

Embrace *Innovation*, avoid stagnation.

The world is transforming rapidly with virtually every industry experiencing massive changes over the last few years. Around the globe, consecutive waves of technology disruption are eroding the status quo and quickening the demise of stagnant organizations.

As major industry shakeups percolate across multiple verticals, organizations are increasingly focused on innovation to both defend their market share against challengers, and to pull ahead of traditional competitors. The rate of change shows no sign of abating, with metrics showing that the shift is accelerating making speed the key to survival.



The Rise of Digitalization

Part of the innovation trend can be traced to the pervasive adoption of digital and widespread digital transformation. The former has lowered traditional barriers, allowing rapid validation and scaling of new ideas such that start-ups can leverage it to out-manoeuvre traditional enterprises despite the latter having far more resources.

As technology shifts from being an enabler to serving as a crucial anchor for future growth, even traditional organizations are turning to cutting-edge tools to help employees collaborate better and increase their work efficiency. Organizations are also seeking to capitalize on the opportunities presented by emerging paradigms in industries such as Fintech (Financial Technology) in the financial services sector and the Internet of Things (IoT) and its impact on the enterprise landscape.

It has become apparent that continued economic growth and competitiveness is dependent on the ability of organizations to not just innovate or adapt, but to do so consistently and at speed. As many organizations increasingly recognize, the fastest route towards this is through self-disruption with the establishment of dedicated, innovation-centric units created to focus on new ideas and making them work.

Incubating Innovation

The rationale behind self-disruption is to incubate innovation by establishing an environment designed from the ground up to foster and develop innovative new ideas. Unlike the cloistered and secretive R&D labs of yesteryear, the very accessibility of innovation spaces makes for easier integration of ideas – even as the minimal separation serves to shield the core business from potential disruptions.



Smart Innovation Arena, Smart Innovation Norway | Halden, Norway

Established as a rich and engaging digital space where ideas, insights and assets are easily shared, it is in this manner that an innovation center comes to be the digital cradle for genuine and sustained innovation. Obviously, there are challenges and key steps that organizations must get right to ensure success. We will look at some of these considerations later.

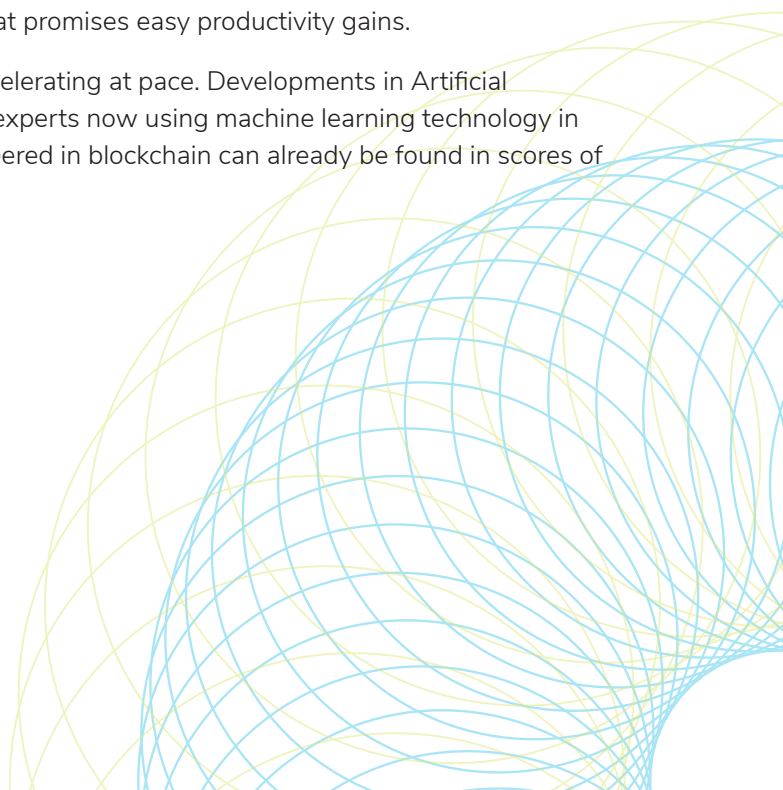
Understanding the Innovation Landscape

As markets are increasingly disrupted and becoming saturated with competitors, businesses recognize that innovation is the key to staying ahead of the curve. The pace of change is accelerating around the globe, as early innovators race ahead to implement the fruits of their labors at the lightning pace of digital deployments. The impacts of innovation are many and varied and around the world, the social media boom and skyrocketing adoption of mobile payment have completely transformed the buyer's journey, as well as how businesses interact with their customers.

Other seismic shifts are evidenced in the form of a highly mobile workforce that allows them to work from anywhere, near-instant 3D printing that businesses are using to substantially reduce their warehouse stocks, and the increasing use of robotic process automation that promises easy productivity gains.

The potential of other disruptive technologies is also accelerating at pace. Developments in Artificial Intelligence (AI) are progressing rapidly, with even non-experts now using machine learning technology in everyday tasks, while the immutable digital ledger pioneered in blockchain can already be found in scores of projects.

“The need for innovation in business is critical to success, so why wouldn't you create a space that is a visionary platform and supports innovative thinking?”



Elsewhere, developments in Virtual Reality, Augmented Reality, the Internet of Things (IoT) and advanced robotics look set to make advancements to the world in ways ways reminiscent of the transformation caused by the internet and smartphones..

Closing the Gap

Yet, there is a difference between a demonstration of innovative new technology and successfully commercializing and deploying it. Unsurprisingly, this inherent gap has culminated in an interest in innovation centers as a bridge to help organizations understand and deploy cutting-edge technologies.

The growth of innovation centers has been remarkable in recent years, driven by various factors such as technological advancements, changing consumer demands, globalization, and the need for companies to stay competitive in rapidly evolving markets. Organizations such as Microsoft and Accenture have built their own facilities as digital crystal balls to help them steer into the future.

So how can organizations navigate the many digital upheavals and drive their own brand of disruption? To help you on this journey, we look at some of the challenges to innovation maturity, and what it takes to build and establish a successful innovation center.



Microsoft Holosuite | Amsterdam

Challenges to Innovation Maturity

Staying relevant through successful innovation is no walk in the park, as amply evidenced by the fact that a mere 12.2% of the Fortune 500 companies founded in 1955 are still around today. Aside from obvious considerations such as nurturing the right talent, the most successful organizations also take great pains to establish a culture that is conducive to out-of-the-box thinking and experimentation.

Rome wasn't built in a day, and time and space are essential catalysts required to nurture, develop, and establish incipient ideas into viable products and services. Yet, despite 87% of companies having devoted space for innovation, a study carried out by Capgemini* found that not all achieved innovation maturity and delivered a return on their investments. This was attributed to various inherent roadblocks that were not adequately addressed and which ultimately impeded innovation. Fortunately, early awareness of these issues can allow organizations to take the requisite steps to overcome or sidestep them.

* The discipline of innovation: Making sure your innovation center actually makes your organization more innovative https://www.capgemini.com/consulting/wp-content/uploads/sites/30/2017/12/dti_report_innovation_centers.pdf



Removing Barriers

Organizations agree on the importance of promoting collaboration and exchange of ideas across different departments and functions. Practically, employees should be encouraged to participate in both internal and external collaboration. Multi-disciplinary teams can be established to amalgamate diverse pools of skillsets and expertise to drive strategic projects, while external collaboration with start-ups, academia or industry partners can help spark off new ideas.



Aligning Technology

While the debate on the workplace of the future is by no means concluded, it is evident that transient, multidisciplinary and cross-functional teams engaged within a highly collaborative environment are a likely cornerstone. Such fluid workflows cannot be properly supported by yesteryear's tools and will likely necessitate a refresh with new, forward-looking capabilities. And aside from tools that integrate well, a superior user interface design is necessary to maximize efficiency and productivity.



Understanding Innovation

Practicing innovation may be completely intuitive to employees already engaged in it – but completely unattainable to observers bound by the wrong notions and misconceptions. A change in mindset is often the best approach, and educating employees and stakeholders is a priority for organizations embarking on the innovation journey. Hire leaders or executives who understand innovation into key positions to drive innovative initiatives.

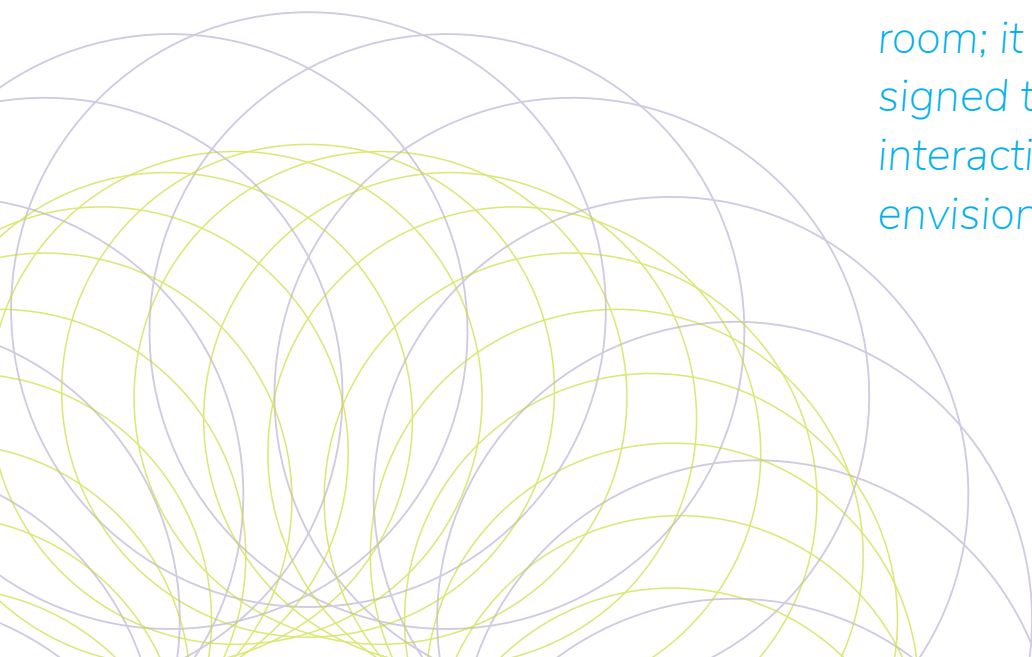


Empowering Teams

Bureaucratic hurdles can slow down decision-making and commercialization of new products or services, stymieing the progression of ideas to prototypes, and to final output. This can be exacerbated by the tendency of businesses to keep innovation units at arm's length, culminating in paralysis by analysis. Helmed by strong leaders invested in innovation, employees should be empowered to make independent decisions and given the flexibility to make course corrections as necessary.

As innovation maturity does not materialize overnight, it is crucial that organizations don't stop investing in relevant capabilities to reap the rewards later. With sustained effort and the willpower to address roadblocks to innovation, organizations can over time attain innovation maturity and position themselves at the forefront of their respective industries

“An innovation center is more than a redecorated meeting room; it is a vibrant space designed to entice and facilitate interaction and share ideas and envision the future.”

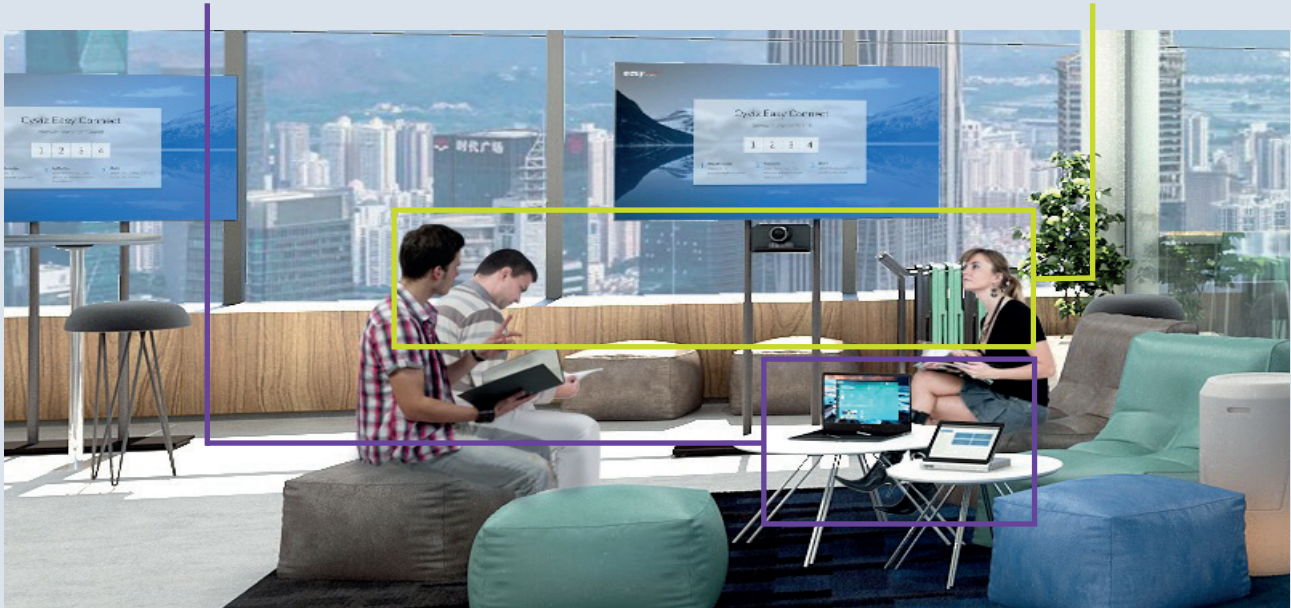


What do YOU want to achieve?

An engaging digital space where ideas, insights and digital assets are easily consumed and produced is a crucial first step. Positive collaboration is fostered, which triggers new ideas and insights that build on one another. This process should be supported by intuitive tools that hide complexity behind a seamless intuitive user interface.

Who do YOU need in there?

The ideal innovation team is a melting pot of talents with differing backgrounds and expertise across a wide range of disciplines. Skill sets should be diverse covering all aspects of the business, ranging from IT to operations, technical to digitization know-how. A people-first approach is essential for tapping into this wealth of capabilities.



Why...

build an innovation center?

As technology shifts from being an enabling tool and a foundation for exponential growth, innovation centers are modern digital cradles for bringing about genuine innovation. Continuous inputs from diverse sources and employee feedback fuels creativity, driving growth, and positions your organization for long-term success in a dynamic and competitive marketplace.

How...

are you going to build it?

Don't fall into the trap of trying to build everything from scratch, and risk not seeing the wood for the trees. Look to turn-key offerings that are easy to deploy. Keep to flexible and upgradeable solutions to easily keep the innovation space at the leading edge of technology. A multipurpose solution will add value, optimal utilization and a strong Return on Investment (ROI).

When...

should you build it?

Innovation centers are already recognized as valuable spaces and firmly in the mainstream, going by either growth numbers or coverage from analysts. Mid-sized or larger organizations that are losing ground against competitors or struggling to differentiate themselves will want to consider establishing an innovation center sooner rather than later.

Keys to a Successful Innovation Center

Every innovation center is different, as are the needs of organizations that build them. While there is no one single approach to building a successful innovation center, there are some common attributes that are seen as essential to be successful.

While the temptation is to go for the lowest denominator and develop necessary systems from scratch, such an approach may result in significantly lengthier deployment times and suboptimal integration. The alternative is single-purpose, highly customized solutions, though these are also known to be difficult to upgrade – and given the accelerating rate of technology change, can become obsolete quickly.

A good middle ground as organizations work with vendors and partners to establish their innovation spaces would be the methodical incorporation of **configurable and upgradable components** as part of a versatile ecosystem designed to take advantage of technological advancements and innovations. It should also support multiple user scenarios for increased utilization and improved ROI.

The aggressive rollout schedule for most innovation spaces calls for the use of standardized hardware and software environments, which offers advantages that should be considered early in the design stage. Systems that have already been tested for compatibility translate to a predictable implementation plan without the need for customized tweaks and lengthy development and testing.

As additional innovation centers are established, executives and innovation leaders will likely travel between locations. The use of standardized technology offers the additional advantage of predictable and consistent user experience. This increases productivity and gives confidence to users and directly aids system adoption.

People First Approach

It must be noted that the innovation center is not the end goal, but a means by which to initiate and foster the collaborative culture that ultimately drives innovation. The foundation for innovation is down to a diverse pool of employees brought together and immersed in a culture that embraces new technologies, values creativity, and is passionate about innovation. Empowered with the mandate to step outside the box and equipped with the right resources, motivated teams can excel and achieve collectively what is not possible to achieve alone.

Of course, this has the best chance of success within an environment that inherently supports the many processes that culminate in innovation. By 2025, the oldest members of Generation Z (born after the mid-1990s to early 2010s) will be entering the workforce in greater numbers. This generation is characterized by its digital nativism, and this makes the creation of a space designed to break down the barriers to collaboration and complexity more important than ever. With many of the waking hours of the digitally savvy generations immersed in technology, they are impatient and distracted by perceived complexity or a poor user experience.



A premium user experience can be established by using tools that:

- Are intuitive and enhance efficiency and productivity.
- Are digital-centric for ease of manipulating and sharing digital assets, supporting innovative new workflows across multi-disciplinary teams while integrating well with other tools.
- Allow both local and remote teams to be empowered by the same user experience.
- Ensure the system delivers the ability to seamlessly add or remove participants to a collaboration session.
- Present a cohesive experience irrespective of their location or type of devices used.

Forward-looking Design

Having an innovation center is not an automatic guarantee of innovation maturity, which must be nurtured over multiple iterations of development and experimentation. This makes it important to set up an environment conducive not just for meeting immediate needs, but for future requirements as well.

This necessitates the use of **flexible, upgradeable, and forward-looking** components that are not dependent on proprietary platforms, ensuring that your investment doesn't become obsolete soon after deployment.

Part of this calls for the incorporation of capabilities with cross-functional applications that are easy to use, and that prioritize the user experience. For instance, high-resolution displays offer ample real estate that can deliver fluid user experiences and visualize high-density clusters or multidimensional data. Support for advanced data management and sharing can allow data scientists working with analytics and AI to work unimpeded, while managers can leverage it to effectively understand complex correlations between disparate data sets.

Moreover, integration with leading Unified Communication (UC) platforms is useful not just for run-of-the-mill audio or video-conferencing but can serve to facilitate cross-industry visual collaboration and intelligence sharing. The ability to dial-in and bridge across different UC platforms can go a long way towards a seamless experience both within and outside the organization that enables, not impedes, efforts at innovation.

Ultimately, an exceptional user experience is really the sum of multiple parts such as having a consistent experience, ease of use, rapid deployment, support for collaboration and excellent interoperability.

Embarking on the Journey

Just about every industry is experiencing rapid and massive change, businesses increasingly recognize that innovation is the only way to stay ahead. However, genuine innovation is the output of a lengthy and uncertain collaboration process involving people from different disciplines and locations within the nurturing environment of an innovation center.

Unsurprisingly, the user interface design is essential towards a customer experience for maximum efficiency and productivity. Cyviz designs and deploys next level enterprise collaboration and visualization solutions that elevate the collaborative experience within the innovation center. With a sophisticated user experience that is consistent and independent of the deployed components, an intuitive interface hides the complexity of technology for superior usability.

A Cyviz deployment is a turnkey solution containing a set of seamless, ready-to-use capabilities implemented by integrating best of breed components so companies don't have to build from scratch. It is available in multiple configurations to suit specific requirements with a meticulous design process that takes the physical space, workflows and business processes, technology, and deployment size in mind.

See how Cyviz can help you work better.

To find out more about Cyviz Innovation Centres and how are helping the world work better visit www.cyziz.com or scan the QR code.



ABOUT CYVIZ

Cyziz is a global technology provider for comprehensive conference and control rooms as well as command and experience centers. Since 1998, we have created next level collaboration spaces, assuring inclusive meeting experiences for in person and remote attendance.

Cyziz serves global enterprises and governments with the highest requirements for usability, security, and quality. The cross-platform experience Cyviz delivers to manage and control systems and resources across the enterprise, makes Cyviz the preferred choice for customers with complex needs.

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