ERICSSON INNOVA

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PROCESS DRIVEN INNOVATION CONFERENCE
PHILADELPHIA, SEPTEMBER 2012
ERICSSON INNOVA PROGRAM
ENABLE, FACILITATE, AND ACCELERATE INNOVATION

Innova VC Funding

The Innova program:
• Launched workshops across all IP & Broadband sites in September 2010
• Inspired by the Silicon Valley VC model
• Access to time and right-weight funding for early experimentation
• Successful ideas translate into products, services, patents,
or process improvements
• Current focus area is 4th Gen IP Networks

1,439 Ideas generated
Funded to experiment: 200
Funded to prototype: 14
Advancing into product: 3

People are able to see their ideas through

Innova Squad Consulting

Project and workshop facilitation in areas directed by group heads

Spread a Culture of Innovation

The Innova Method is an iterative and structured approach for repeatable innovation:

INSPIRATION
Looking at the problem from new angles

ACTION
Leveraging experiments to test and develop those ideas

IDEATION
Getting to finish ideas quickly

The Innova Method Drives
Different Behaviors:

• Experiment: Embrace novelty with people and their ideas.
• No Narcissism: Appreciate the value in a creating culture.
• Bold to Try: Fear of failure experimentation is part of trying.
• Rapidly Collaborate: Value cross-functional collaborations.
• Align Generations: Enthusiasm and ideas thrive on.

Instill innovation behaviors, spread tools and methods

2011-06-15
Inspired by the Silicon Valley VC model
Employees submit ideas, get rounds of funding
Focus area is 4th Gen IP Networks
Launched September 2010 by IP and Broadband
Exported Silicon Valley-style Innovation to 20,000 people in 10 countries
More than 200 ideas funded with 500 staff-weeks of work

3 ideas moving into product represent $20M of created value as revenue or productivity improvements
Regression test in two hours (instead of a week)

Software upgrade to existing hardware

10x Improvement in Hardware Simulation
INNOVA AWARDS

› Innova Awards recognize people and ideas that:
  – address unarticulated customer needs
  – capture on emerging trends
  – are aligned with our areas of focus
  – bring value to customers and to Ericsson

› Award Categories
  – Best Ideas
  – Best Experimentation Weeks
  – Best Second Round
  – Best Manager – Supporting Innovation
  – Best Facilitator – Enabling Innovation
EXPLORING THE WORLD OF DESIGN
THE INNOVA METHOD
A STRUCTURED APPROACH FOR REPEATABLE INNOVATION

1. Inspiration
looking at the problem from new angles

2. Ideation
getting to fresh ideas quickly

3. Action
launching experiments
to test these ideas and build on them
A CUSTOMER REQUEST

"If I had asked my customers what they wanted, they would have said a faster horse."
- Henry Ford
INNOVA 2.0

Innova Customer Share

Inspiration

Action

Ideation

Innova Method

Scale and Advance Ideas

Innova Squad

Turn Ideas into Products
The Innova Squad addresses unmet customer needs by applying the Innova Method

California, Sweden and Italy
INNOVA METHOD: INSPIRATION

Understanding the customer pain

INTERNAL OBSERVATIONS

CUSTOMER OBSERVATIONS

ANALOGOUS OBSERVATIONS
INNOVA METHOD: IDEATION

Generating solutions

BRAINSTORMING

VOTING

SELECTION OF BEST IDEAS
INNOVA METHOD: ACTION

“Build to think”

DEVELOPING PROTOTYPES

CUSTOMER FEEDBACK SESSION
FINAL COMMENTS

› Ericsson Innova enables thousands of people to innovate

› The Innova Method is a structured approach for repeatable innovation

› The Innova Squad tackles innovation projects and spreads the method

› Innovation will become a Discipline - we are at the beginning of something big

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