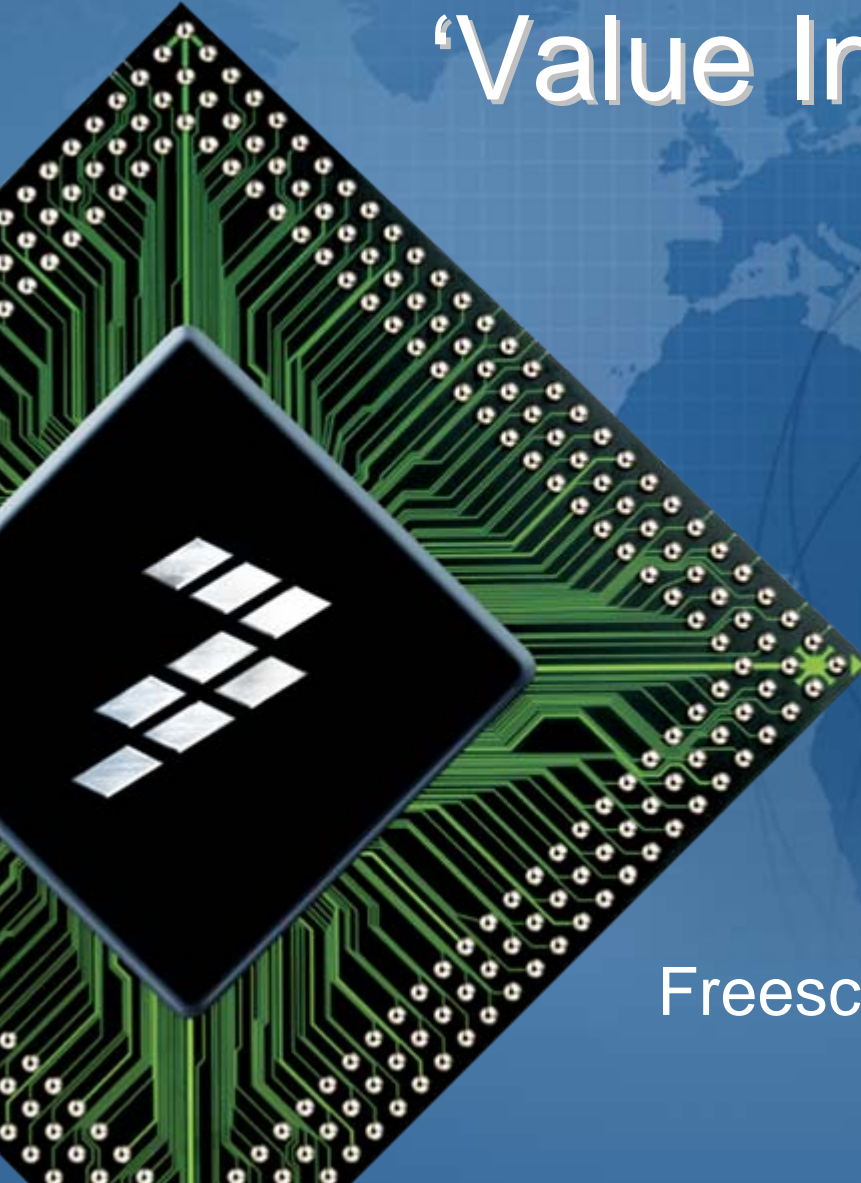


UNLEASHING TRUE VALUE

‘Value Innovation in IT’



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Value Innovation

‘Defy conventional logic’

- What is Value innovation?
- Value Innovators
- Value Innovation in IT
- Value Innovation in Semiconductor Industry
- Impact in India

Value Innovation

‘Defy conventional logic’

- **Innovation that brings about a hysteria of Mass buying at low cost but not compromising the value to the customer**

Value Innovators

- Examples of some value innovators:
 - Blackberry (*product innovator*)
 - Southwest Airline Co. (*process innovator*)
 - Apple iPod (*applied genre of innovations*)
 - Starbucks
 - IBM
 - Nokia.....

Value Innovation in IT

- IT is increasingly impacting our lives
- It has potential to touch millions

**Value Innovation Impact =
Breakthrough technologies + Lower cost
+ Transformed lives**

REMEMBER

‘Innovation needs to be open and collaborative’

Adding Value is a Key!!!

- Technology is no good if it can't impact masses
e.g. Iridium phones
 - Insufficient demand
 - Prohibitive cost

REMEMBER

'Leapfrogging v/s Incremental Advancements'

'Customer v/s Competitor Focus'

'Equal emphasis on Value & Innovation'

True Value Innovation - Cell phone

- Redefines communication
- Mass popularity
- Adds value to our lives
- Perfectly suited for mass market
- Easy to use.

Value Innovation & Semicon. Industry

- Inseparable part of our lives
 - *We encounter approx. 300 microprocessors in a typical day*
- It reduces cost
- It improves performance
- Offer better and smaller devices

Value Innovation in India

- fastest growing economies in the world.
- Protection of Intellectual Property Right (*IPR*)
- Value Innovation for Socio-economic conditions.
- Key factor – Sizeable consumer population

