大數據趨勢論壇暨IBM產業專題高峰會
打造數據價值新藍海
Embracing Open Innovation & New Business Models
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Experiences To Outcomes – 4 New Pillars of Focus
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
Innovation Mix

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

- 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

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

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?”
IBM’s Suite for New Model Development

Mobile

Collaboration

Cloud

Analytics

Ask     Discover     Decide

IBM MobileFirst

IBM Employee Experience Suite
Kenexa Talent Management Suite

Exceptional Customer Experience

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

IBM SmartCloud
Dedicated Private Cloud
On Premises
Hybrid

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On Premises
Hybrid
MyCoke Rewards

Using Gamification to create new Value
VisaNet
Use your ecosystem to create value, in context

“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
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…..