart food systems



Smart healthcare



Smart energy grids



Smart retail



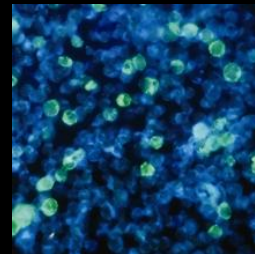
Smart water management



Smart supply chains



Smart countries



Smart weather



Smart regions



Smart cities

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IBM WATSON

<http://www.youtube.com/watch?v=ZLdkJpAtt1I>