

Meeting the Innovation Challenge

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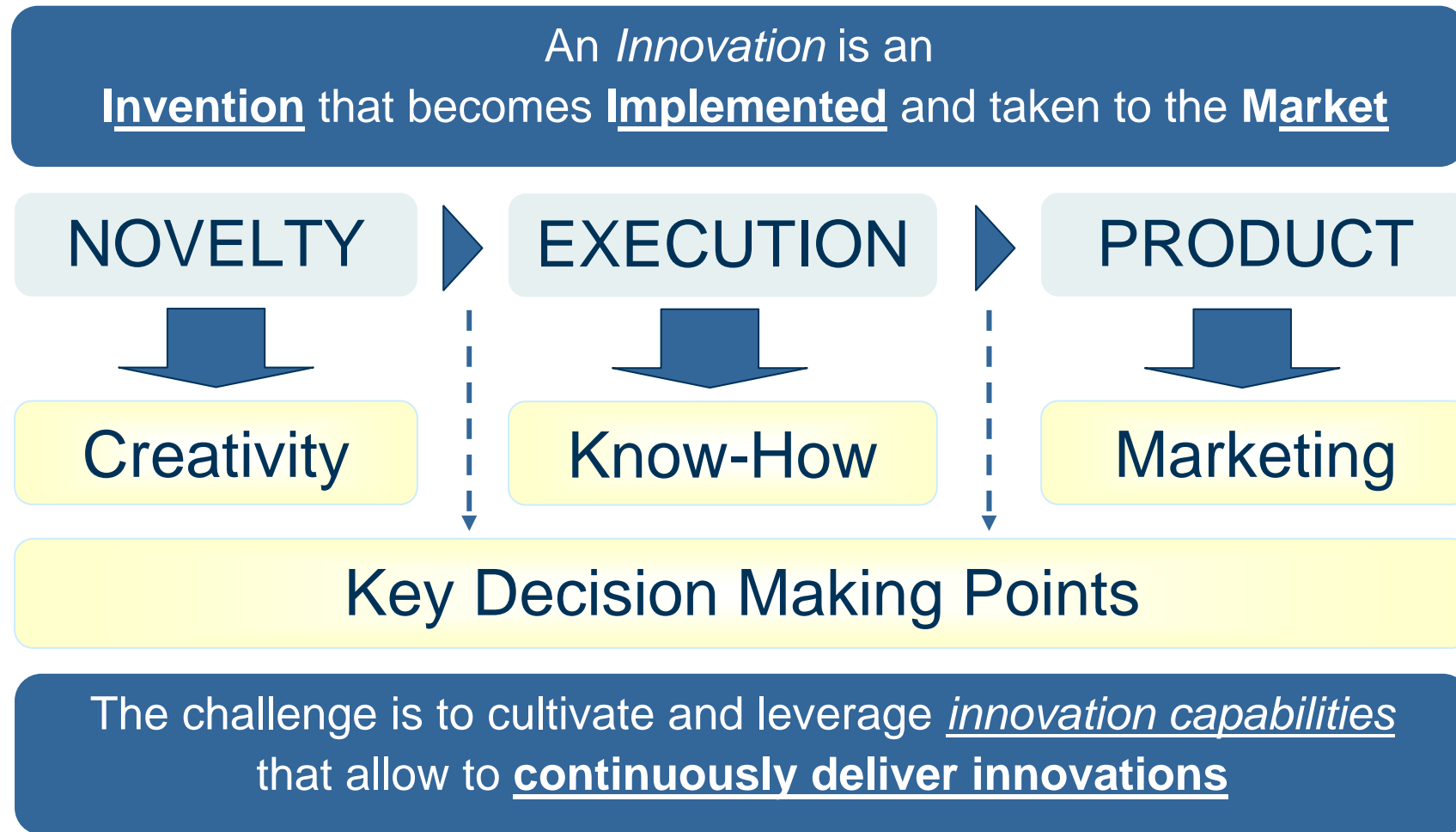


Outline

- Understanding the Challenge
- Managing Innovation
- Entering a new Innovation Landscape
- Conclusions

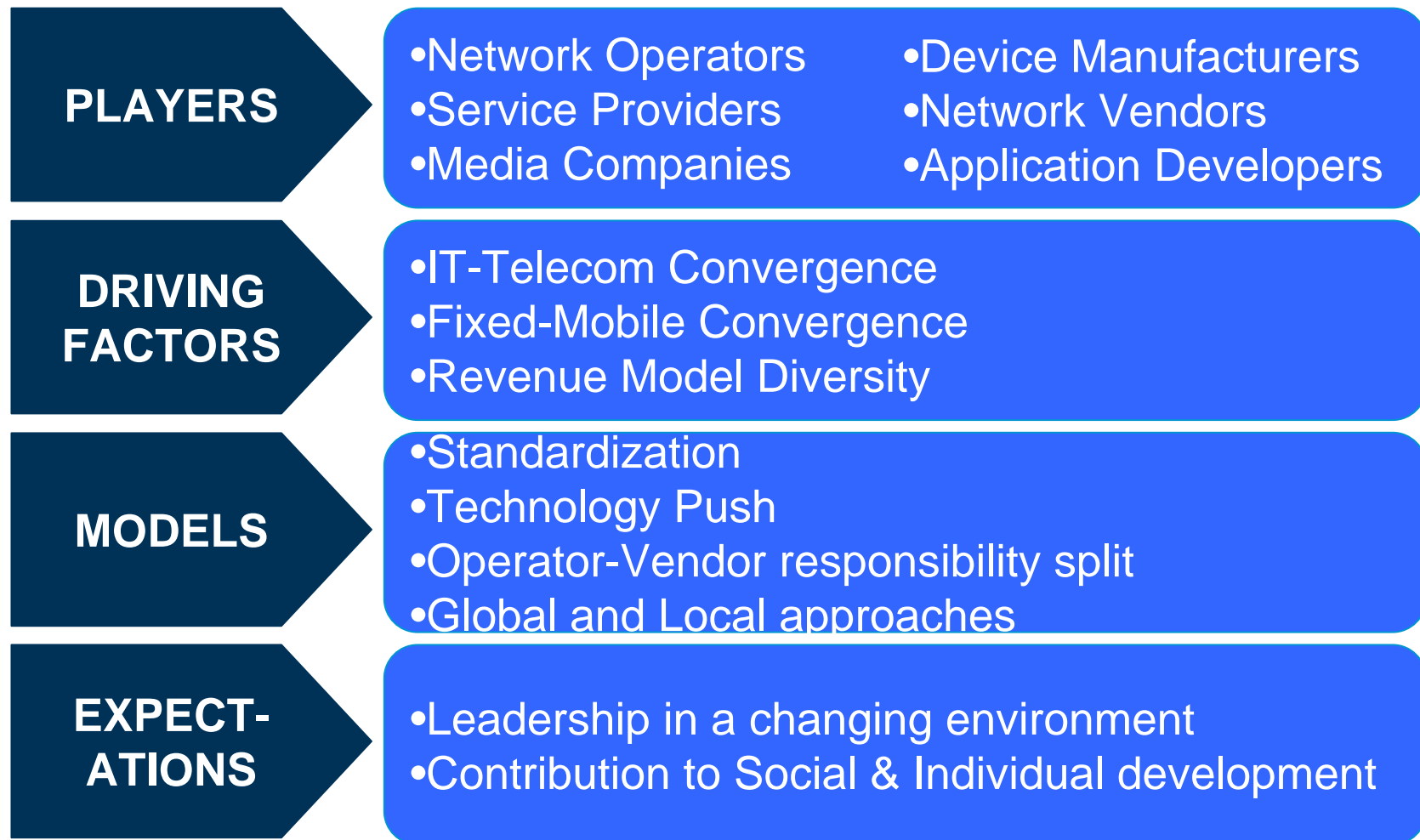
Understanding the Challenge

Introduction



Understanding the Challenge

Context

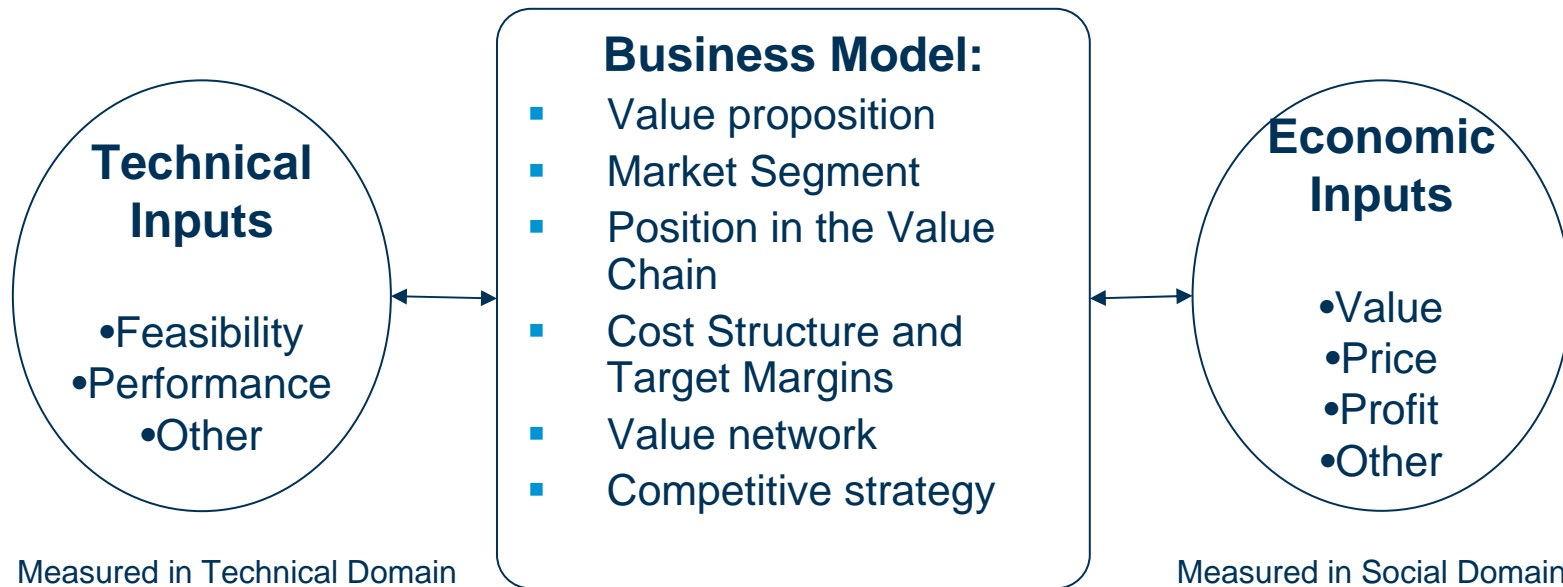


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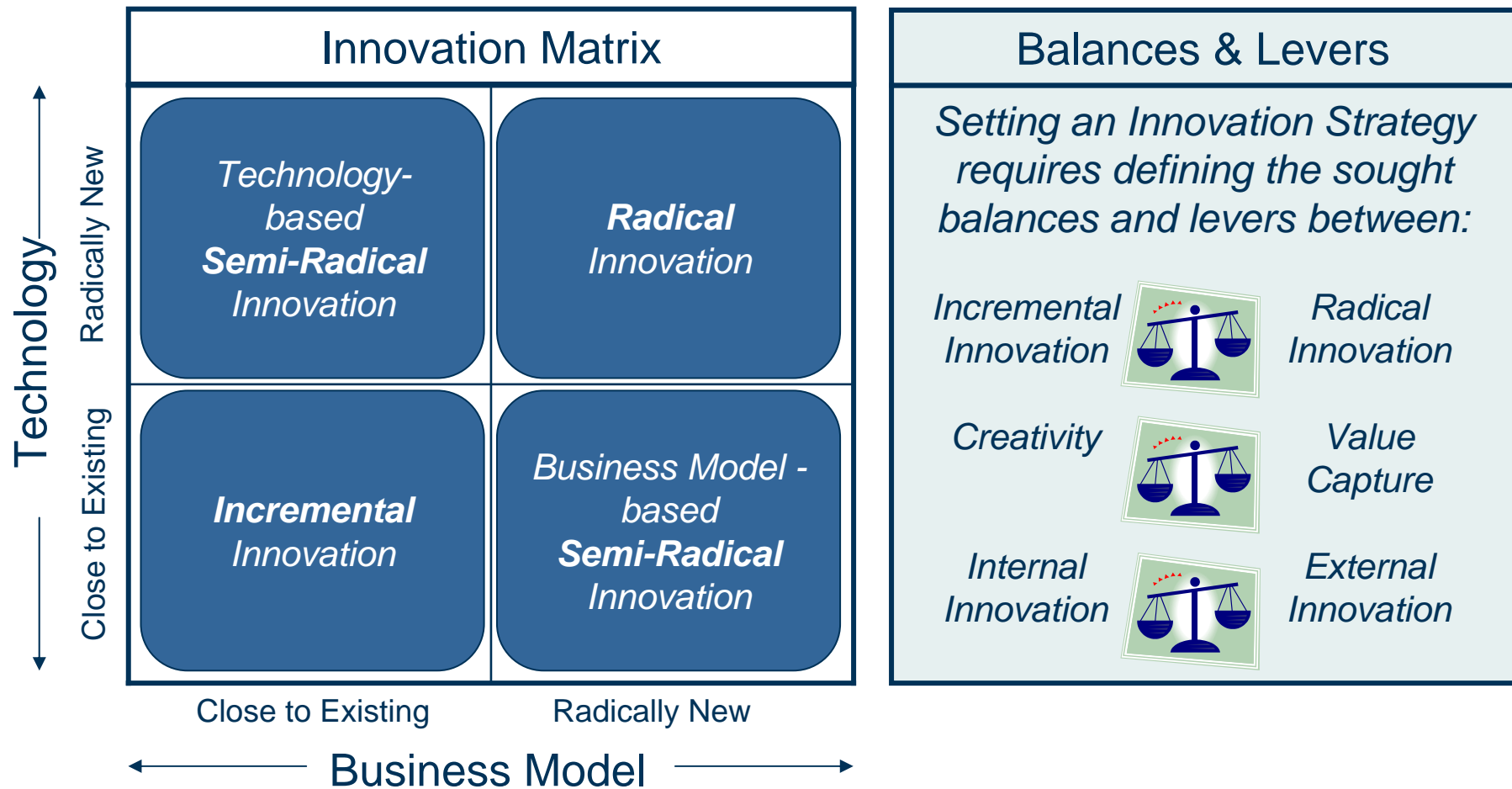
Managing Innovation Technology and Business Model

A new cool *Technology* does not have a value per se;
a suitable *Business Model* must be found and applied

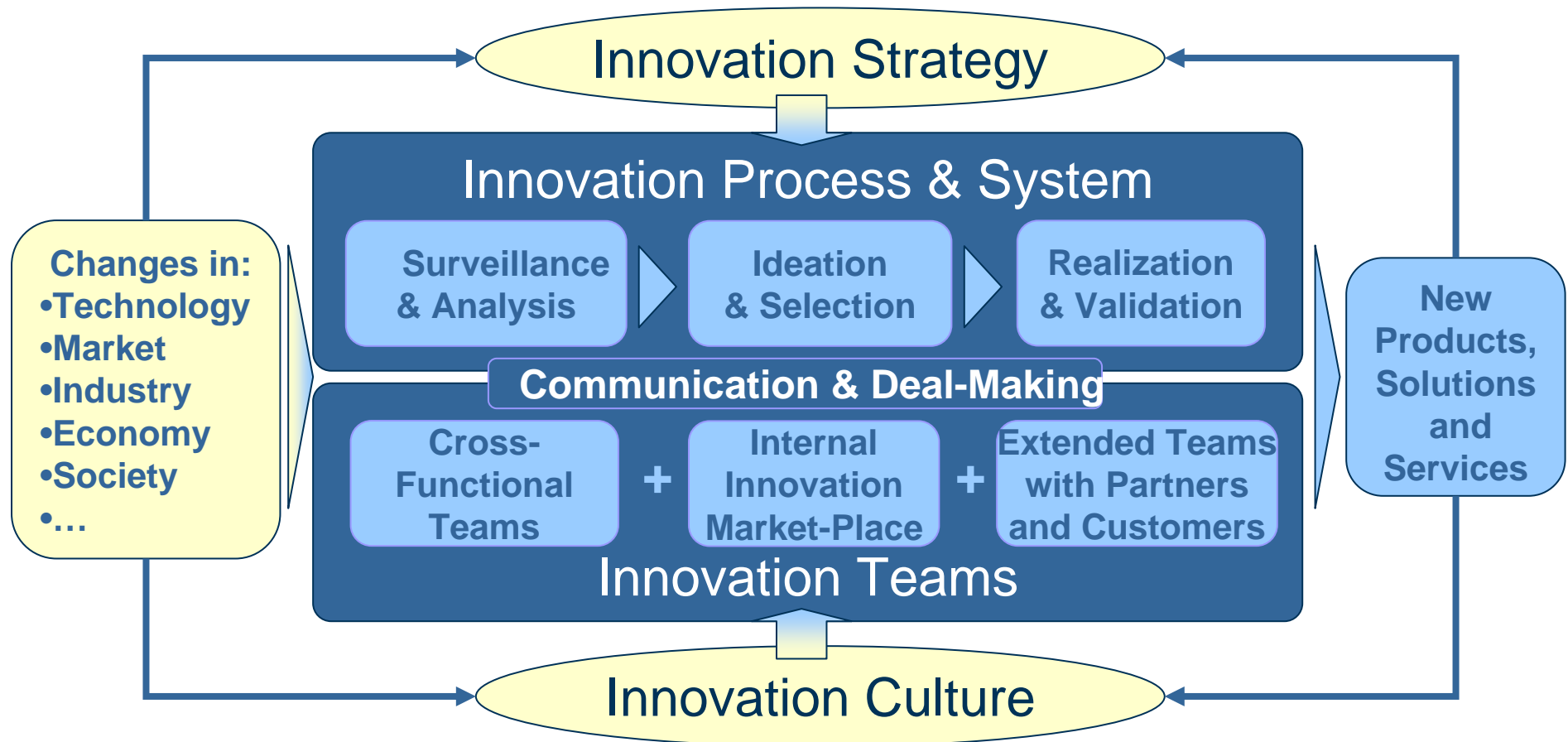


Source: Dr. Henry Chesbrough – *Open Innovation* 2002

Managing Innovation Innovation Strategy



Managing Innovation Innovation System



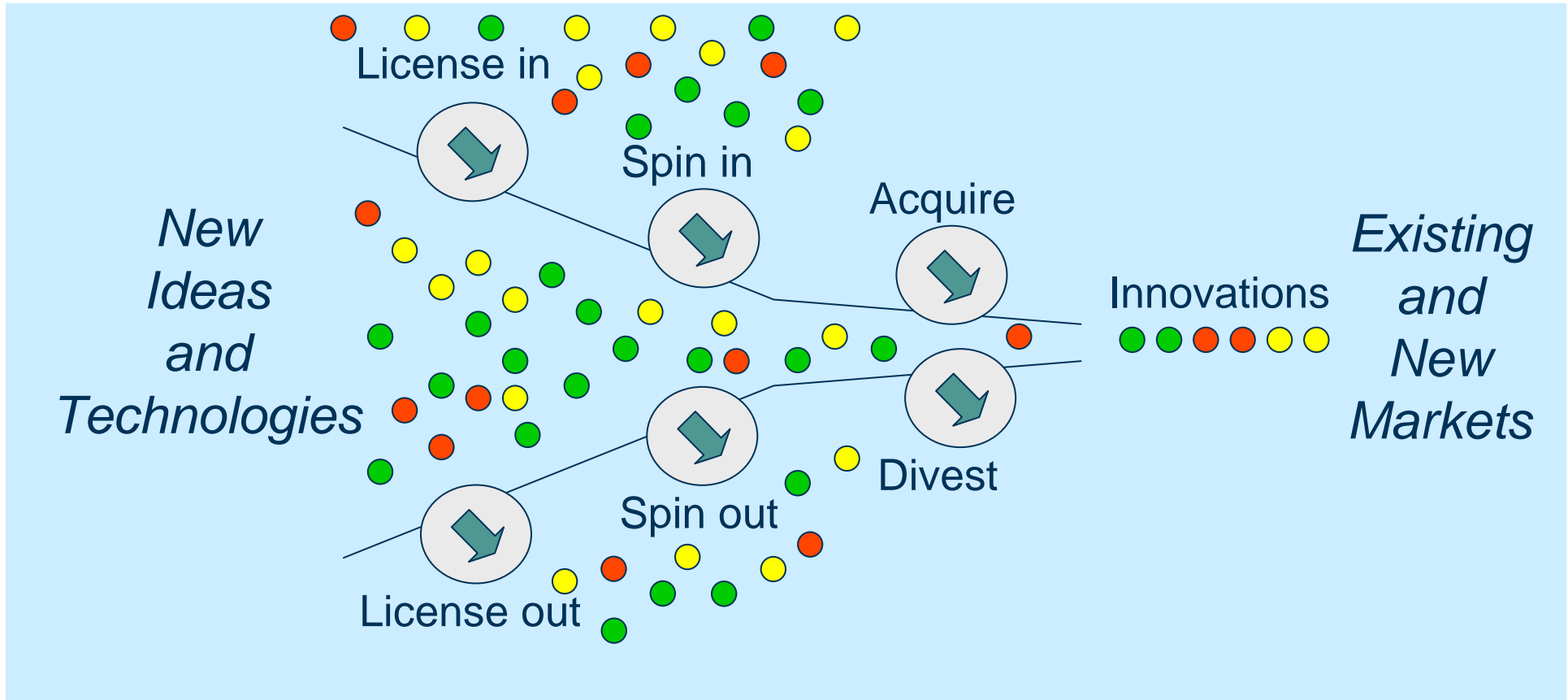
The involvement of internal and external Sponsors, Partners, potential Customers and End-users and other Stakeholders in the decision making process is a Key Success Factor

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Entering a New Innovation Landscape

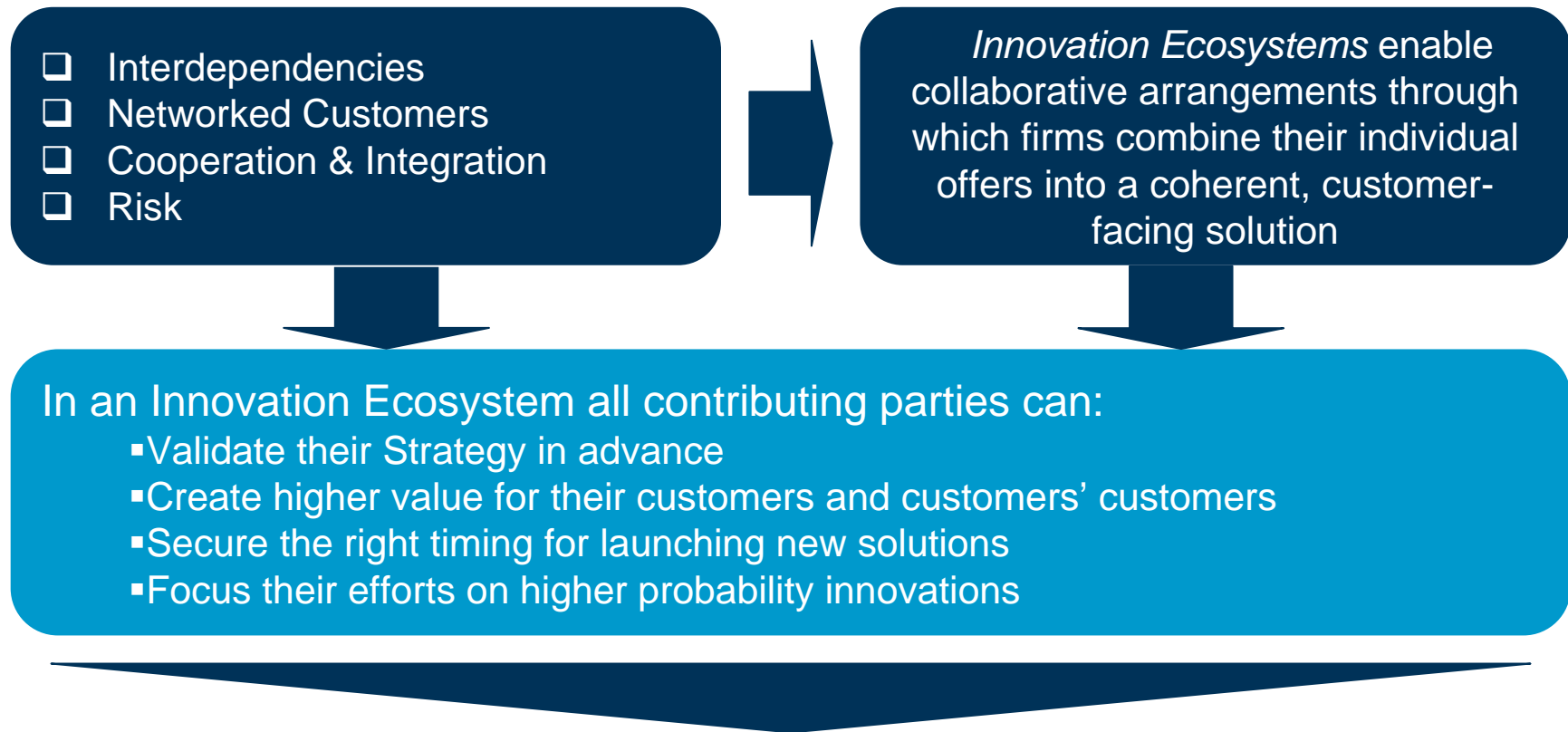
The Open Innovation Model



- ✓ Make the best use of internal and external ideas
- ✓ Cooperate with customers as active co-innovators
- ✓ Building a better business model is more important than getting to market first

Entering a New Innovation Landscape

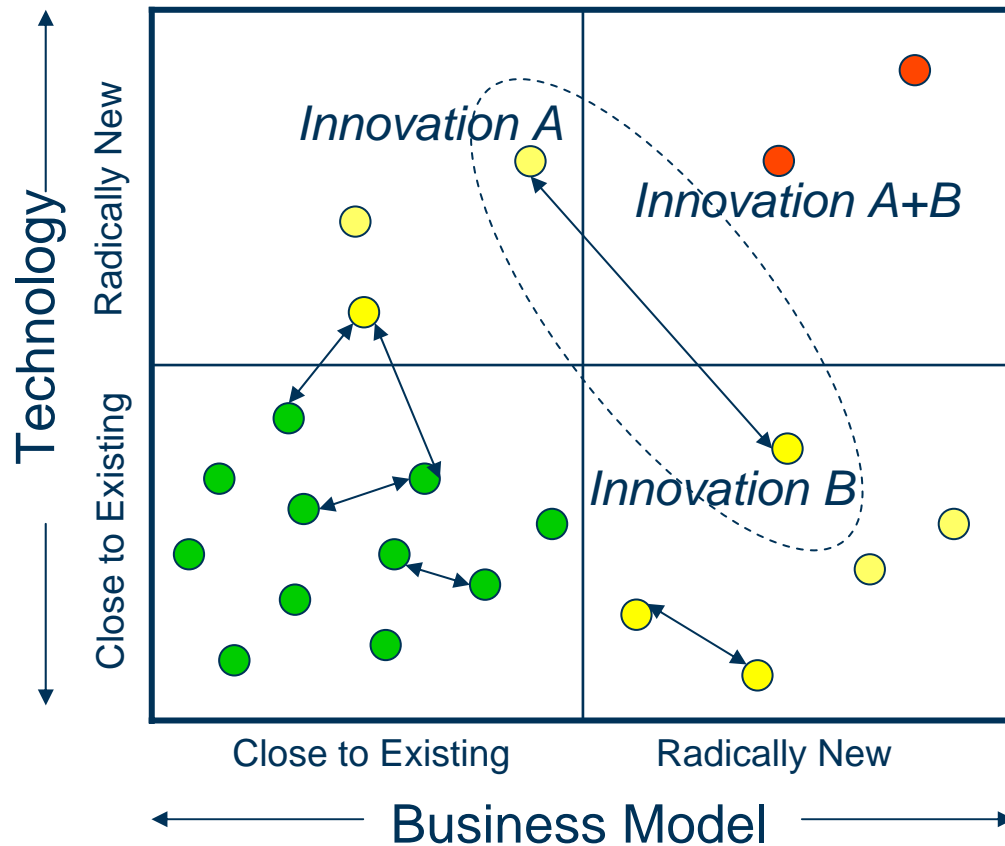
The new logic of Innovation Ecosystems



Innovation ecosystems allow companies to create value that no one firm could have created alone

Entering a New Innovation Landscape

An example



The **combination** of:

- *Innovation A* (a business-model dominant semi-radical innovation sought by Player 1), with
- *Innovation B* (a technology-dominant semi-radical innovation sought by Player 2),

results in an (Ersatz) radical innovation with much higher **probability of success**, highest **impact** and higher **value** capture for both innovating firms

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Conclusions

- Innovation is the only way for leading into the future in a changing environment and creating new value for the society and the individuals
- Innovation Culture, Strategy Processes and Teams are all pre-requisites for succeeding in continuously delivering innovations to the market
- The Telecom industry is activating the Innovation Ecosystems required for facing the Innovation Challenge as a whole
- More than ever before the DNA of Engineers in our industry spins around the axis of the Innovation Challenge

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