

WHERE INNOVATION
TAKES FLIGHT

CSC

OFFICE OF
INNOVATION

DEVELOPING AND NURTURING BRILLIANT IDEAS





CSC OFFICE OF INNOVATION

“Innovation is not the end of the journey, but merely a signpost on the way that tells you where you want to go. And where you want to go is the creation of economic value, for our customers and our shareholders.”

LEM LASHER
 Chief Innovation Officer
 CSC

OUR MISSION

- Harvest and leverage intellectual capital from CSC’s market experiences worldwide
- Harness the power of that capital to fuel innovation and growth
- Facilitate enhanced access to CSC’s proven expertise and best practices
- Bring innovative CSC solutions and value-added services to the market
- Create business value, not just through products and services but through the reinvention of processes and the introduction of new operational, management and financial structures
- Instill innovation in CSC’s people and culture, so that innovation becomes a way of life at CSC and a part of all our client offerings

As change accelerates and becomes harder to predict, only one competitive differentiator can help companies stay ahead — leadership in ideas; relentless creativity in finding new ways of solving old problems.

And 50 years of experience in the marketplace have taught CSC one lesson: Innovative ideas by themselves are not hard to come by. If anything, there are too many of them crowding today’s world — confusing, chaotic, tantalizing in their promise.

Yet none of these brilliant ideas matters unless its power can be harnessed to address a real need, to solve a real business problem.

SYSTEMATIC, RESULTS-DRIVEN INNOVATION

Harnessing those brilliant ideas is the single-minded focus of CSC’s Office of Innovation.

Using a disciplined, market-led approach, we transform innovation from a random, diffuse, often fortuitous activity to a rigorous, systematic business practice — a science rather than an art.

In Lasher’s words: “In harvesting innovative ideas from CSC divisions worldwide, the most important question we will ask ourselves is, ‘What business problem will this idea solve?’ At CSC, innovation will be driven by demand, not supply.”

SPANNING THE ARC FROM IDEA GENERATION TO SOLUTION DEVELOPMENT

Such a deliberate approach to innovation demands focus, coherence and integration. In other words, it involves working together in highly connected, collaborative networks rather than individually and heroically, as innovators did in an earlier age. The CSC Office of Innovation enables this more strategic, open approach to innovation by integrating seven CSC groups in an architecture that spans the complete arc of innovation — from idea generation to solution development.

We function as a “network of networks,” bringing together a cumulative power that is far more potent than our discrete groups. By unifying, the Office of Innovation focuses our workforce on critical problems, synthesizing and bridging ideas to further the strategic business goals of our clients.

Thanks to the power of the Office of Innovation, our clients win, staying at the forefront of technology and thought leadership.



THE MAGIC OF SYNERGY

We each bring tremendous value, enabling the synergistic sharing of research, ideas, best practices and field proven solutions. That translates into a level of competitive advantage for our clients.

“Think of it as a continuous dialogue with our clients,” says Lasher. “Because we know that innovation will mean something different to each of our clients based on the business problem they’re trying to solve, we offer creative solutions that address each client’s unique business challenges. And it is here that innovation happens — at the intersection of our clients and capabilities.”

LEADING EDGE FORUM (LEF)

The LEF is a global community whose programs help members more rapidly realize business benefits from the use of advanced IT. LEF members work to spot key emerging business and technology trends before others, and identify specific practices for exploiting these trends for business advantage.

RESEARCHNETWORK

But thought leadership by itself is meaningless without the marketplace context. ResearchNetwork brings together experienced researchers and leading analysts to provide the world-class market and industry analysis that grounds our thought leadership in the concrete needs of the marketplace.

COLLECTIVE INTELLIGENCE

Having explored an innovative idea against market and client concerns, the idea is brought into CSC and is expanded upon and built into our solutions. Collaboratively, we develop high potential ideas to solve important problems. By doing so, we sustain and intensify innovation — internally, with partners and, most importantly, with clients. The result: exceptional client services and solutions.

CSC CATALYSTSM

CSC Catalyst, our global methodology, is a proven approach to business transformation that integrates industry standards, innovation, experience, and tool expertise

to deliver quality solutions to our clients. By utilizing a common language and approach that spans industries, countries, and cultures, Catalyst leverages standards-based processes and techniques to maximize the value of our clients’ technology investments.

GLOBAL PORTFOLIO ORGANIZATION

The next and, perhaps, most crucial point in the innovation arc takes the innovative idea and translates it into a solution that is proven, repeatable and scalable. Our Global Portfolio Organization focuses on developing an end-to-end portfolio of market-led, industry-focused enterprise solutions that directly address and often anticipate our clients’ most critical needs.

KNOWLEDGE MANAGEMENT & ENABLEMENT

Underpinning the Office of Innovation’s entire architecture is our Knowledge Management and Enablement program, which facilitates the sharing of intellectual capital among our 92,000 employees worldwide through a virtual collaborative environment. It includes highly interactive, global community structures; connectivity companywide; and easy access to a central, shared repository of tools, methodologies and CSC best practices.

The task of the Office of Innovation is to set the agenda against which we can execute as one CSC. It is to bring clarity to the whole effort that each individual CSC group understands what is crucial to the market and to our clients. They can then bring their own unique approach to delivering economic value — the ultimate goal of all innovation at CSC.



BUSINESS SOLUTIONS
TECHNOLOGY
OUTSOURCING

Worldwide CSC Headquarters

The Americas

3170 Fairview Park Drive
Falls Church, Virginia 22042
United States
+1.703.876.1000

Europe, Middle East, Africa

Royal Pavilion
Wellesley Road
Aldershot, Hampshire GU11 1PZ
United Kingdom
+44(0)1252.534000

Australia

26 Talavera Road
Macquarie Park, NSW 2113
Australia
+61(0)2.9034.3000

Asia

20 Anson Road #11-01
Twenty Anson
Singapore 079912
Republic of Singapore
+65.6221.9095

About CSC

The mission of CSC is to be a global leader in providing technology-enabled business solutions and services.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC is vendor independent, delivering solutions that best meet each client's unique requirements.

For 50 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol "CSC."