

Managed Innovation

***This supporting deck must be always reviewed & understood in the context of Cognizant's Nomination for MIX - Innovating Innovation Challenge**



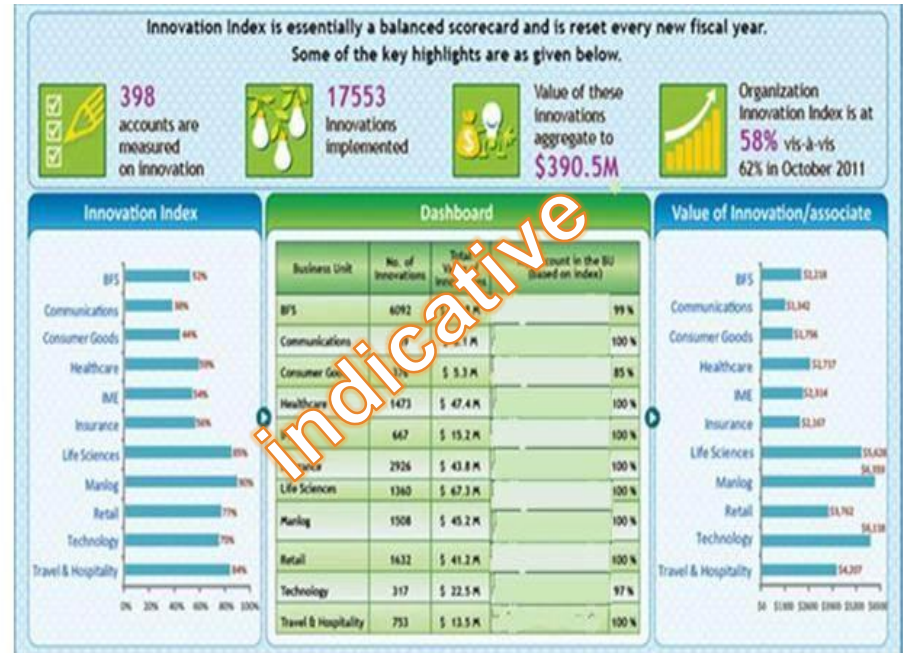
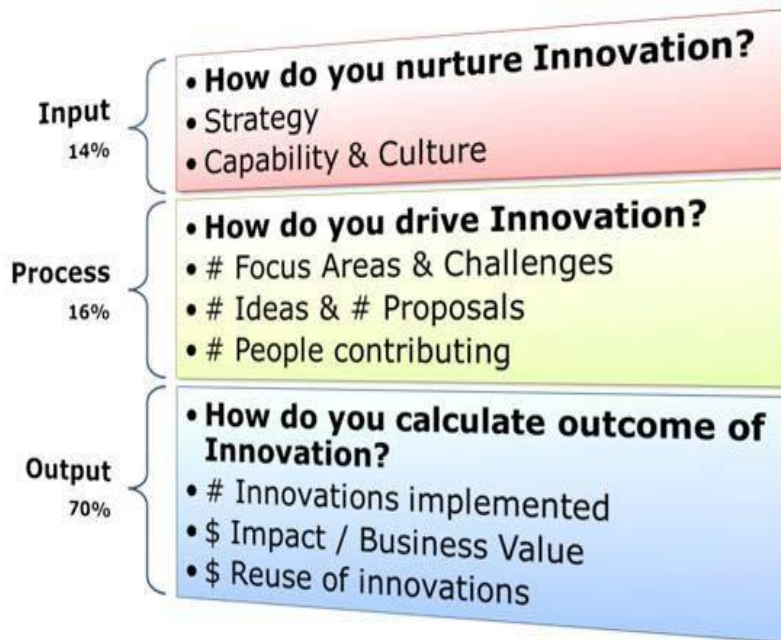
Managed Innovation

- Why can't everyone in an organization innovate?
- Is there a structured way to energize and enable everyone to innovate within the scope of their work?
- Could that lead to the next big thing?
- Could the outcome of such Innovations be big enough?
- Would innovations from the ground-up make a difference?
- Even if the value of innovation impact is small, could the cumulative rewards be big?
- Could the concept of "Long Tail" be applied in Innovation too?

Barriers to Innovation

- Lack of understanding that everyone is innovative
- Fear of failure
- Fear of criticism
- Lack of a conducive environment/motivation (management)
- Lack of time
- Lack of understanding of innovation process
- Team culture too focused on status quo
- Lack of skills/knowledge that drives insights and ideas
- Lack of awareness about reuse as a form of innovation
- 'Not invented here' syndrome prevents reuse even if awareness is not an issue

Innovation Index



* The above figure is an indicative sample for the purpose of explaining Cognizant innovation dashboard. Please note that the names and values here are scrambled and not actual.

Innovation Management System

Welcome: Sachidanandam,Kumar | [Help](#) | [Sign Out](#)

Home | Processes | Projects | Work | Reports | Governance | Documents | Discussions | Learning | Ideas

Home Campaign iBank Innovation Portfolio About Us

Home Home

Post To: Innovation Group

Idea

Campaign Name: Best of Best Innovation Awards 2012 - Corporate Functions

Idea Title: [Text Field] View Campaign Detail

Idea Description: [Text Area]

Attach File

Post Reset Cancel

Recent Campaigns

- Test - insurance ITIS Innovation Group | Ideation
- Creation of an Innovation Catalog for the Innovati... Innovation Group | Ideation
- Test campaign to validate a functionality for auto... Innovation Group | Ideation
- India Hospitality - How to capture effective Feedb... EAS | Ideation

More...

Recent Ideas My Ideas

Filters

Campaign Explorer

Search by Communities

Create Campaign

Governance

Add Innovation Portfolio

My Account's Strategy

Advertise IMS

No more emails to C2 Helpdesk
Help is round the corner

Login to
<https://pltsupport.cognizantgoc.com>

Talk to us @ 592222(Vnet)

Welcome: Sachin

Home | Processes | Projects | Work | Reports | Governance | Documents | D

Home Campaign iBank Innovation Portfolio About Us

Home Create Campaign

Create Campaign

Business Units: Vertical Horizontal Corporate Function

Title: [Text Field] Enable Email Notification

Description: [Text Area]

Area of Innovation: [Dropdown] Extent of Innovation: [Dropdown]

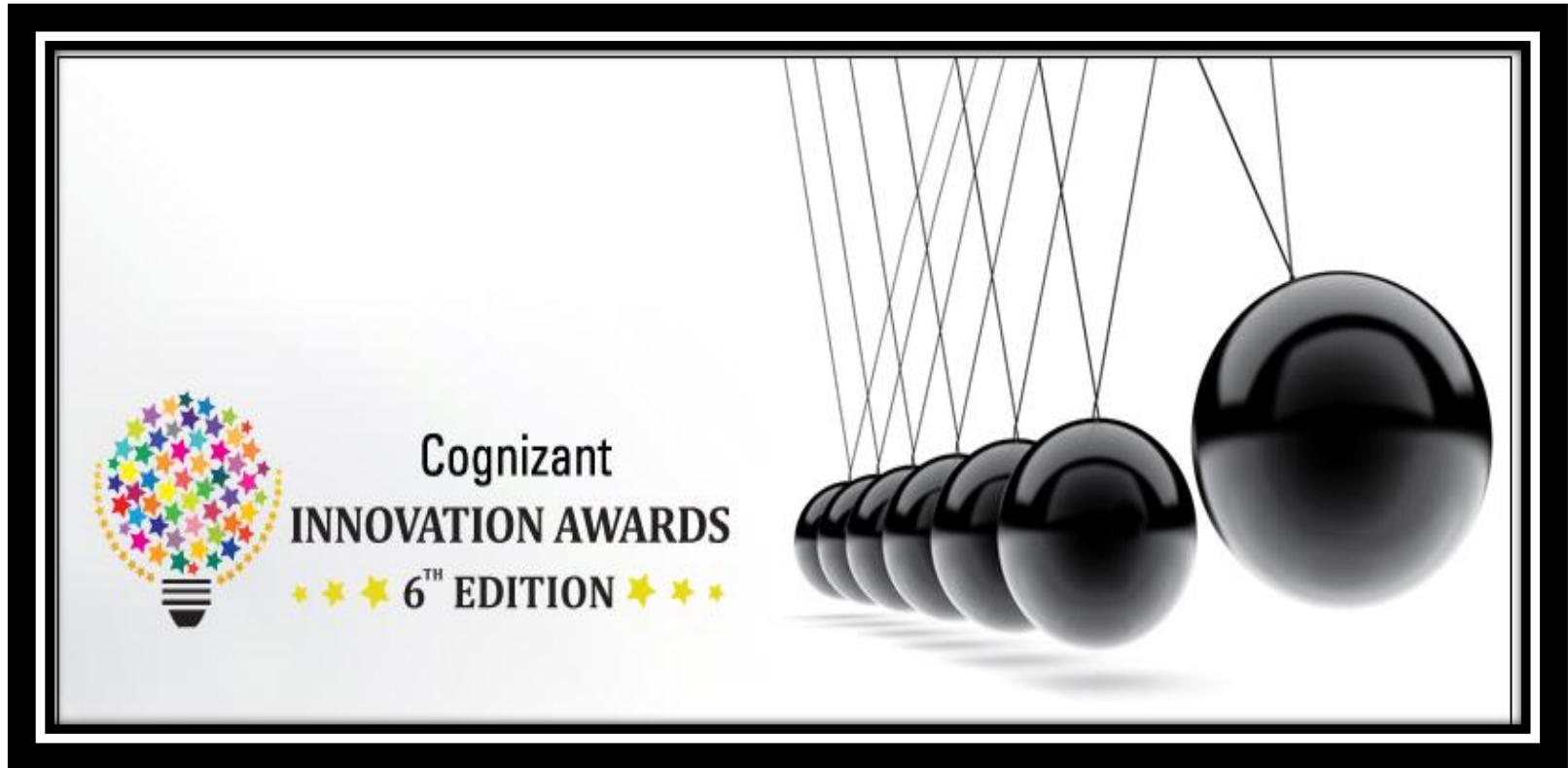
Starts on: [Calendar Icon] Ends on: [Calendar Icon]

Attach File: [Text Field] Browse AddMoreFiles

Select Campaign Phases:

- Ideation
- Proof of Concept
- Crowd Rating
- Pilot
- Depth Rating
- Final Implementation
- Proposal Submission

Cognizant Innovation Awards



Cognizant Innovation Journal

INNOVATION JOURNAL 2011
CATALYST. EVANGELIST. SPOTLIGHT.

Integrated and Managed Test Center Model

IT is Continual Service Improvement

Think Tinker and Connect

C-Log Test Log Reporting Tool

Smart Meter Management

Cognizant 2.0
Delivery Excellence Platform

INNOVATION • MILLENNIALS • VIRTUALIZATION • SUSTAINABILITY • EFFECTIVENESS • EFFICIENCY

Cognizant

20 Innovation
12 Journal

01
FUTURE
of Work

02
RETHINK
Your Business model

03
REWIRE
Your Operations

04
RE-INVENT
Your Workforce

05
About
COGNIZANT

Innovation Summit



CIS 2011
COGNIZANT INNOVATION SUMMIT

COGNIZANT INNOVATION SUMMIT 2011
15 - 16 November, 2011 | MEPZ, Chennai

BREAKING BARRIERS

LEADERS UNPLUGGED

FRANCISCO D'SOUZA
Cognizant Athlete for 2015

LAKSHMI NARAYANAN
Innovation DNA @ Cognizant

CHANDRA SEKARAN
Strategizing for 2015

GORDON COBURN
Leadership Perspectives on Innovation

SUKUMAR RAJAGOPAL
Breaking Barriers - the Keynote

CIS 2012
COGNIZANT INNOVATION SUMMIT
28th-29th NOVEMBER 2012

RETHINK
REWIRE
REINVENT

Cognizant Innovation Awards 2012
Awarded to: **Medford from Healthcare**
Date: **USD 20007**

Cognizant

Power of Perspectives

CEO's Perspective

- Grow Topline Business
- Grow Revenues
- Launch New Services
- Globalize Business

What's the next BIG thing?

COO Perspective

- Execute Current Priorities
- Operational Efficiencies
- Effective Processes
- People Priorities

What's our today's BIG Challenge?

CFO's Perspective

- Grow Bottom line
- Reduce Costs
- Manage Risks
- Compliance

Where's our next BIG Risk?

Client Director

IT Alignment With Business

Improve Margins, Cash flow
Achieve Business Goals
Improve Quality, Staffing , Customer Satisfaction

Account Director

Meeting Revenue Target

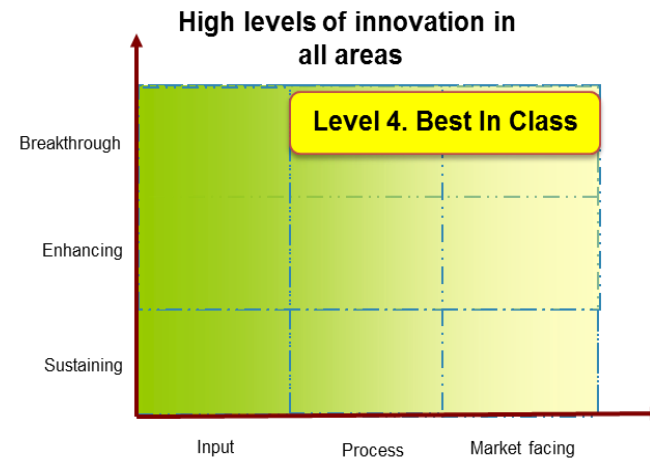
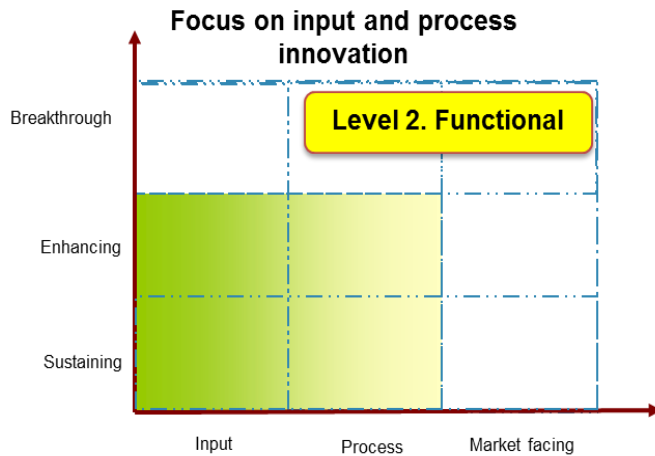
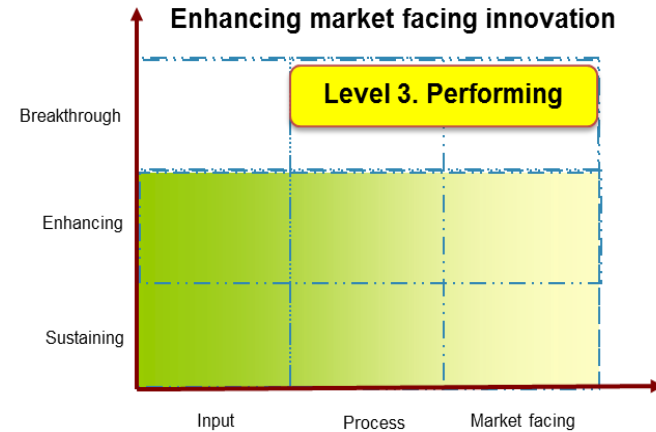
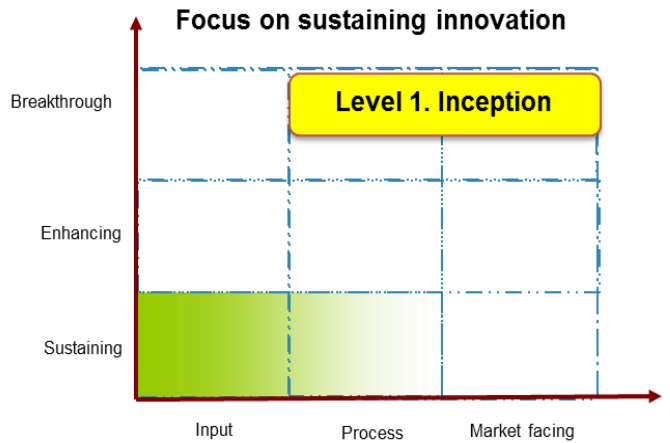
Improve Client Relationship
Reduce Costs
Meet Financial Targets with less strain

Delivery Director

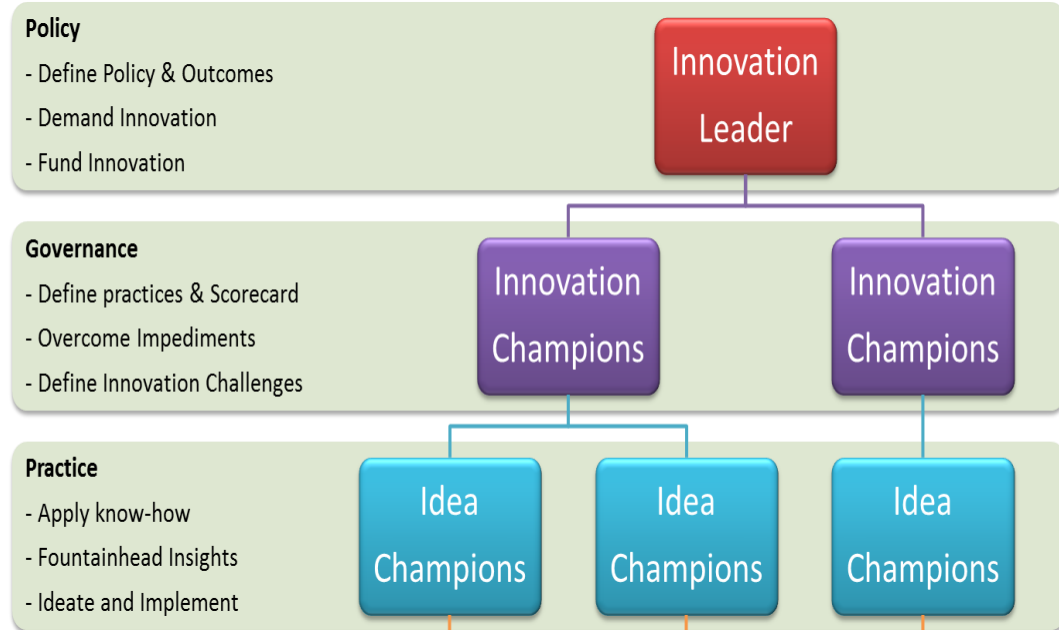
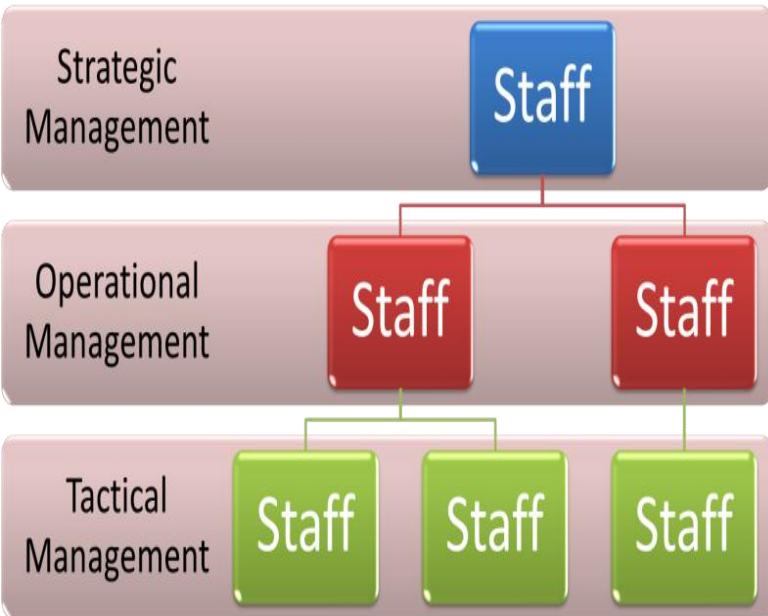
Meeting Delivery Goals

Increase Productivity, Quality and Efficiency
Reduce Operating costs
Improve Team Enthusiasm and Morale

Innovation Profiling



Power of Hierarchies



Thank You