

Why Design Studio Fits into Your Business Strategy

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Objectives

Why Innovation Benefits Your Company

It's now crucial for survival

Why myQuorum Design Studio Fits into Your Strategy

Innovation is about more than technology

Agenda

- 1** How Has Innovation Changed?

- 2** Quorum's Focus on Technical Innovation

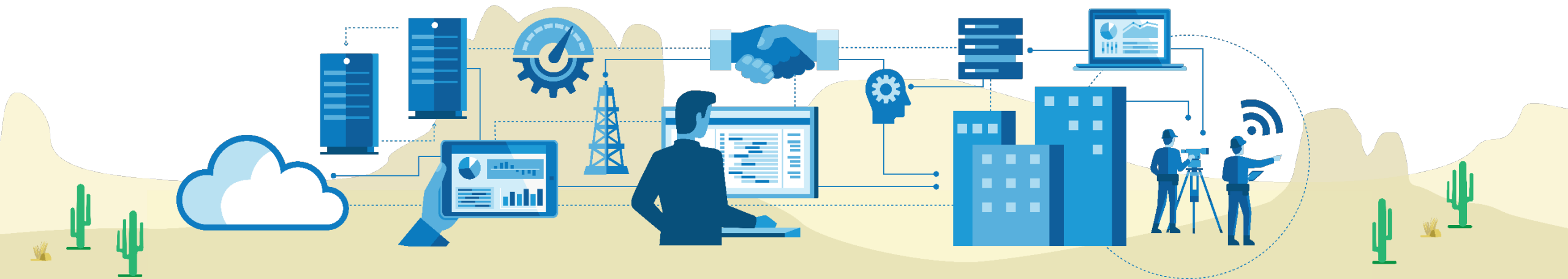
- 3** Why and How Design Studio Can Drive Innovation

- 4** Q&A

Innovation Drives Business Value

Innovation distinguishes between a leader and a follower

Steve Jobs



What is Innovation?

◇ OECD

- ◇ The implementation of a new or significantly improved product (good or service), or process, a new marketing method, or a new organizational method in business practices, workplace organization or external relations

◇ Quorum

- ◇ The process we undertake to find new or better solutions to customer problems and challenges
- ◇ Something Tyson and OT keep talking about
- ◇ Anything that starts with a “Q”

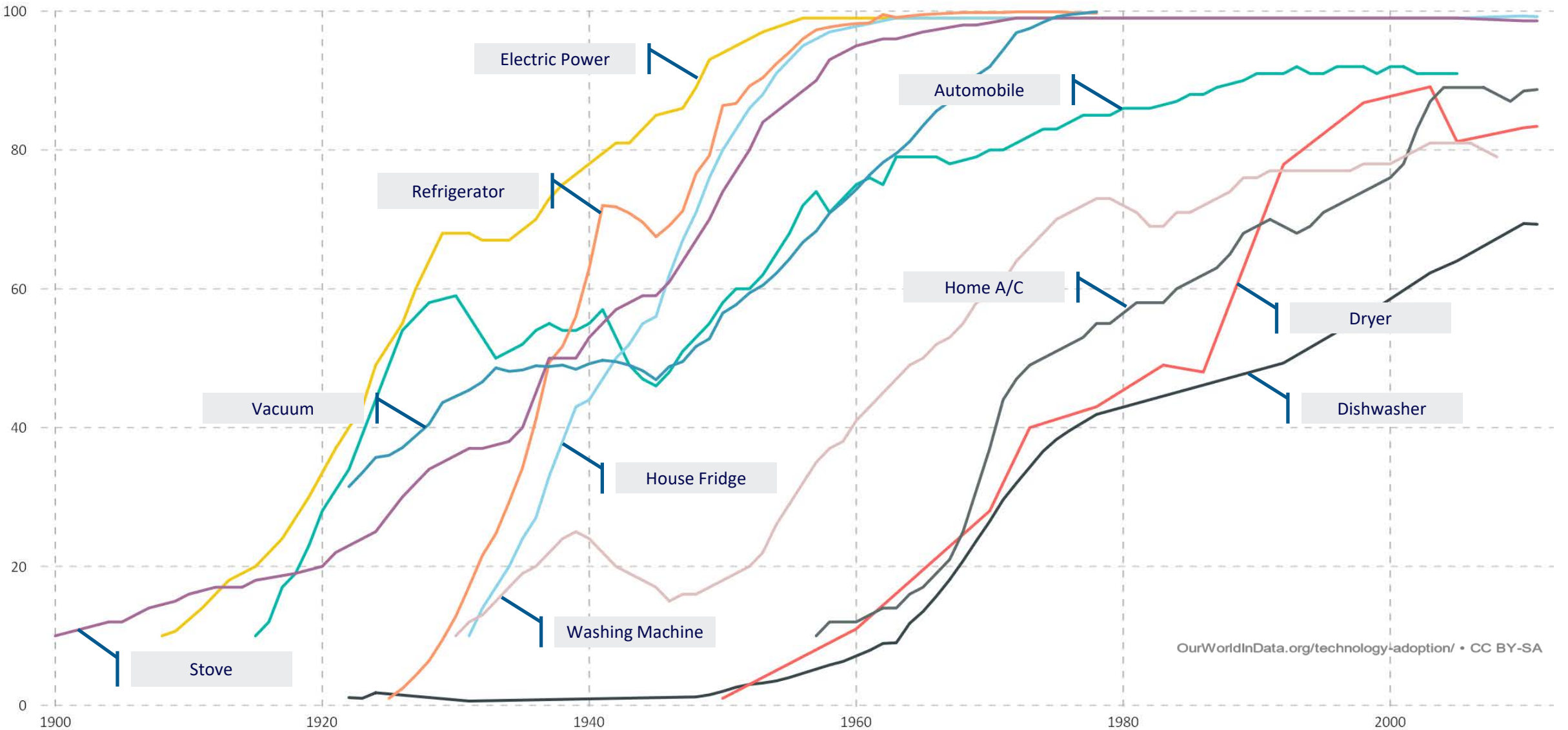
Has Digital Changed Innovation?

- ◇ Digital hasn't changed the fundamentals of innovation.
- ◇ Digital has changed the answers.
- ◇ Digital has changed how users want to interact with those answers.
- ◇ Digital has changed the pace of discovering, developing, and deploying answers.



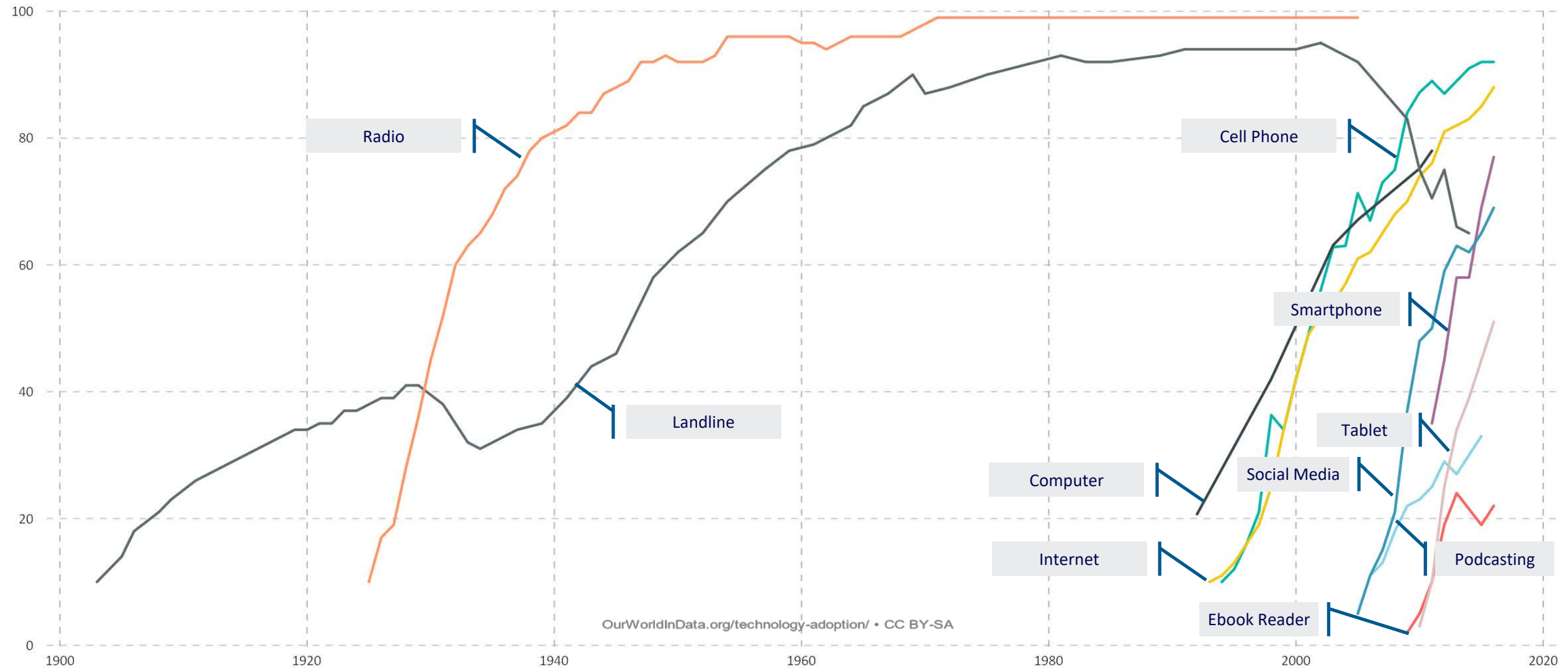
According to a global survey from McKinsey, only 8% of companies believe their business model will remain economically viable through digitization.

Technology Adoption in US Households (Historical)



OurWorldInData.org/technology-adoption/ • CC BY-SA

Technology Adoption in US Households (Modern)



Companies Who Wish They Had Innovated

- ◇ Kodak
- ◇ Texas Instruments
- ◇ YAHOO!, Netscape, AOL
- ◇ Taxi's
- ◇ Blackberry
- ◇ Blockbuster
- ◇ Radio Shack

Lessons to be Learned

- ◇ Rapidly diffusing innovation makes standardization critical
- ◇ There is risk with choosing vendors who are not constantly innovating
 - ◇ Better yet, pick a partner and innovate together
- ◇ Strategy is important – it's not just spending money on IT
- ◇ Look outside your immediate competitors (taxi's)



According to HBR, digital leaders and laggards have IT budgets, as a percent of revenue, within 0.3% of each other. Clearly IT spend isn't the only answer.

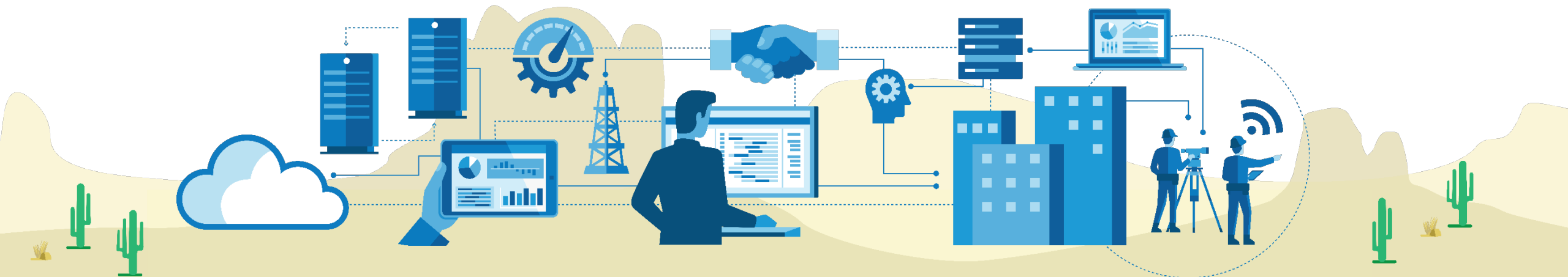
How is Quorum Harnessing Innovation to Deliver Value

- ◇ By creating a *platform* which allows our clients to innovate
 - ◇ Customized
 - ◇ Continual
 - ◇ Integrated with 3rd parties
 - ◇ Driven by *your* roadmap
- ◇ Innovation to address your business problems / opportunities
 - ◇ Integrations
 - ◇ Data
 - ◇ Efficiencies
- ◇ Drive your own pace of innovation

Design Studio is Your Digital Swiss Army Knife

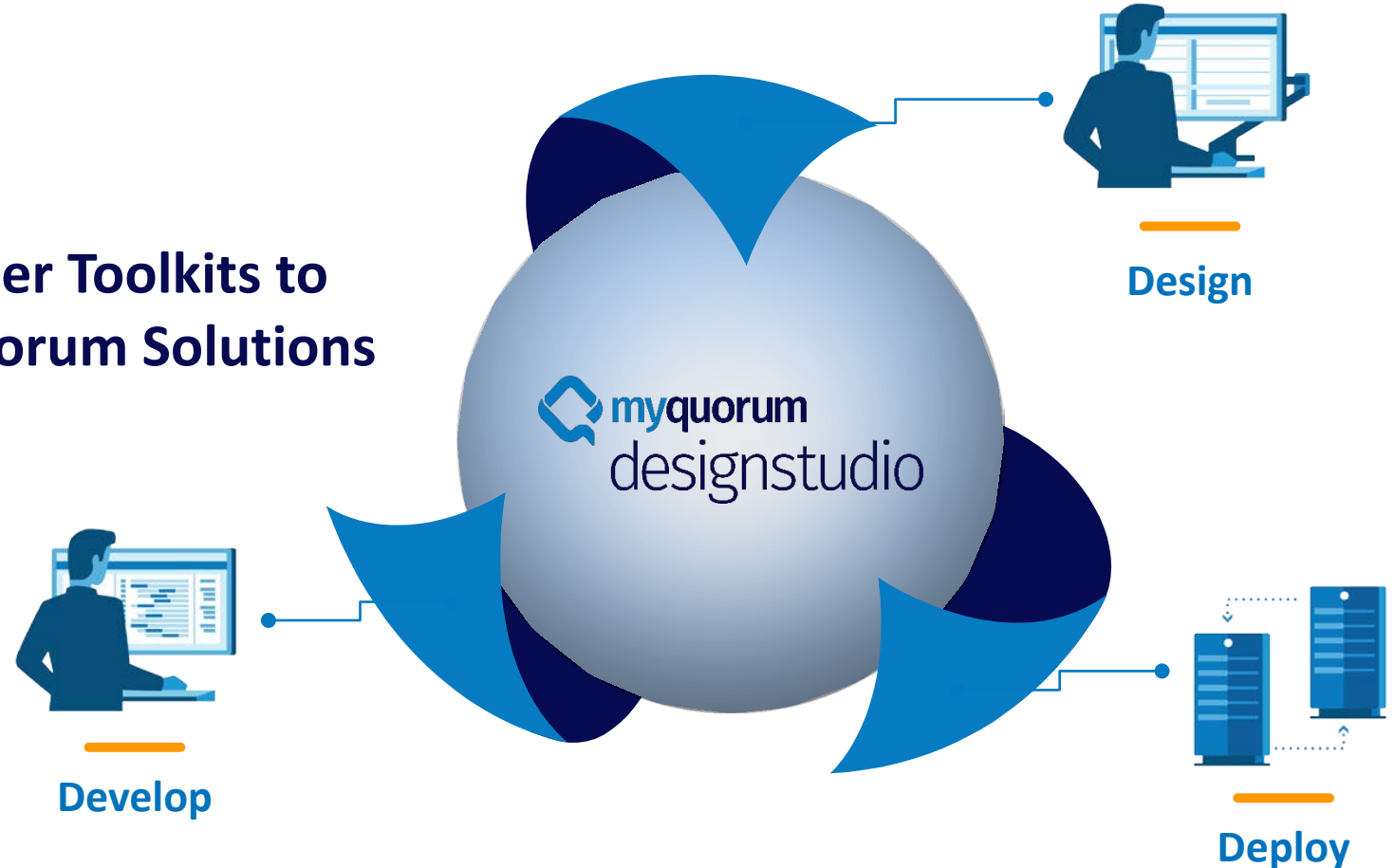
The only thing we know about the future is that it will be different

Peter Drucker



What is myQuorum Design Studio Anyway?

Powerful Web-Based & Developer Toolkits to
Extend, Integrate & Build myQuorum Solutions



Enabling Innovation By Empowering



Your Company



Your Employees



Your Future

Using Design Studio to Accelerate Strategy

Capitalize on Differentiators



Increase Your Agility



Drive On-Going Value

Thank You!





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