



ERICSSON INNOVA

GABRIEL BRONER & HANS HAENLEIN

PROCESS DRIVEN INNOVATION CONFERENCE
PHILADELPHIA, SEPTEMBER 2012



ERICSSON INNOVA PROGRAM

ENABLE, FACILITATE, AND ACCELERATE INNOVATION

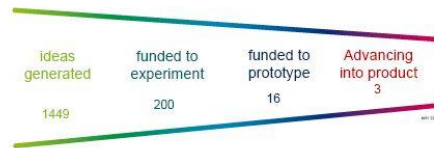


Innova VC Funding

THE INNOVA PROGRAM

The Innova program:

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



Innova Squad Consulting



Project and workshop facilitation in areas directed by group heads

Spread a Culture of Innovation

THE INNOVA METHOD

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



The Innova Method Requires Different Behaviors:

- Empathize**
Deeply identify with people and their experiences
- Be Narrative**
Storytelling is both listening to & creating stories about people & their worlds
- Build to Think**
Quick and iterative experimentation is part of the learning process
- Radically Collaborate**
Work across organizational boundaries to shortcut communication bottlenecks
- Be Generous**
Sharing your ideas allows others to build on them, to help us reach farther, together
- Be Optimistic**
Have an abundance mentality. Believe the future will be better. Start with, "What if?" instead of "What's wrong?"



People are able to see their ideas through

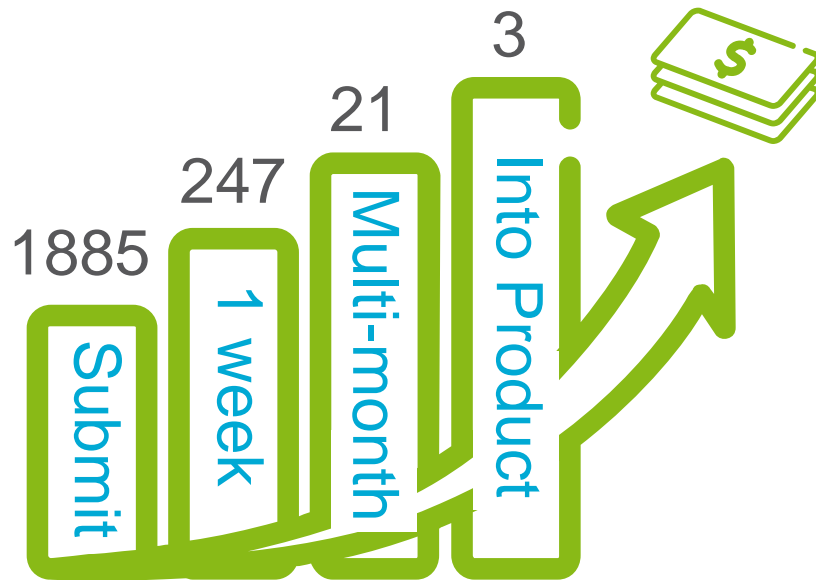
Instill innovation behaviors, spread tools and methods

- › 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



INNOVA VC FUNDING

AUGUST 2012, IP & BROADBAND



3 ideas moving into product represent \$20M of created value as revenue or productivity improvements

More than 200 ideas funded with 500 staff-weeks of work



IDEAS ADVANCING

Advancing
into product



Regression test in two hours (instead of a week)



Software upgrade to existing hardware



10x Improvement in Hardware Simulation

INNOVA AWARDS

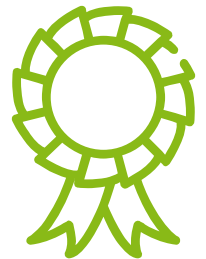
› Innova Awards recognize people and ideas that:

- 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

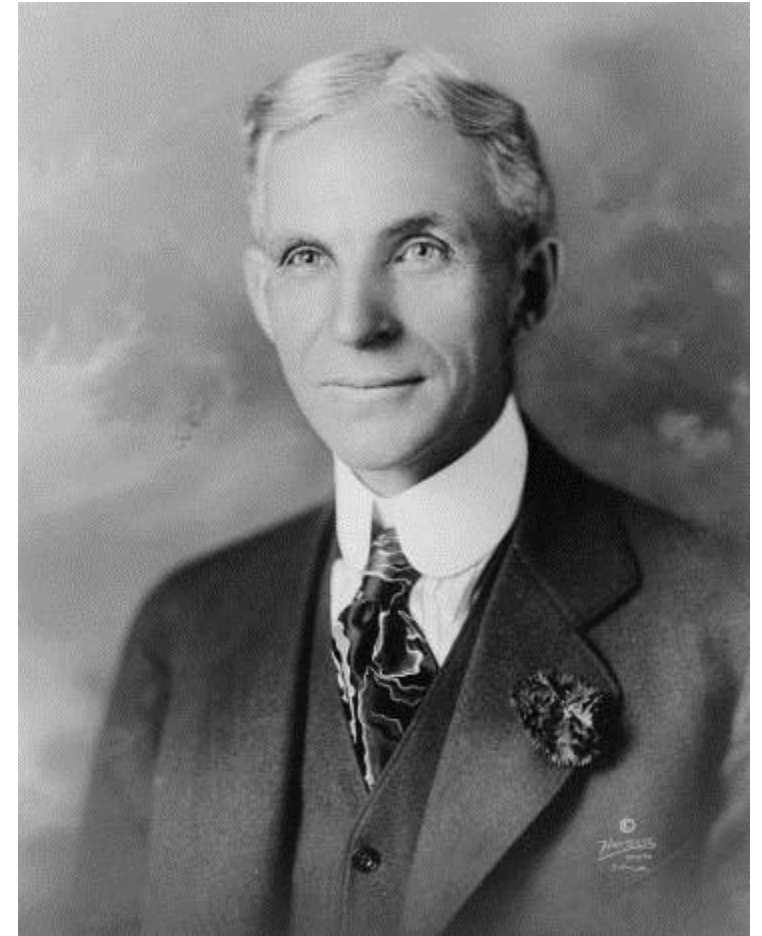
getting to fresh ideas quickly

3. Action

launching experiments
to test these ideas and build on them

A CUSTOMER REQUEST

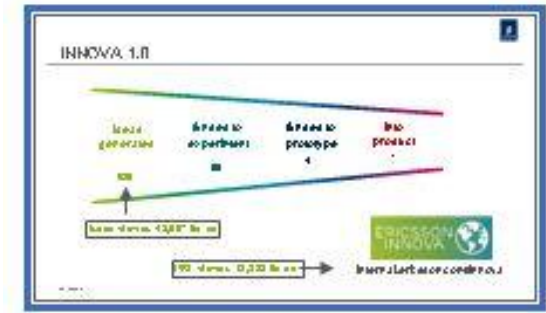
"If I had asked my customers what they wanted,
they would have said a faster horse."
- Henry Ford



INNOVA 2.0



Innova Customer Share



Scale and Advance Ideas



Innova Method



Innova Squad



Turn Ideas into Products

THE INNOVA SQUAD

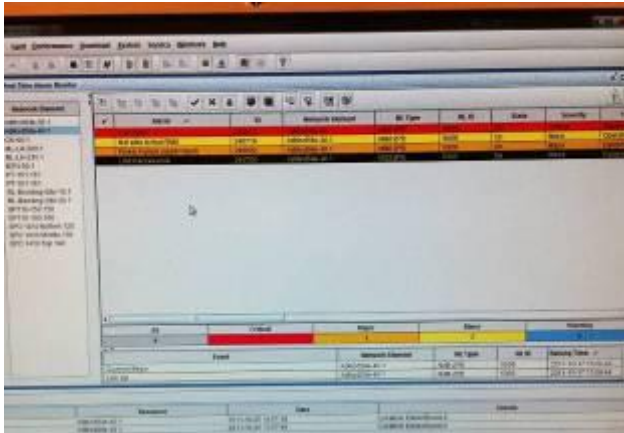


The Innova Squad addresses unmet customer needs
by applying the Innova Method

California, Sweden and Italy

INNOVA METHOD: INSPIRATION

Understanding the customer pain



INTERNAL OBSERVATIONS



CUSTOMER OBSERVATIONS



ANALOGOUS OBSERVATIONS

INNOVA METHOD: IDEATION

Generating solutions



BRAINSTORMING

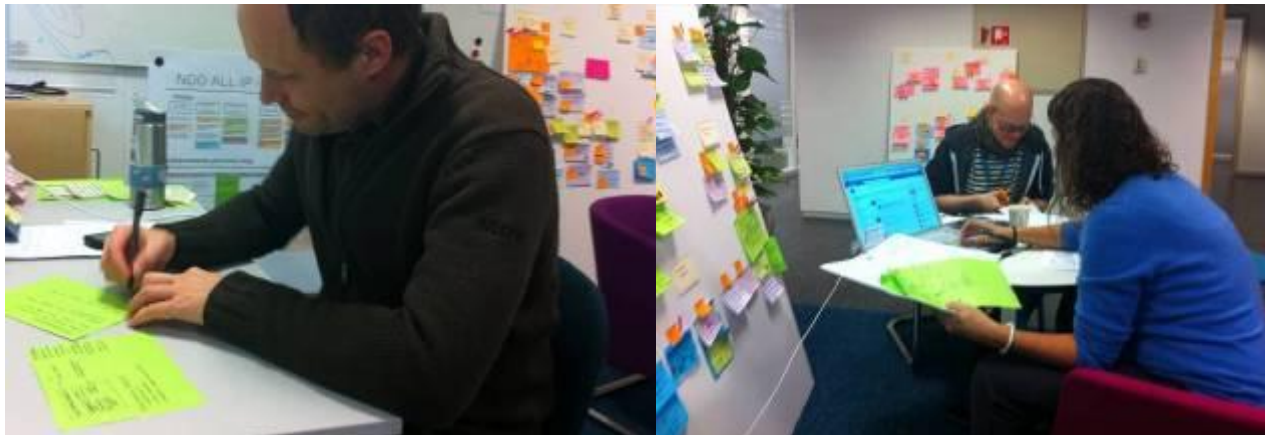
VOTING



SELECTION OF BEST IDEAS

INNOVA METHOD: ACTION

“Build to think”



DEVELOPING PROTOTYPES



CUSTOMER FEEDBACK SESSION

INNOVATION SPACES



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



innova@ericsson.com



ERICSSON
INNOVA

