

Applied Innovation

From ideas to business results

Managing Innovation at WIPRO

26th Feb'08

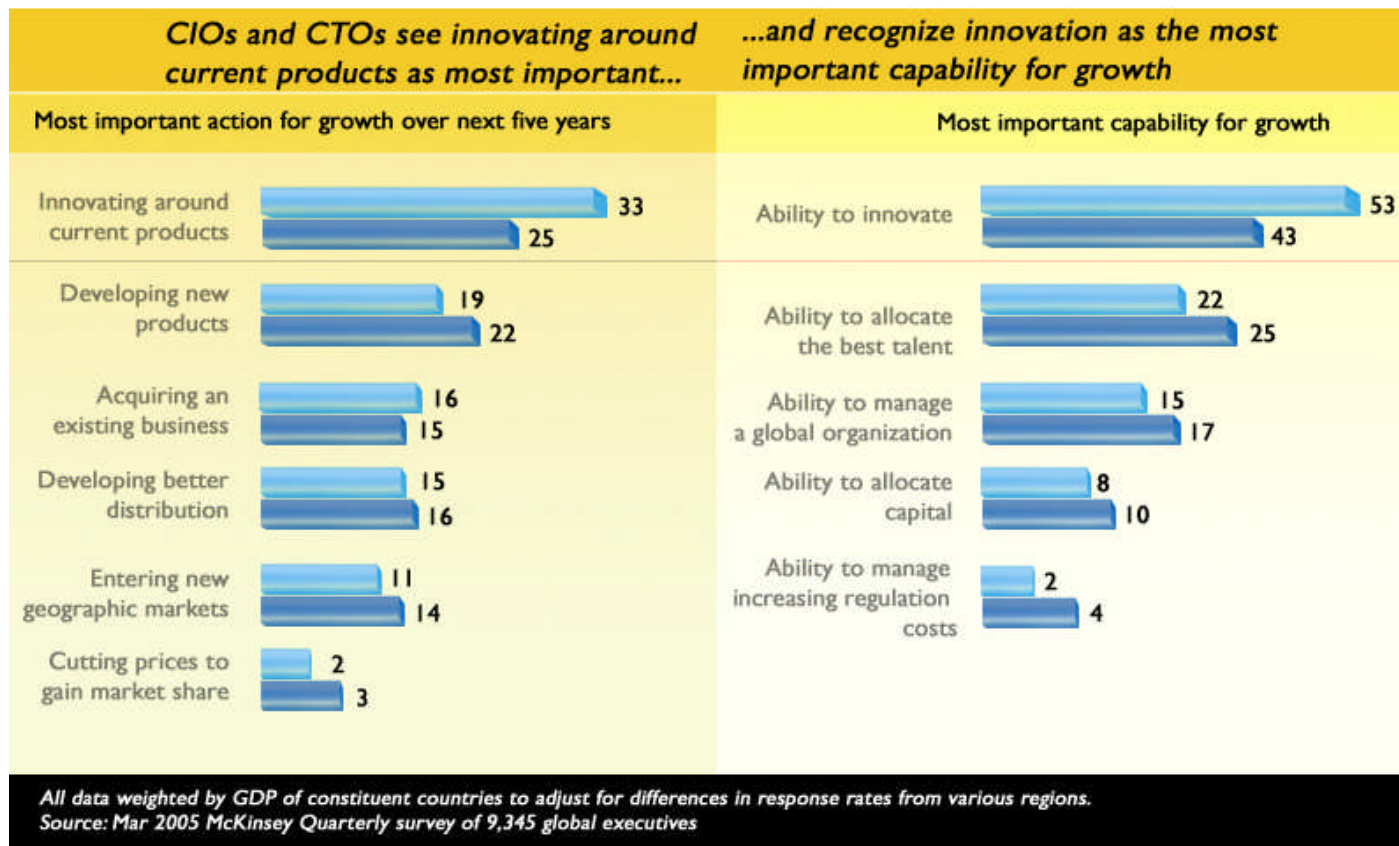


McKinsey Survey : Importance of Innovation



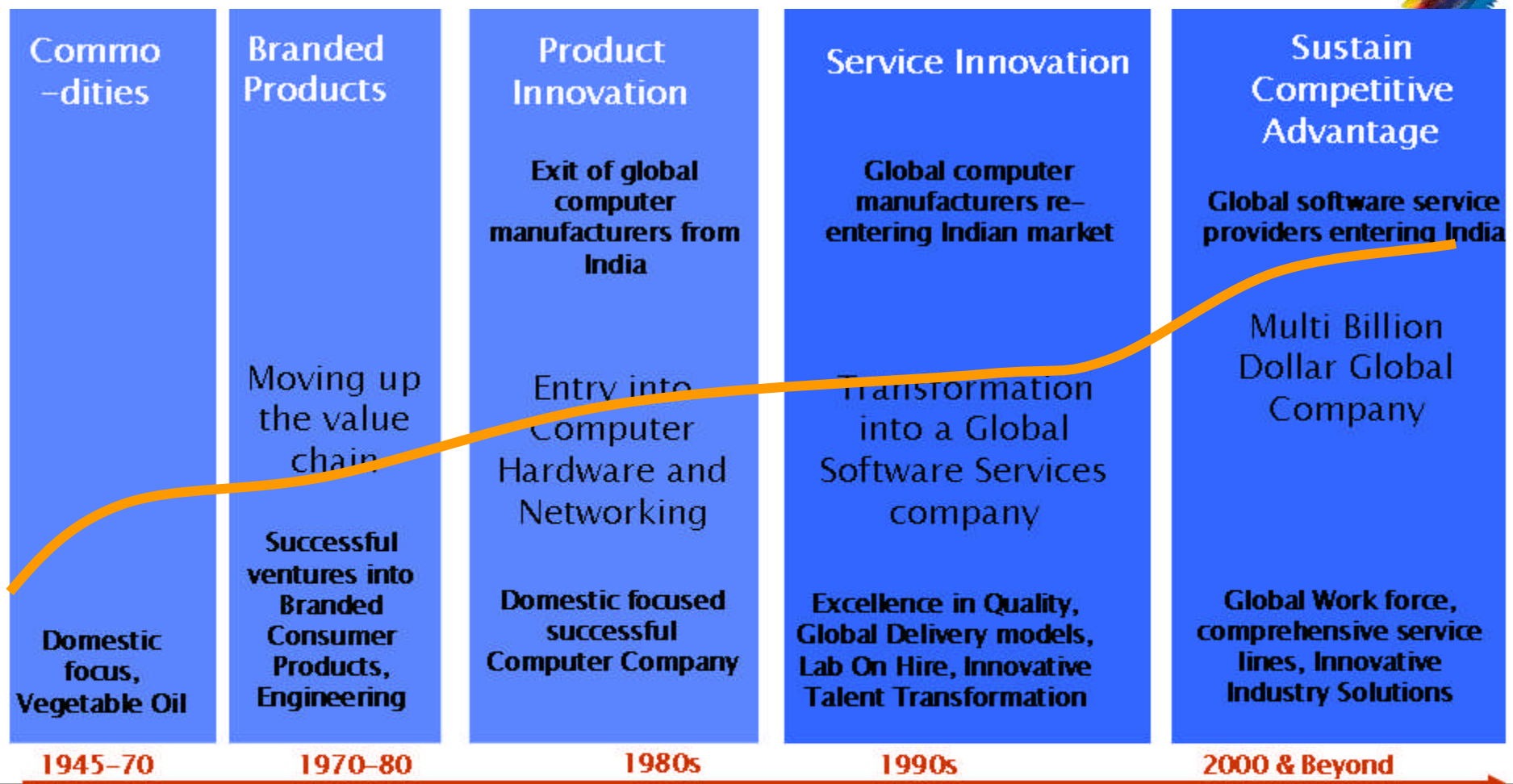
CIO/CTO respondents
(n=251)

All respondents including CIOs/CTOs
(n=9345)



Executives around the world recognize Innovation as the most important capability for growth





DNA of the Spirit of Innovation @ Wipro

“Innovation comes from applying creativity or applying thought. It is about action versus just ideas. It is about implementation as much as it about design. Similarly, Innovation need not be restricted to Products or Technology alone. To me, Innovation applies to Innovations in business model as well as quality, productivity, service, financial discipline, employee attitudes and renewal. Finally, Innovation is not just about incremental improvements in the course of daily operations or a one-off new brilliant idea. Innovation is a culture that needs to be created consciously and pursued assiduously by the organization.”



Spirit of Wipro

Intensity to Win

- Make customers successful
- Team, innovate, excel

Act with Sensitivity

- Respect the individual
- Thoughtful and responsible

Unyielding Integrity

- Delivering on commitments
- Honesty and fairness in action

WIPRO
Applying Thought

– Azim Premji
Chairman Wipro Ltd.

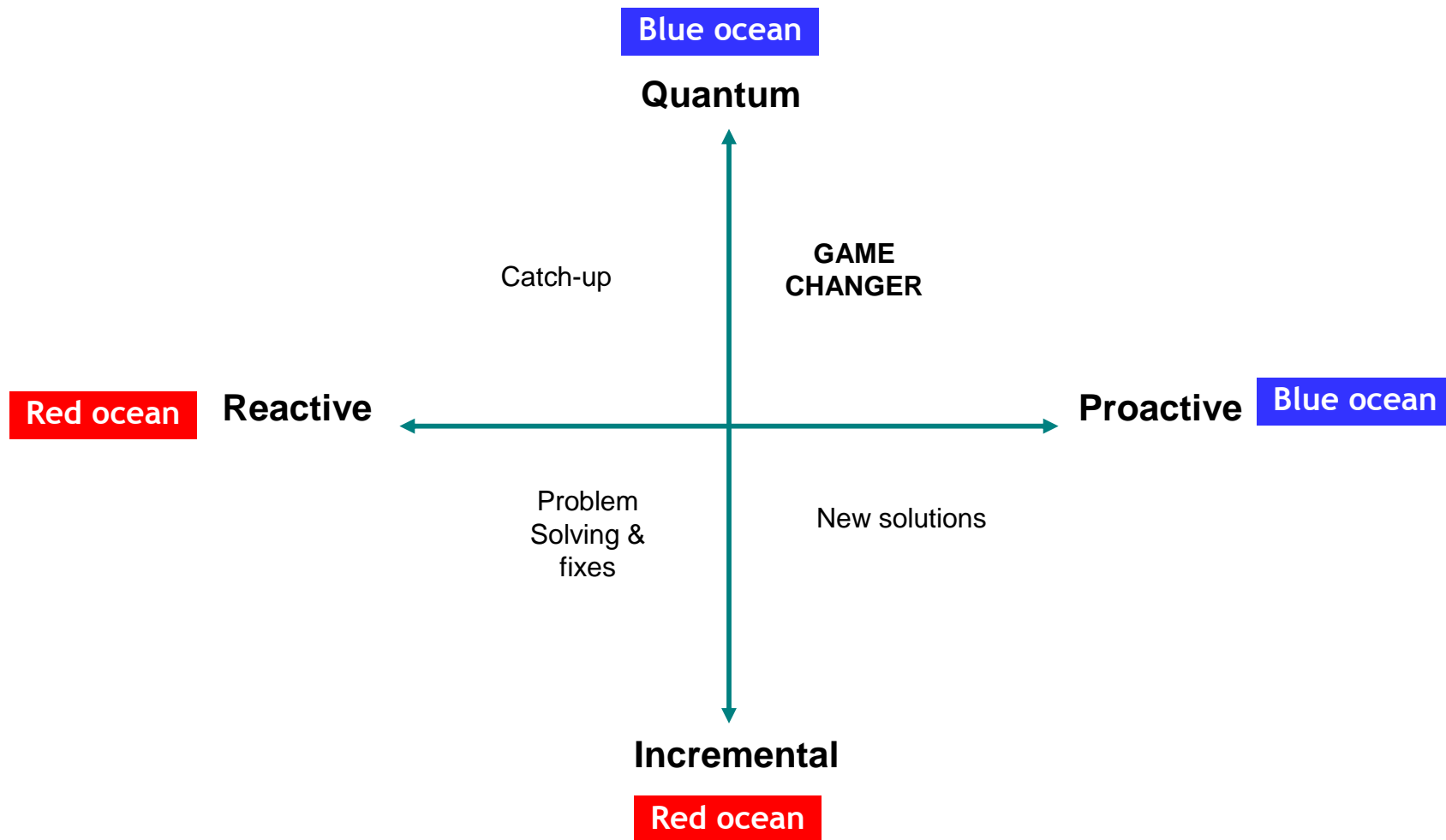


Innovation Challenges

- Process for capturing ideas (what are the idea sources?)
- Process for selection of winning ideas - prioritization
- Alignment of Innovation and Business Strategy
- Time to market



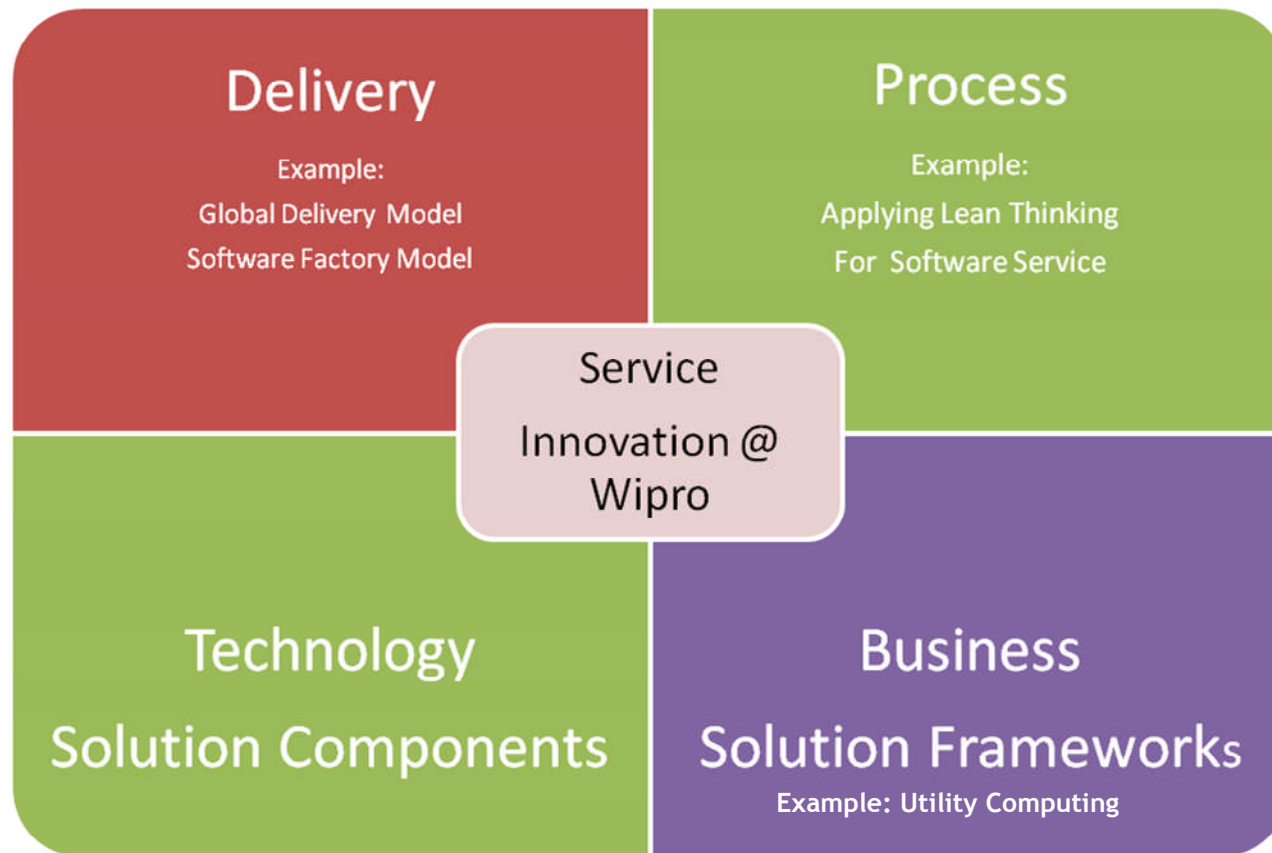
Innovation Model @ Wipro



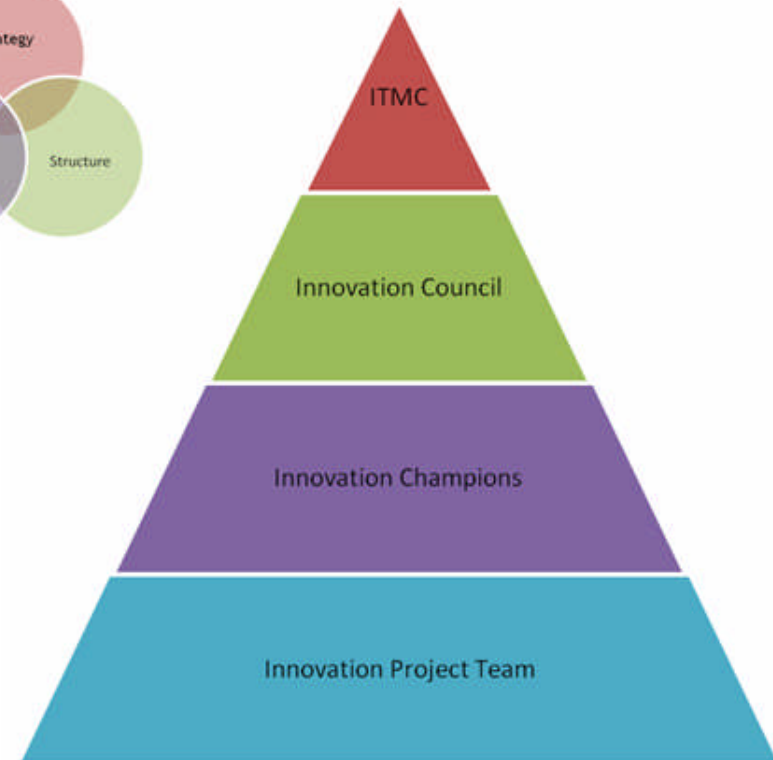
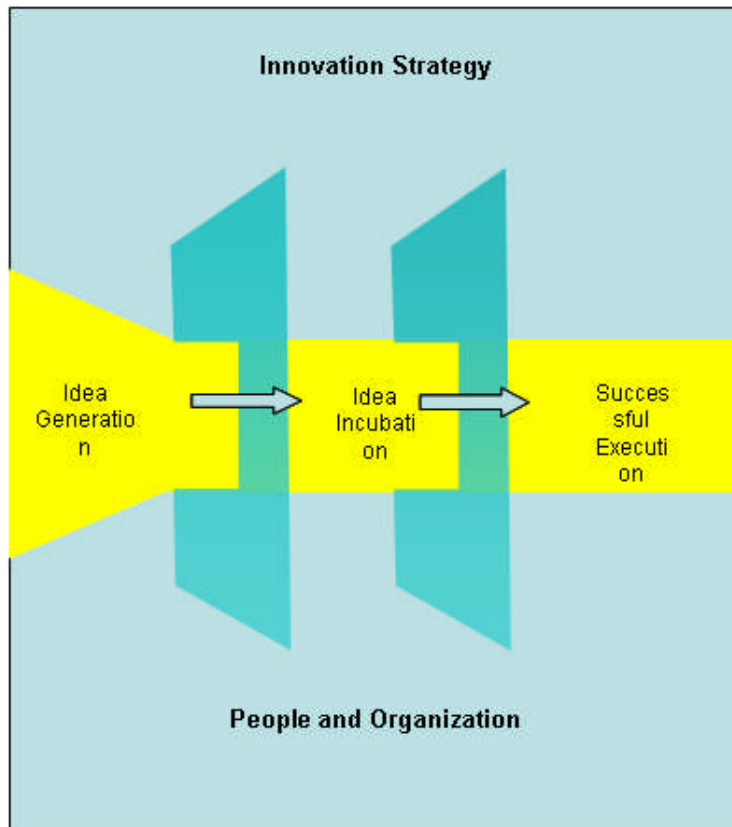
Adapted from EREHWON



Innovation Portfolio @ Wipro



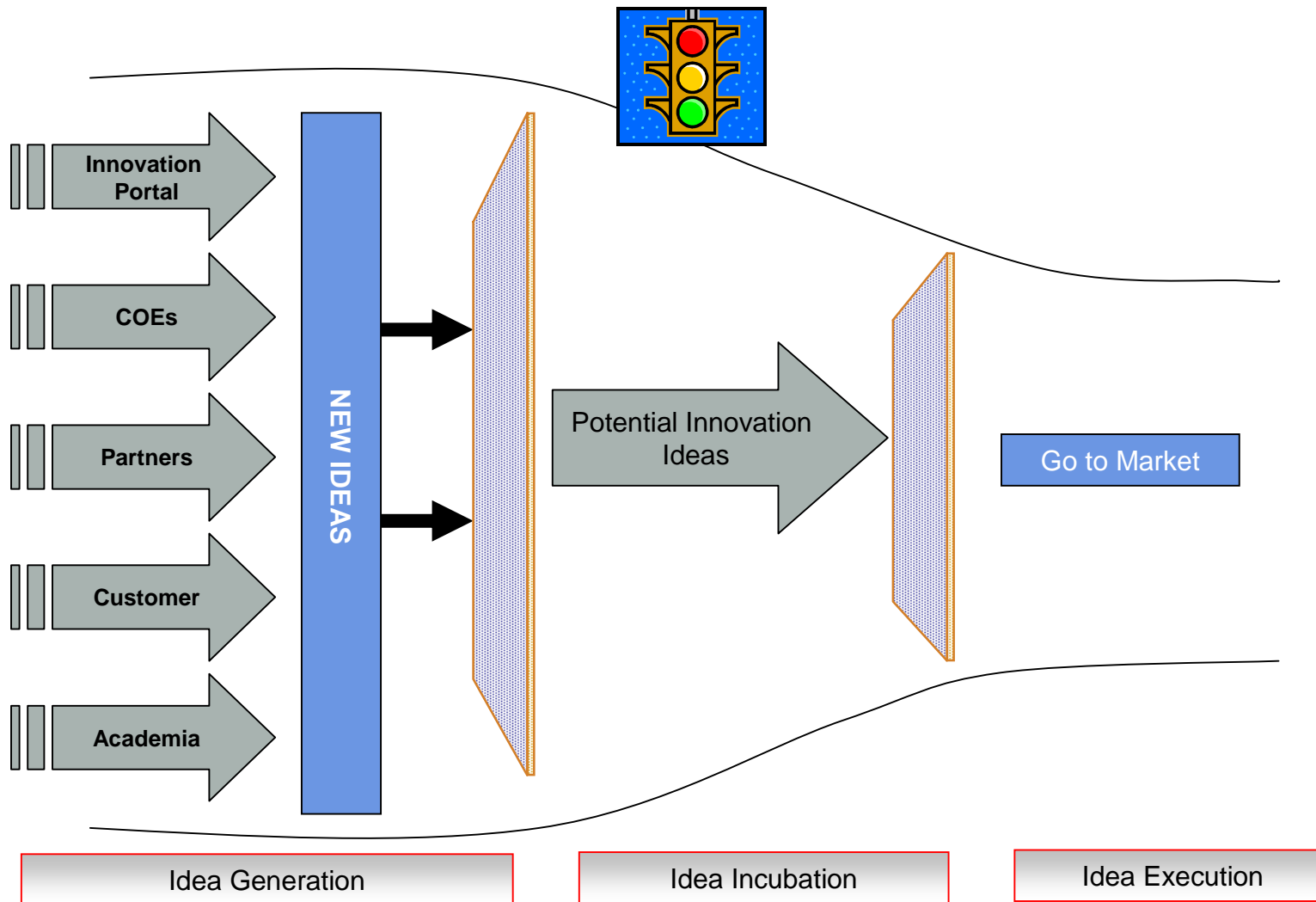
Innovation Process @ Wipro



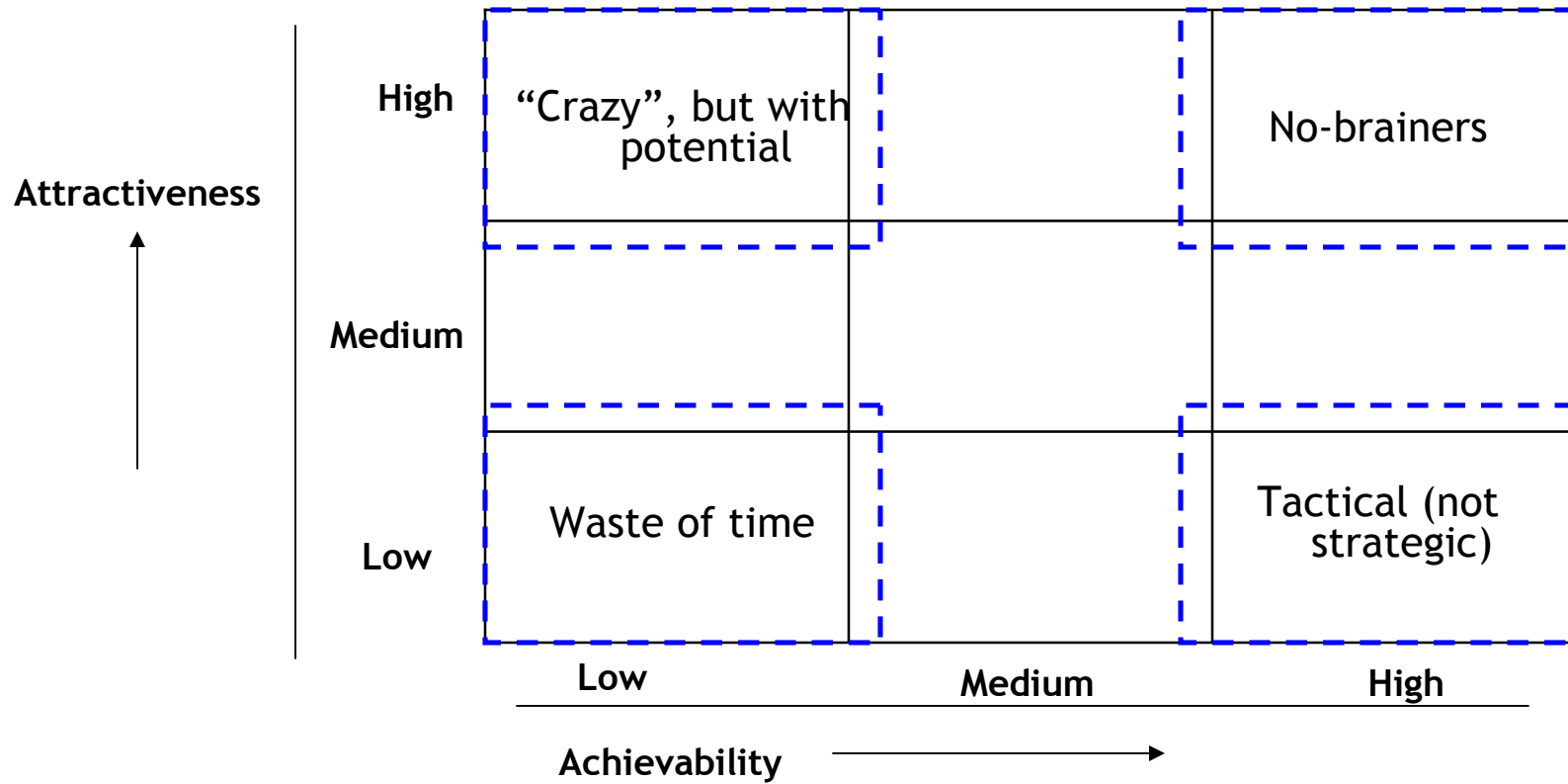
- ❖ Over 50 projects across Business Units.
- ❖ Over 500 people involved in Innovation projects.
- ❖ Innovation Initiative has contributed to **8.5%** of Wipro's revenues in 2006-07



Innovation Process @ Wipro



Idea selection



Competency Centres to generate Innovation Sparks!



| Theme | Examples |
|---|---|
| Product Specific | <ul style="list-style-type: none">• SAP• Oracle• Microsoft |
| Industry Specific | <ul style="list-style-type: none">• Retail - In-Store• Supply Chain• Automotive• Rights & Royalty Management |
| Enterprise Application & Infrastructure | <ul style="list-style-type: none">• SOA• Business Analytics• Virtualization & Grid |
| Engineering | <ul style="list-style-type: none">• Wireless Network & Devices• Remote Patient Monitoring• IMS (IP Multimedia Subsystem)• Image Processing |

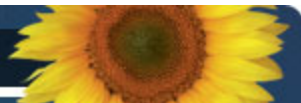
Over 55 Centres of Excellence (CoE) across the organisation



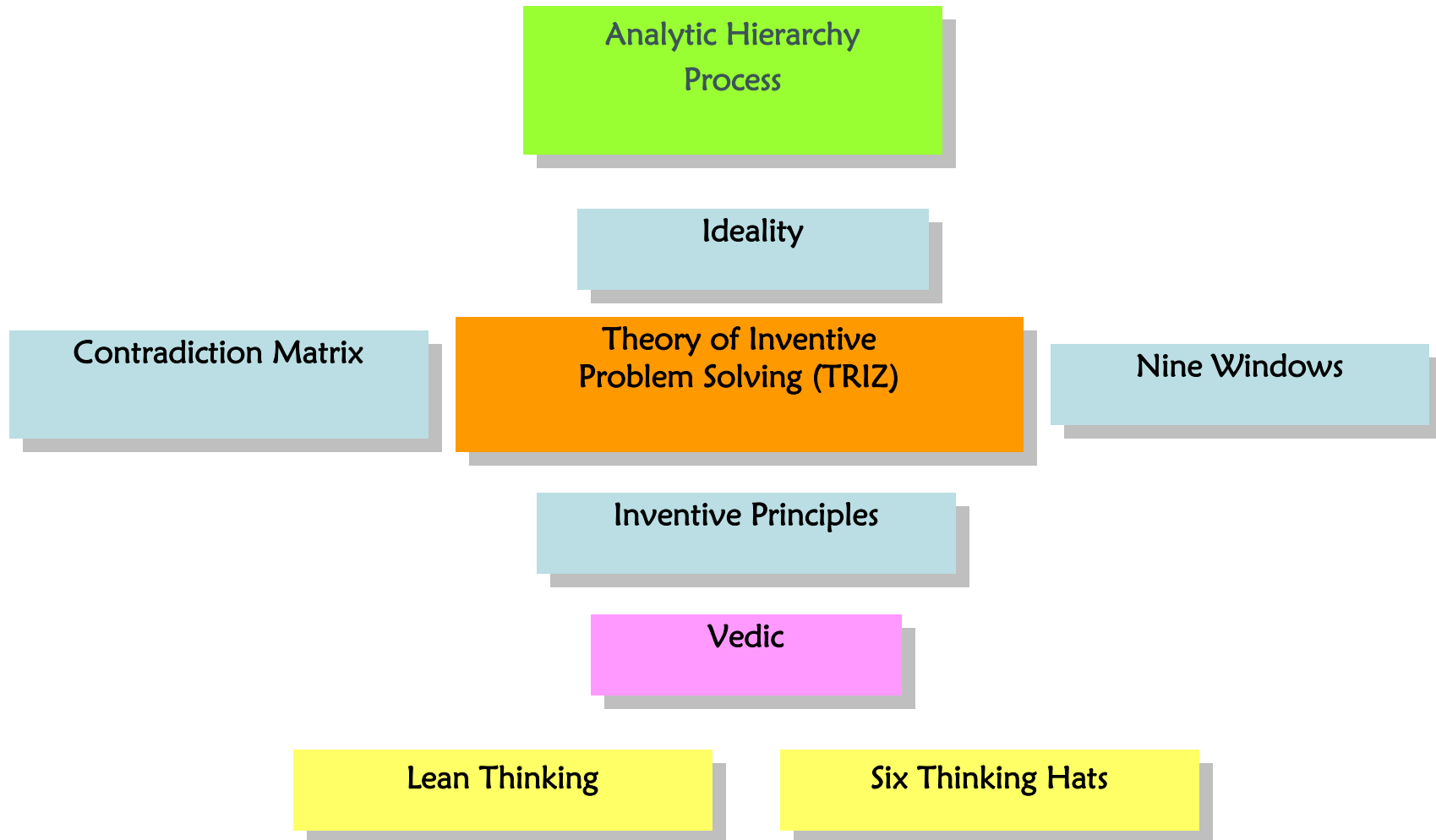
Applying Roles for Successful Innovations

| Role | Definition |
|----------------|---|
| Spark | Someone who ‘sparks’ the creative process by spotting or coming up with the idea, creating the vision or defining the need. |
| Specialist | Someone who draws on their specialist skills to shape the idea or project from a specific standpoint and uses the opportunity to break new ground in the field. |
| Sponsor | Someone who promotes the idea or project inside the organisation ensuring it is not diluted and who sustains interest during difficult or lean times. |
| Shaper | Someone who makes the idea or project “real” using their own creativity to flesh out the premise and/or find practical means to achieve the objective. |
| Sounding Board | Someone outside the project whose objectivity and broader knowledge can be drawn on to validate the premise or comment on practicalities. |

Source: Roffey Park Institute



Evolution: Experimentation with some tools and techniques



Thank You for Your Time



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An infectious smile, the zest for life, good cheer and countless dreams..



As they look up to us with eyes full of hope, our resolve to empower them with education is only strengthened further.

May this New Year herald new strides in our life as we continue the relentless pursuit of our commitment to children and education.

Happy New Year!



Thank You

