大數據趨勢論壇暨
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Embracing Open Innovation & New Business Models

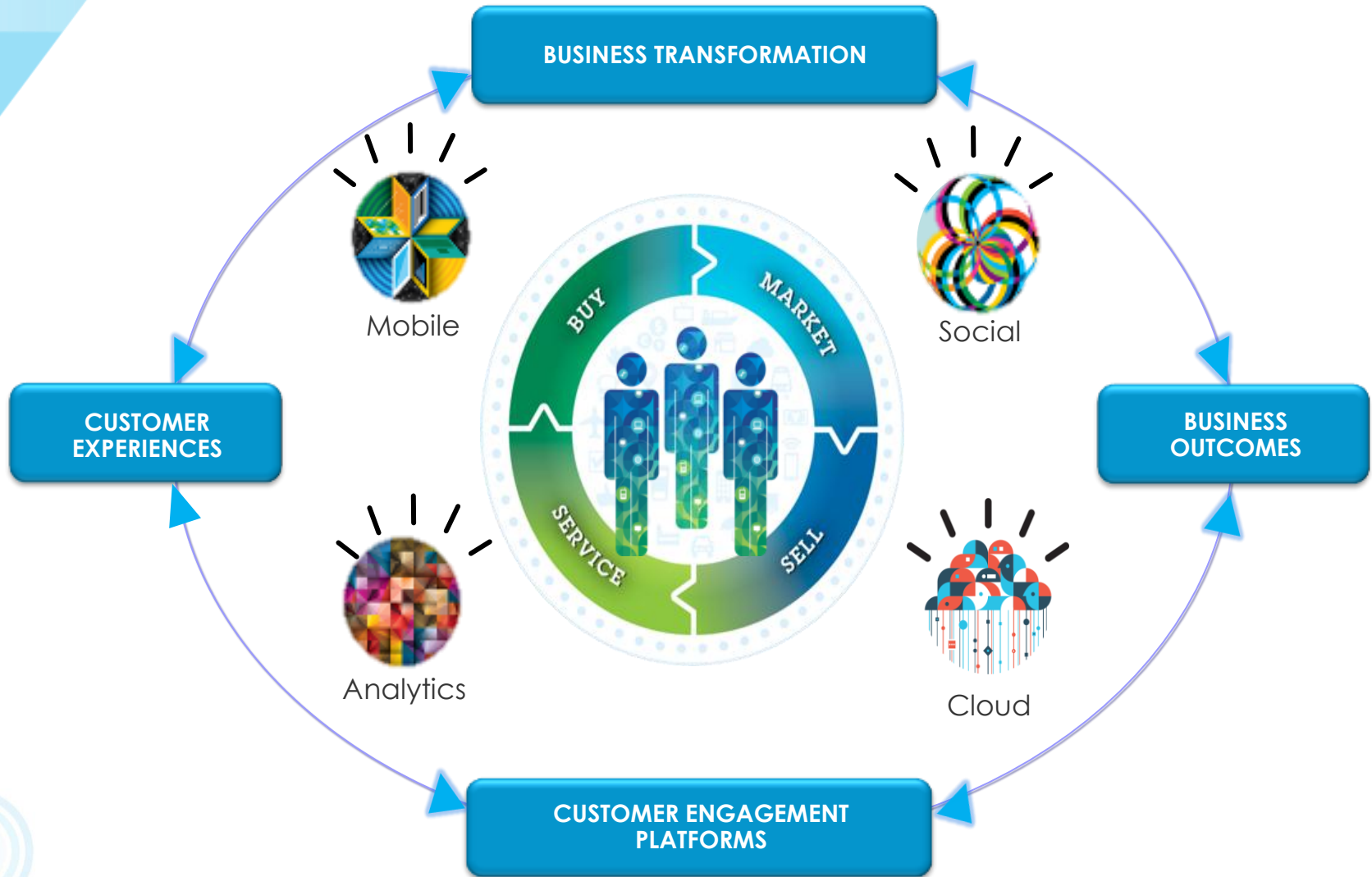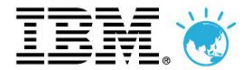Jason Breed

Partner, Global Leader

Innovation & Social Business

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Experiences To Outcomes –
# 4 New Pillars of Focus

IBM

BUSINESS TRANSFORMATION

Mobile

Social

CUSTOMER EXPERIENCES

BUSINESS OUTCOMES

BUY

MARKET

SERVICE

SELL

Analytics

Cloud

CUSTOMER ENGAGEMENT PLATFORMS

Rethinking Innovation

- **Top Obstacles to Innovation**
  - Lengthy development times
  - Risk averse culture
  - Difficulty selecting best ideas to commercialize
  - Inability to measure performance
  - Not enough customer insight
  - Ineffective communication
  - Insufficient leadership involvement

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Innovation Mix

- **Types of Innovation**
  - Operations model
  - Business model
  - Products & services

Operations innovation

Business model innovation

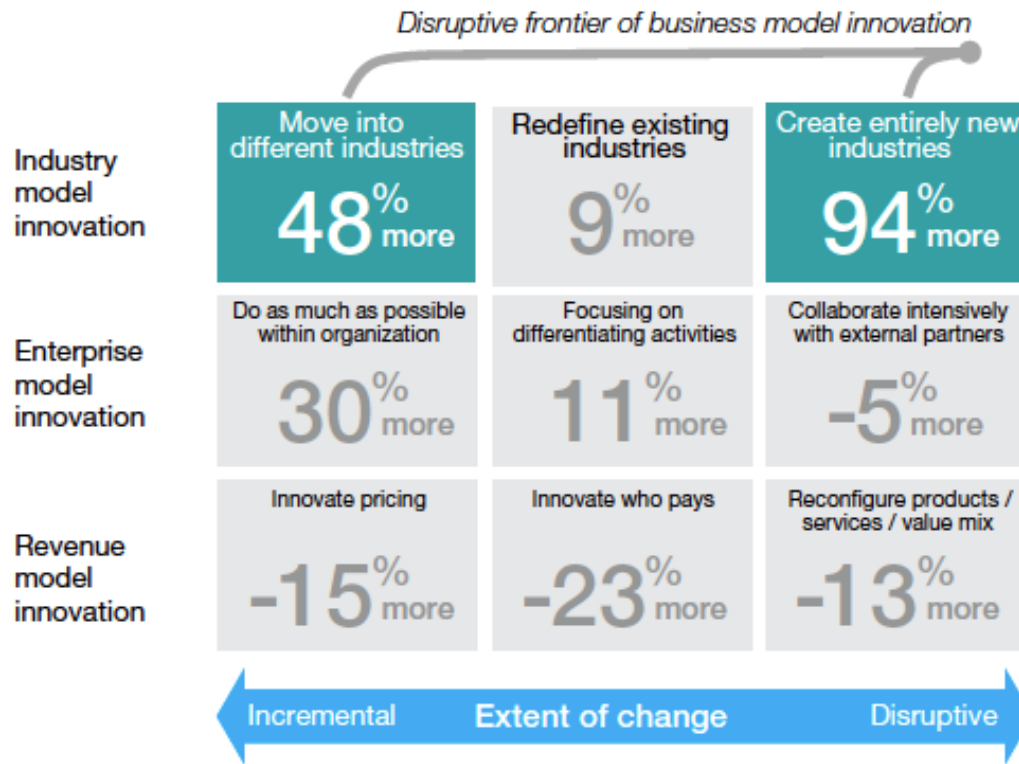**Innovation mix**

Product innovation
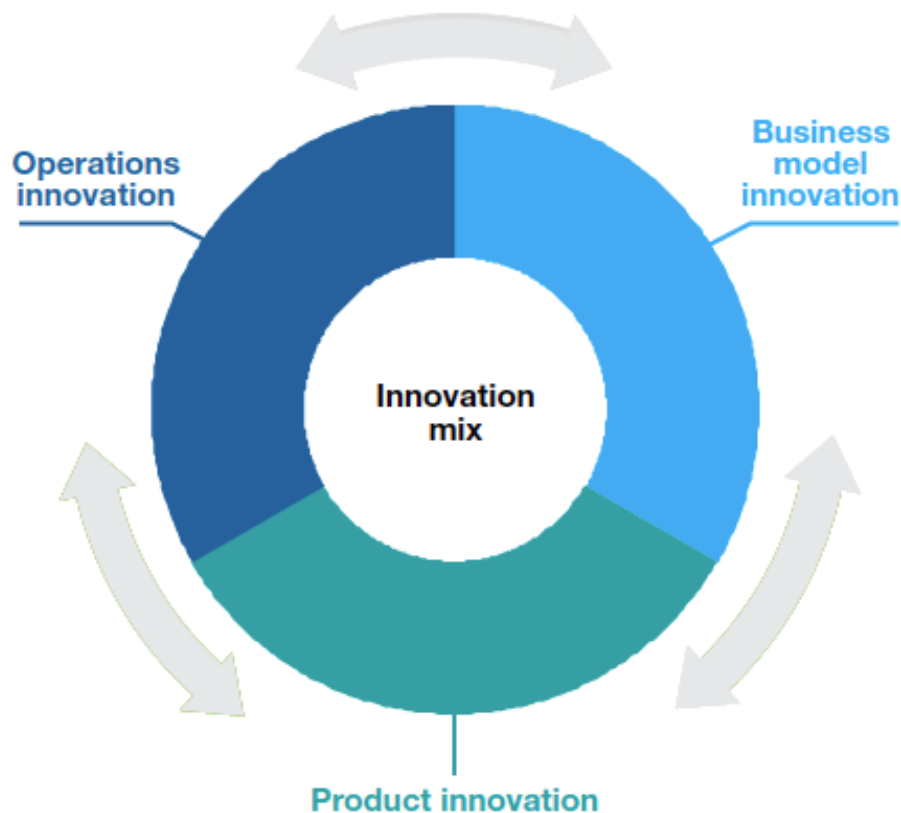
- Innovation mix describes the balance between the different types of innovation – product and service, operations and business models

- Organizations adjust their innovation mix to maximize potential value from innovation

Disruptive Business Models

Disruptive frontier of business model innovation

	Move into different industries	Redefine existing industries	Create entirely new industries
Industry model innovation	48% more	9% more	94% more
Enterprise model innovation	Do as much as possible within organization — 30% more	Focusing on differentiating activities — 11% more	Collaborate intensively with external partners — -5% more
Revenue model innovation	Innovate pricing — -15% more	Innovate who pays — -23% more	Reconfigure products / services / value mix — -13% more

Incremental ◄ **Extent of change** ► Disruptive

Source: 2012 CEO Study Q13A: "For the highest-rated type of business model innovation, what key initiatives will you implement over the next 3 to 5 years?"

- **Outperformers Are**
  - Embracing disruptive business models
  - Focusing on new industries
  - Become more open internally and externally

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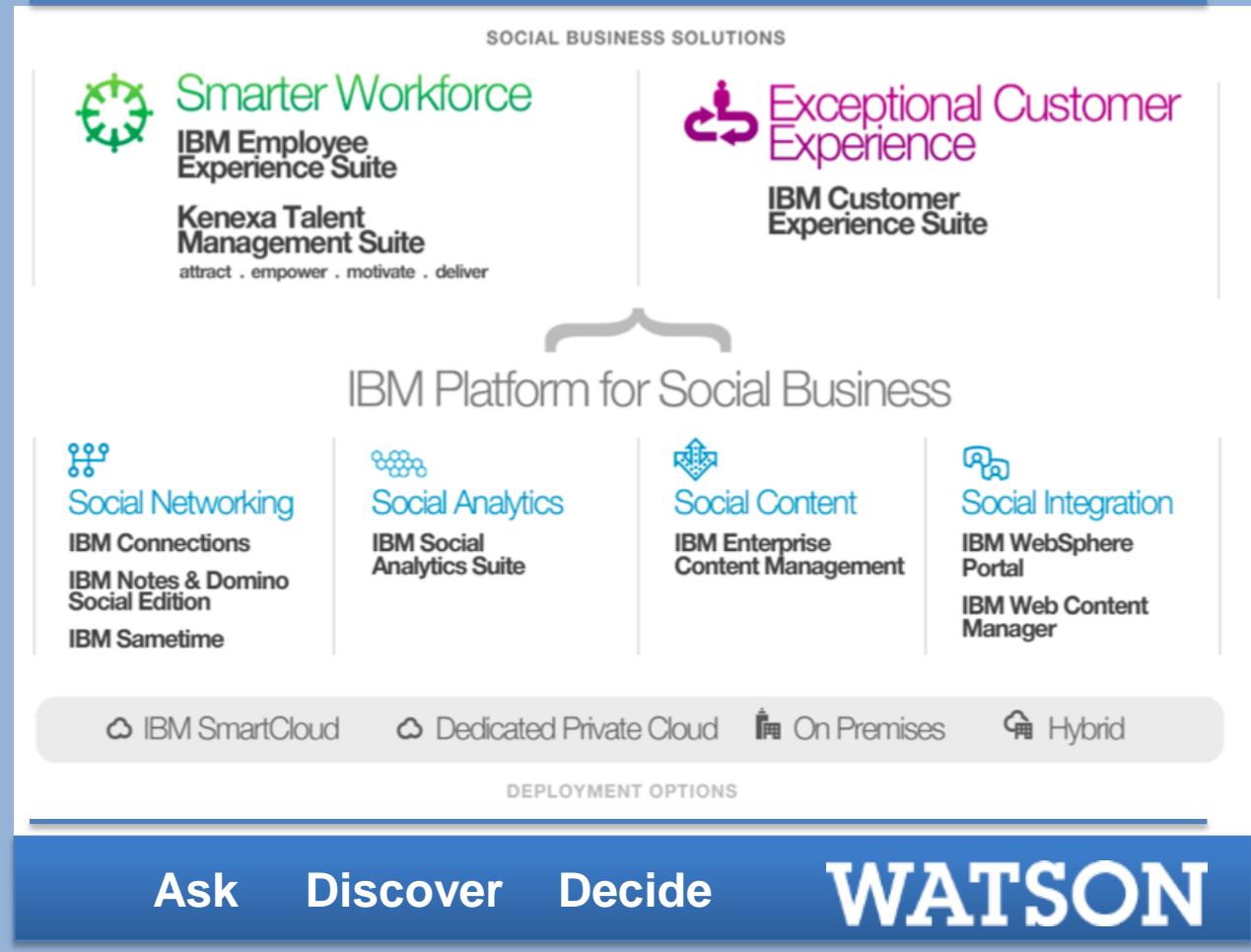# IBM's Suite for New Model Development

Mobile — IBM **MobileFirst**

Collaboration

SOCIAL BUSINESS SOLUTIONS

Smarter Workforce
IBM Employee Experience Suite

Kenexa Talent Management Suite
attract . empower . motivate . deliver

Exceptional Customer Experience
IBM Customer Experience Suite

IBM Platform for Social Business

Social Networking
IBM Connections
IBM Notes & Domino Social Edition
IBM Sametime

Social Analytics
IBM Social Analytics Suite

Social Content
IBM Enterprise Content Management

Social Integration
IBM WebSphere Portal
IBM Web Content Manager

Cloud — IBM SmartCloud · Dedicated Private Cloud · On Premises · Hybrid

DEPLOYMENT OPTIONS

Analytics — **Ask   Discover   Decide   WATSON**

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MyCoke Rewards

Using Gamification to create new Value

VisaNet
Use your ecosystem to create value, in context

Visa
Smart offers help merchants achieve breakthrough marketing effectiveness.
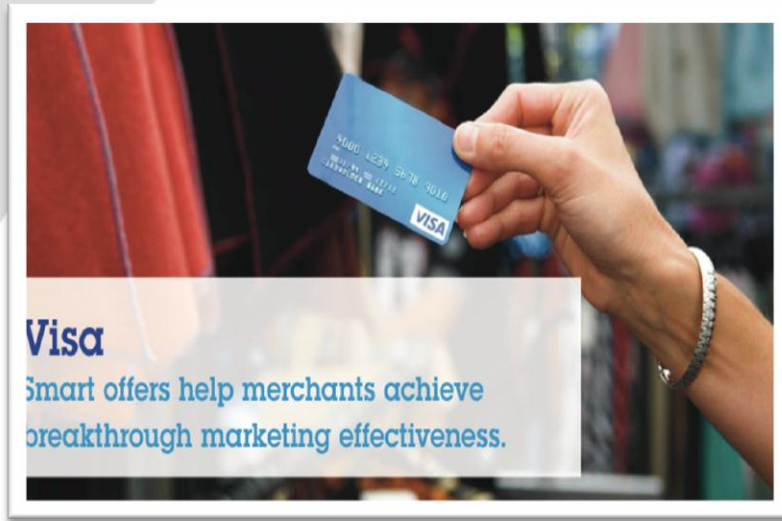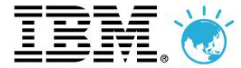
"Combining purchasing behavior with other triggering criteria, such as time or location of purchase, is a powerful tool for maximizing an offer's relevance to the customer—and for many merchants it's considered the holy grail of marketing."

Business Model Innovation
Consider what your value is

Amazon To Launch Subscription-Based Billing And Recurring Payments Service

Posted 18 hours ago by *Sarah Perez* (@sarahintampa)

Like 135 | Tweet 204 | Share 456

amazon

Customer Reviews

★★★★½ (53)
4.3 out of 5 stars

5 star	30
4 star	15
3 star	4
2 star	0
1 star	4

See all 53 customer reviews ›

Most Helpful Customer Reviews

8 of 8 people found the following review helpful
★★★★★ **Very nice.**
By **JV** on March 1, 2013
Verified Purchase
This bulb was an excellent investment. The colours are vibrant and neat looking and I can change and dim them with the remote. As another reviewer stated, it jutters a little bit, but that's just fine with me. I can already think of all sorts of uses for this bulb, like darkroom applications, accent lighting, etc. I just might get another one of these bulbs.

Comment | Was this review helpful to you? Yes No

> Very cool little bulb and fun for parties.
> *Cindy*

> This is doing well in a lamp in my small room and I have even turned the brightness down (nice feature).
> *Revo*

> It is a really fun and cool product to be able to change by remote all of the different colors.
> *Jason V.*

THE WALL STREET JOURNAL. ≡ | **BUSINESS**

DIGITAL + PRINT / 50%

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3 of 12 — Are We Underestimating America's Fracki...

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Small Businesses Are Finding An Unlikely Banker: Amazon

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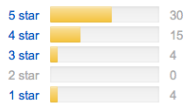
By SARAH E. NEEDLEMAN And GREG BENSINGER

Updated Oct. 4, 2012 1:17 p.m. ET

ge Image
it and Lisa Zerr, owners of Yankee Toy Box, needed money to upgrade their children's merchandise.
n Grow for The Wall Street Journal
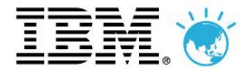
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Traditional Industries being Dis-Intermediated

Becoming Dis-intermediated:

Generali – using crowds to Self-Insure for the "hard to insure"

Kickstarter – eliminating the need for Start-up loans

SoMoLend – connecting individual lenders with local borrowers

Uber…..

3-D Printing…..

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