

The IET International Conference on
Managing Technological Innovation in IT
ITIC 06 India

What Makes Innovation Work

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Spirit of Innovation: Creativity & Beyond

- Innovation comes from applying creativity or applying thought. It is about action versus just ideas.
- Innovation need not be restricted to Products or Technology alone. Innovation applies to business model as well as quality, productivity, service, financial discipline and employee attitudes.
- Innovation is not just about incremental improvements in the course of daily operations or a one-off new brilliant idea. Innovation is a culture that needs to be created consciously and pursued assiduously by the organization.



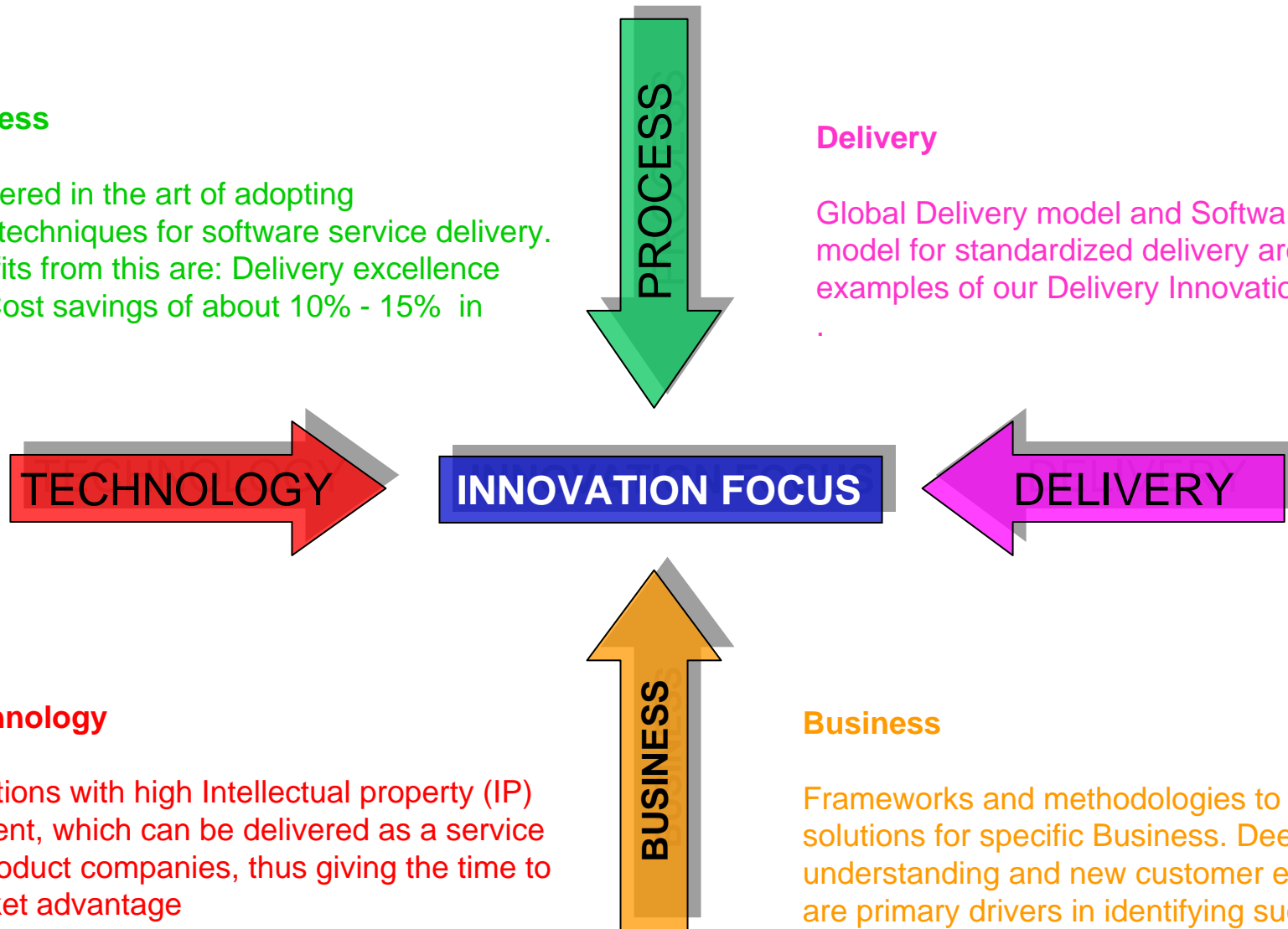
Innovation@Wipro: Technology & Beyond

Process

Pioneered in the art of adopting Lean techniques for software service delivery. Benefits from this are: Delivery excellence and Cost savings of about 10% - 15% in effort.

Delivery

Global Delivery model and Software Factory model for standardized delivery are good examples of our Delivery Innovations.



Technology

Solutions with high Intellectual property (IP) content, which can be delivered as a service to product companies, thus giving the time to market advantage

Business

Frameworks and methodologies to develop solutions for specific Business. Deep domain understanding and new customer experience are primary drivers in identifying such solutions.

Technology Innovation: Silicon to System



Blue Tooth
Audio stereo
streaming
Headsets
Automotive
Voice / Audio centric

WLAN
Portable Media Player
Voice over WLAN
PC , Printer
Access Points

1394
Set top box
Digital TV
Residential gateway
Media Center
Security camera
Portable Media Player

USB
Computers/ servers
Printer driver /
firmware
Scanners

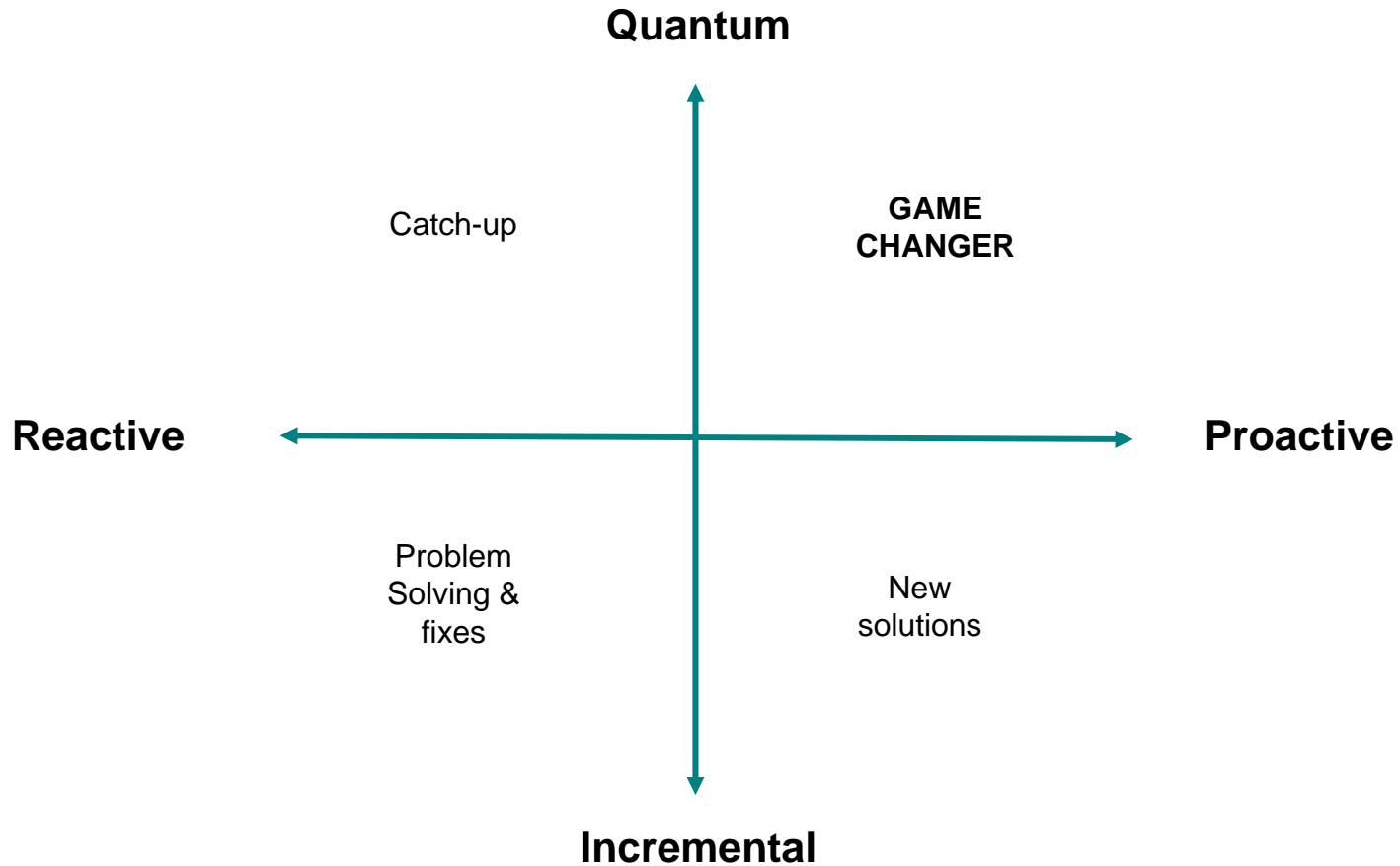
Intellectual Property



What makes Innovation work



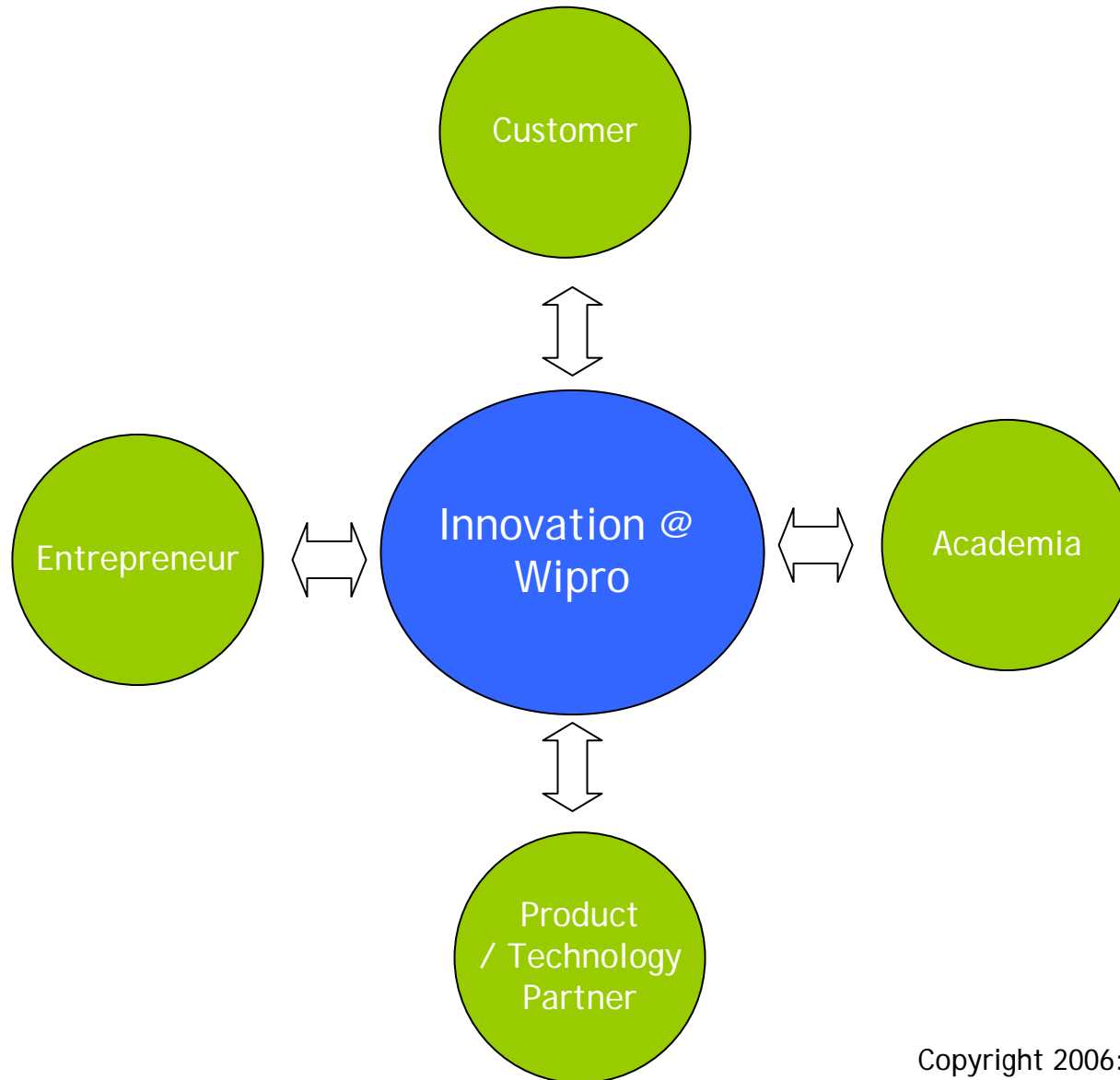
Innovation Strategy



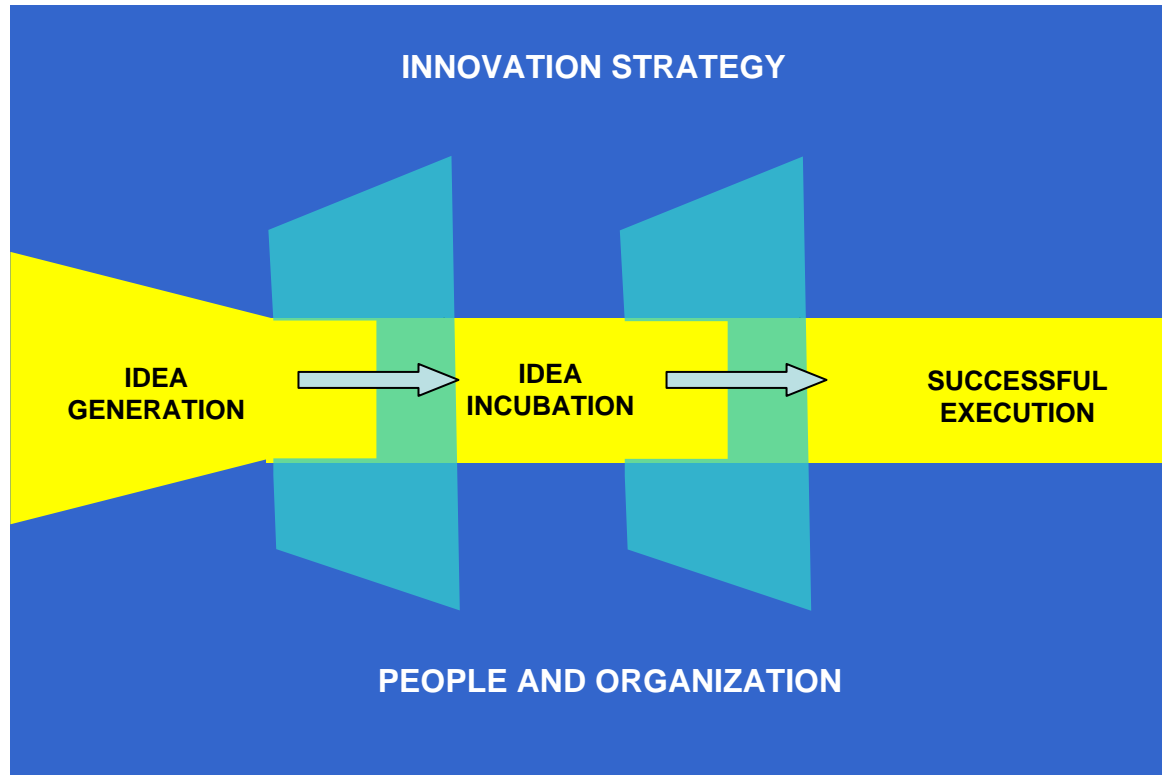
Adapted from EREHWON

A good mix of solutions across the quadrants.

Innovation Network

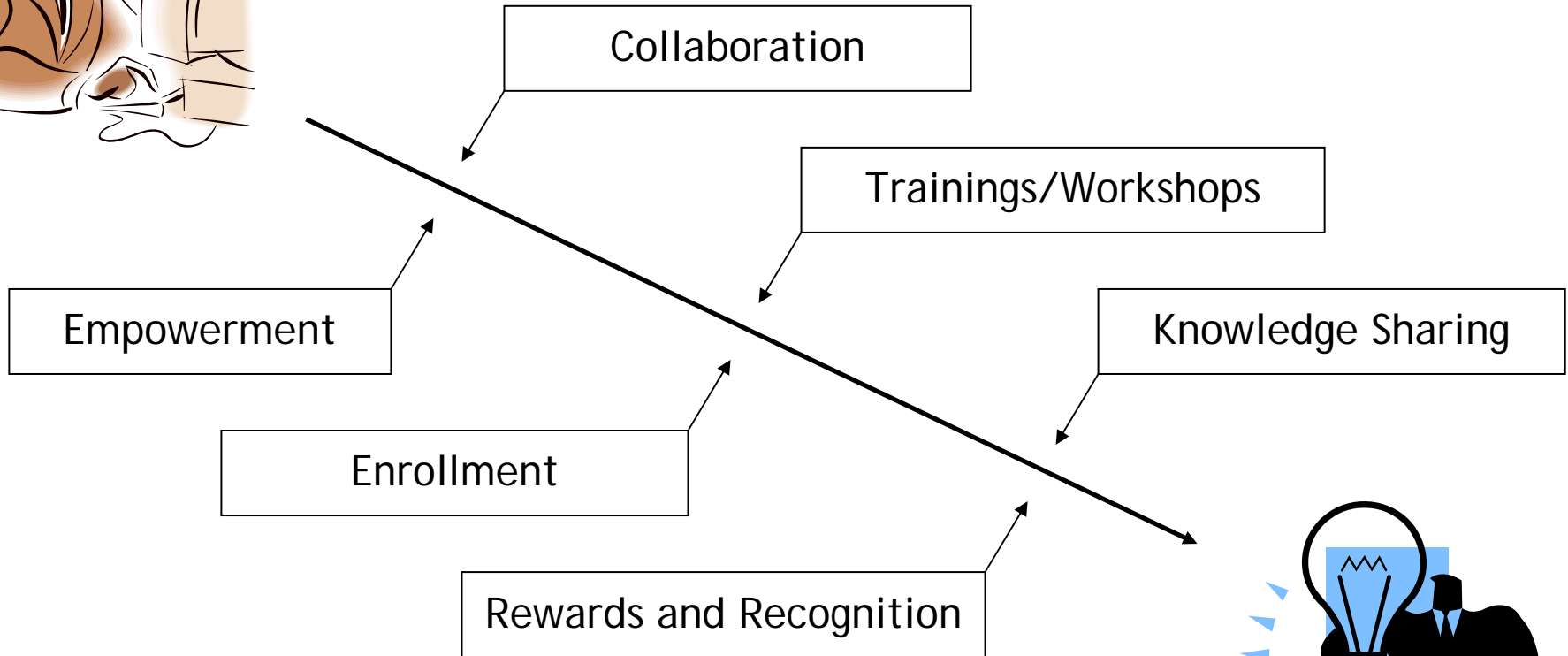


Innovation Process



Source: Cranfield Univ

People - Enabling an Innovation Culture



Where we are today

- Over 50 Innovation projects across Business Units.
More than 50 CoEs
- Over 500 dedicated people involved in the projects.
- Innovation Initiative has contributed to 5% of Wipro's revenues in 2005-06
- Awards won in 2005-06:
 - NASSCOM IT Innovation Award
 - Innovation for India Awards
 - Only Indian company in Business Week IN25 Champions of Innovation listings

Thank You for Your Time



Spirit of Wipro

Intensity to Win

- Make customers successful
- Team, innovate, excel

Act with Sensitivity

- Respect the individual
- Thoughtful and responsible

Unyielding Integrity

- Delivering on commitments
- Honesty and fairness in action



Thank You