

# IN POSITION



## Adopting Applied Innovation to Achieve Competitive Advantage

Today, innovation happens in hours and days—not months and years. Since it's no longer optional whether or not to embrace innovation, and the sources of innovation are expanding exponentially, enterprises need to focus on how to adopt, sustain, and excel at innovation on a global scale and as a core competency. Capgemini Global Chief Technology Officer Lanny Cohen shares how adopting an applied innovation approach can enable organizations to achieve competitive advantage and positive business outcomes.



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**Q: Why is applied innovation important in today's business and IT environments?**

**A:** In the past, innovations would come along every few years, and clients could choose whether to adopt them or not. But today, there is an abundance of innovation happening on a regular basis. Organizations need to understand that innovation is something they must embrace and exploit because otherwise they face being disrupted in their industry, if not entirely out of existence. However, few enterprises have the competencies, processes, governance, leadership, talent, ecosystems, and risk tolerance to get into the innovation game in a large way. That's where Capgemini experts can help our clients gain expertise in applied innovation.

**Q: How do enterprises need to change to embrace applied innovation?**

**A:** First, there's got to be an element of discovery to analyze markets and be aware both of disruptions that may be happening in an industry and the innovations that are available to help an organization disrupt, respond to, or gain advantage in the market. Second, enterprises need to be able to contextualize innovative ideas to determine how they apply to their specific business, people, and processes. Third, many organizations are stymied by the inability to deploy innovation quickly and predictably on a global scale. And fourth, enterprises need to consider how they can sustain the application of innovation.

**Q: What is Capgemini's applied innovation methodology?**

**A:** We knit together all of Capgemini's broad innovation assets, a global ecosystem of partners, startups, and other third parties, and we work to identify the disruptive business issues going on in the market today. Then, we develop prototypes and solutions that can address those needs. Today, we can walk in the door with innovation solutions for particular industries that are 80 percent built.

At the same time, if we don't have a solution yet, we can work with clients to anticipate and address business challenges and opportunities and identify the many innovative technologies that can be brought to bear.

**Q: What are the potential payoffs of using Capgemini's applied innovation methodology?**

**A:** By using our methodology, clients can compress the cycle time from discover to deploy to more quickly reap the benefits of innovation. It makes it possible to scale an innovation so it can be applied across a global enterprise, and it also makes it possible to do it safely and eliminate the potential for introducing unnecessary or unacceptable risk into the enterprise. Finally, because our methodology is industrial-grade and proven, it provides a very high level of certainty and sustainability.

**Q: How is Capgemini partnering with Oracle to help companies adopt an applied innovation approach?**

**A:** We've partnered with Oracle for many years and continue to do a lot of work together developing point solutions that combine Oracle technology and Capgemini's vertical industry expertise. Today, Oracle is bringing to market one of the most comprehensive sets of cloud and business technologies. This is really exciting because we can combine innovation from Oracle with the applied innovation philosophy of Capgemini to actually deliver solutions and outcomes in very short order to address disruptive business opportunities for clients. We're also working to combine Oracle's powerful industrial-strength analytics capabilities with Capgemini's strategic insights and data initiatives to help our clients not just gain insights from data, but to also determine the next action to take, and marry that with business performance management to drive improved process flow and business results.

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