

HOW CORPORATES CAN INNOVATE LIKE DIGITAL STARTUPS

TUESDAY, 25 AUGUST 2020 | 10AM CET

REVELX
REALIZING GROWTH

software AG
Freedom as a Service

Matthijs Rosman & Wilfred Harbers

An aerial, high-angle photograph of a busy city intersection. The scene is dominated by white and black striped crosswalks that create a grid pattern across the asphalt. Several vehicles are visible, including yellow taxis, a white sedan, a white truck, and a dark car. Pedestrians are scattered across the sidewalks and crosswalks. The lighting is dramatic, with strong shadows cast across the street, suggesting a low sun position. The overall tone is dark and urban.

GOOD MORNING!



CHALLENGE



READY FOR THE NEW NORMAL?

An aerial photograph of a city street intersection, showing crosswalks, cars, and pedestrians. A large, semi-transparent teal rectangle is overlaid on the center of the image, containing the word 'INNOVATION' in white, bold, sans-serif capital letters.

INNOVATION

An aerial photograph of a city street intersection, showing crosswalks, cars, and pedestrians. A large teal semi-transparent rectangle is overlaid on the image, containing the text.

INNOVATION

re-align
reinvent
realize



STRONGER



Matthijs Rosman **REVELX**

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Co-author of DARE
Innovation specialist



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IN THIS WEBINAR WE WILL SHARE INSIGHTS ON :

1. Best practices to improve your innovation power
2. How business and IT can reinforce each other and accelerate innovation
3. Realizing digital innovations while leveraging a complex ERP and CRM landscape [case]

An aerial photograph of a city street intersection, showing crosswalks, cars, and pedestrians. A large teal semi-transparent rectangle is overlaid on the center of the image, containing white text.

[OUR BELIEF]

**(CONTINUOUS) INNOVATION IS
THE KEY TO SUSTAINED
BUSINESS GROWTH**

[WHAT WE ARE SEEING]

**“WE HEAR BUSINESS OWNERS SAY:
WE HAVE LOST PRODUCT-MARKET
FIT AND WHO KNOWS IF IT WILL
EVER RETURN”**



Andrew Chen, Andreessen Horowitz

Source: A16z Podcast, Growth in turbulent times, 5/2020





[SURVIVAL OF THE FITTEST]

**SUCCESSFUL
INNOVATION
SEPARATES LEADERS
FROM THE DISRUPTED**

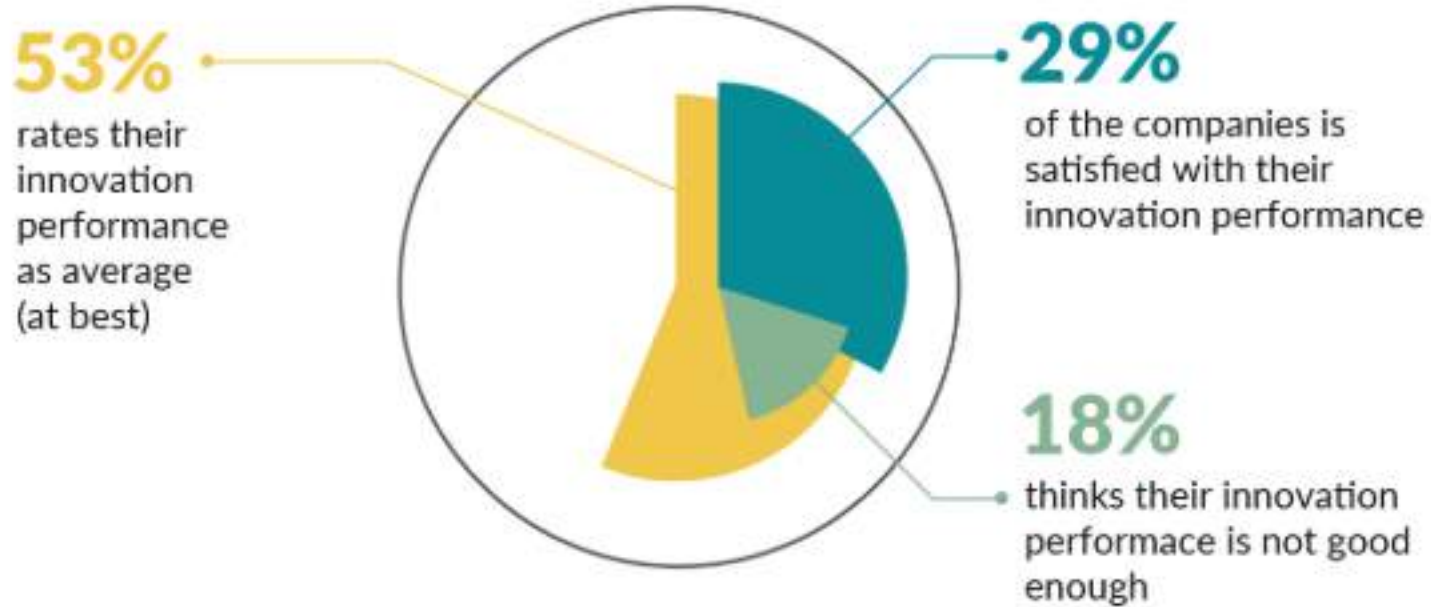
www.revelx.co/innovation-readiness-benchmark

INNOVATION **READINESS** BENCHMARK

Gain valuable insights into how to increase your innovation power.
Our Innovation Readiness Benchmark will help you to assess your innovation strengths and weaknesses and to improve your innovation performance.

START THE BENCHMARK

[CAUSE FOR ALARM]



Source: RevelX Innovation Readiness Benchmark, 2020

[A KEY ISSUE]

WHERE TO INNOVATE

VS

HOW TO INNOVATE

WHERE TO INNOVATE

[3X3 TACTICS FOR GROWTH]



WHERE TO INNOVATE

1. BUSINESS MODEL
2. PRODUCT & SERVICE
3. CUSTOMER INTERFACE

WHERE TO INNOVATE

1. BUSINESS MODEL

- PROFIT MODEL
- PARTNERSHIPS
- PROCESSES



TACKLING CORONAVIRUS (COVID-19)
CONTRIBUTING TO A GLOBAL EFFORT



OECD Policy Responses to Coronavirus (COVID-19)

COVID-19 and global value chains: Policy options to build more resilient production networks

3 June 2020

WHERE TO
INNOVATE

2. PRODUCTS & SERVICE

- FUNCTION
- BRAND
- PLATFORM

Business people around the world are renting out hotel rooms during the day to regain their work-life balance

Business Insider US

🕒 01 jul 2020



TWITTER



FACEBOOK



LINKEDIN



WHATSAPP



EMAIL



PRINT

- With tourism way down during the COVID-19 pandemic, hotels have begun renting out rooms to local business people during the day.





**WHERE TO
INNOVATE**

3. CUSTOMER INTERFACE

- **SERVICE**
- **DISTRIBUTION**
- **ENGAGEMENT**

MENU ▾



CANYON



HOW TO INNOVATE



HOW TO INNOVATE

1. Innovation strategy
2. Truly customer centric
3. Organizational agility
4. Organization of innovation
5. Innovation portfolio management
6. Innovation skills and competences
7. Culture of innovation and leadership

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DIGITAL IS THE NORM

An aerial photograph of a city street intersection, showing crosswalks, cars, and pedestrians. A large, semi-transparent teal rectangle is overlaid on the center of the image, containing the word "QUESTIONS?" in white, bold, sans-serif capital letters.

QUESTIONS?

[BEFORE YOU LEAVE]



**TAKE THE IRB
AND WIN**

www.revelx.co/innovation-readiness-benchmark



DOWNLOAD

https://www.softwareag.com/en_corporate/platform/integration-apis/integrate-to-innovate-gartner-report.html

**THANK YOU
VERY MUCH!**



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