



Innovation Management Services

Creating the innovative enterprise



What and Why

Innovation Management describes the processes needed to manage innovation within a company. It helps an organization within a company, or the company itself, to architect, maintain, and cultivate innovation. It describes the innovation strategy and plans needed to drive an innovation capability, the business processes needed to support this capability, and the techniques and technology needed to support the business processes.

Business Value

Innovations drive a firm's growth. Innovation Management helps a firm establish and cultivate an environment that supports the identification and management of innovation opportunities.

- **Combat innovation paralysis:** It's much harder to 'do' innovation than to set it as a priority. We will define a roadmap for you.
- **Set the right bar:** You don't have to be Google to innovate in meaningful ways. We will help you set innovation goals relevant to your organization's capabilities and objectives.
- **Widen innovation:** Generally innovation is the preserve of a small elite, such as an R&D group. We will show you how your whole organization can contribute.

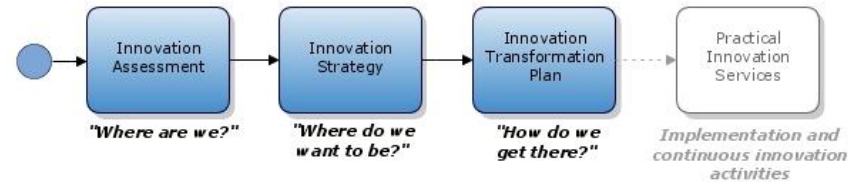
Customers and Partners

CSC has been providing Innovation Management services to a number of customers throughout the world.



Process

The Innovation Management Services utilize the CSC Catalyst Framework's section on Innovation Management. The first step is an Innovation Assessment to grasp the discrepancy between the client's current and optimal innovation capabilities. Then, using this blueprint, we help refurbish the client's innovation process by developing an Innovation Strategy and an Innovation Transformation plan.



Deliverables

- **Innovation Assessment.** An innovation state report depicting states and variances in your company's functional innovation areas.
- **Innovation Strategy.** A business strategy aligned document that outlines the "what" and "why" of innovation.
- **Innovation Transformation Plan.** A business plan that completes the strategy by describing the "how", "who" and "when" of the implementation phase of the strategy.