

TANK MEETING NO.41

A series of seminars by Altran Scandinavia and Innovation Pioneers

innovation
pioneers®

ALTRAN

THIS BRIEFING PAPER INCLUDES KEY TAKE-AWAYS FROM THE 41ST TANK MEETING IN 2018 HOSTED BY ALTRAN IN MALMÖ

Matias Pakarinen, together with other representatives from Altran, led the tank meeting that explored the digital roadmap.

PURPOSE

"Never before the gap has been bigger between the possibilities within IoT and the lack of digital strategies. Join us in this tank meeting where we will look at the digital roadmap and how a well-defined one can revolutionize what you do."

The aim of this tank meeting is for the participants to understand how the gap can be reduced and how to make digital solutions as a part of your development.

METHOD

Altran has a long history of combining digital development, big data, analysis and engineering knowledge into innovative solutions.

By organizing a workshop around the possibilities of new tech, the goal was to understand the link between big data, analytics and innovation. By working with different canvases that were a support for visualizing how different digital enablers affected a company, the participants gained insights in digital road mapping and to build their own digital roadmap.

In order for the participants to maximize the learnings to take back to their own organization, one roadmap was given to each one of the participants for them to fill in their organizations own digital roadmap during the day.

SPEAKERS

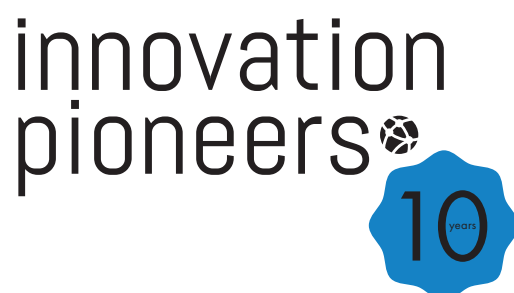
INNOVATION PIONEERS CELEBRATES 10 YEARS

Jan Sandqvist and Dariush Ghatan

10 years ago, 20 people from 20 different companies sat down together to discuss how to share knowledge and experiences within innovation. This year, Innovation Pioneers celebrates 10 years.

Trust is one of the most important factors for why we are still growing and why we can continue having this network with 16 initiators and 35 active members.

2018 we will continue to develop the network in order for everyone to get even more value out of it.



ALTRAN - THE STORY

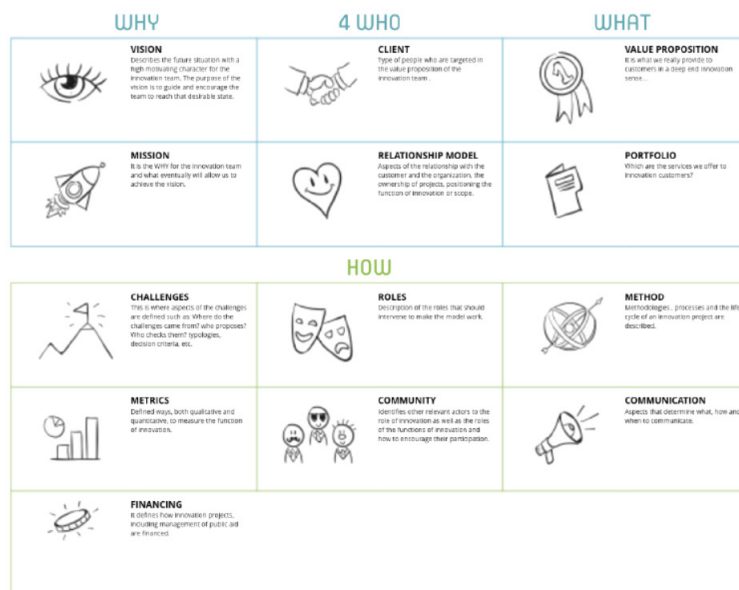
Borja Baturone Blanc

Borja shared the Altran story from 1950's to 2030 and how to create value through innovation. One of the tools presented was the Innovation Model Canvas (picture 1 below).

Some learnings from the participants was that it is important to include people from different departments into the ideation process. The challenge is that instead of always showing your side of expertise, someone need to say *"I am not good at this – I need advice"*.

In this way, new perspectives of problems will be taken into consideration.

Innovation Model Canvas



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Full presentation attached.

CORE VS CONTEXT

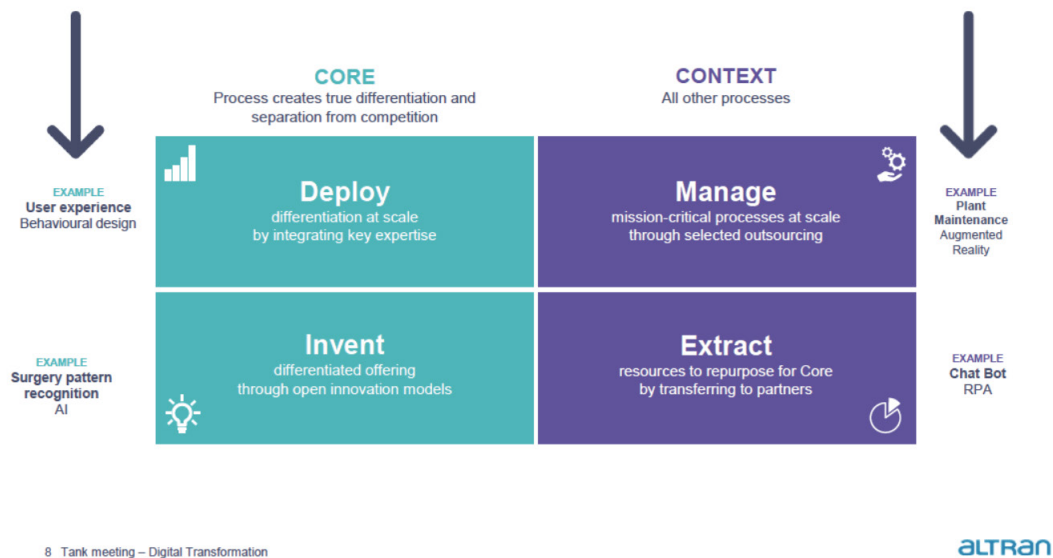
Pär Andersson

Everyone knows that a digital transformation needs to be done, the problem is to allocate the resources to actually have the possibility to do it. Altran has been transformed from being almost like a factory to having a true digital operation. Pär helped us understand how to enable your journey by embracing digital solutions.

*"You can do business with technology,
but don't forget to combine technology with the user experience"*

Pär explained the differences between core and context.

Core – Process creates true differentiation and separation from competition: Deploy, Invent
Context – All other processes: Manage, Extract
 Where are your organization - core or context?



Full presentation attached.

A JOURNEY INTO THE FUTURE

Peter Hellström

What if impossible is “just a phase”? What if everything will be possible?

Peter encouraged the participants to see what would happen when things we believe are impossible to happen, will be normal. By shaping the future through technology, we make this possible.

Must do's



Create a learning organization at all costs!

Experiment. Fail and learn. Facilitate ideation and training programs. Do design sprints. Make innovation part of your marketing and talent management programs.



Be open and attract partner networks!

Become the ecosystem if possible, or attract partners and suppliers that add their networks to your organization. Sharing the right information is key.



Challenge and re-assess strategies!

Stretch your visions, shorten your strategy documents. Re-evaluate and be open to critically re-assess your decisions. When the market change or disappear, be ready to adopt.

Full presentation attached.

WORKSHOP

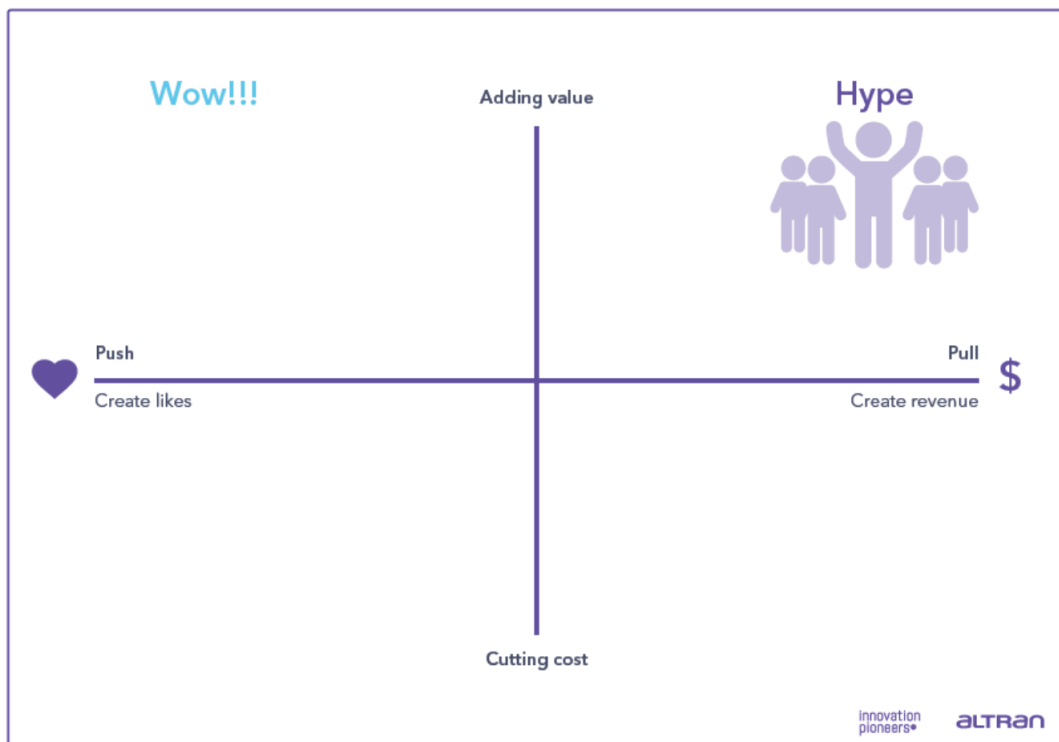
The participants were divided into groups with a mission to create a new business plan for the company they had got (TUI, SJ and Max were some of the companies). Each group got a bunch of cards with different enabling technologies in the future. The task included to map out if the different enablers were going to *create likes*, *cut costs*, *create revenue and/or add value*.

Altran Workshop. Create value with new technical enablers!

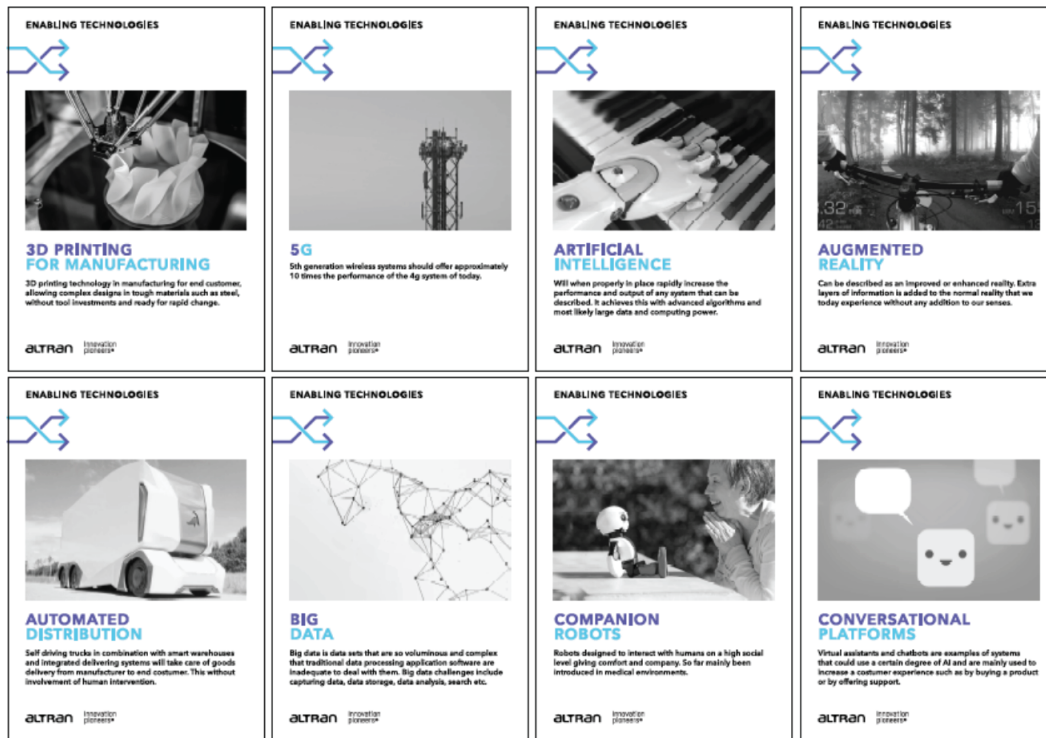
1. Place the 23 different enabling technology cards

The task was to try to rank all the cards with technical enablers. What were the enabler that would only create buzz around the business and what enabler would truly increase the revenue?

The cards should also be placed based on if they would create value for customers or just lower the cost (Push & Pull matrix).



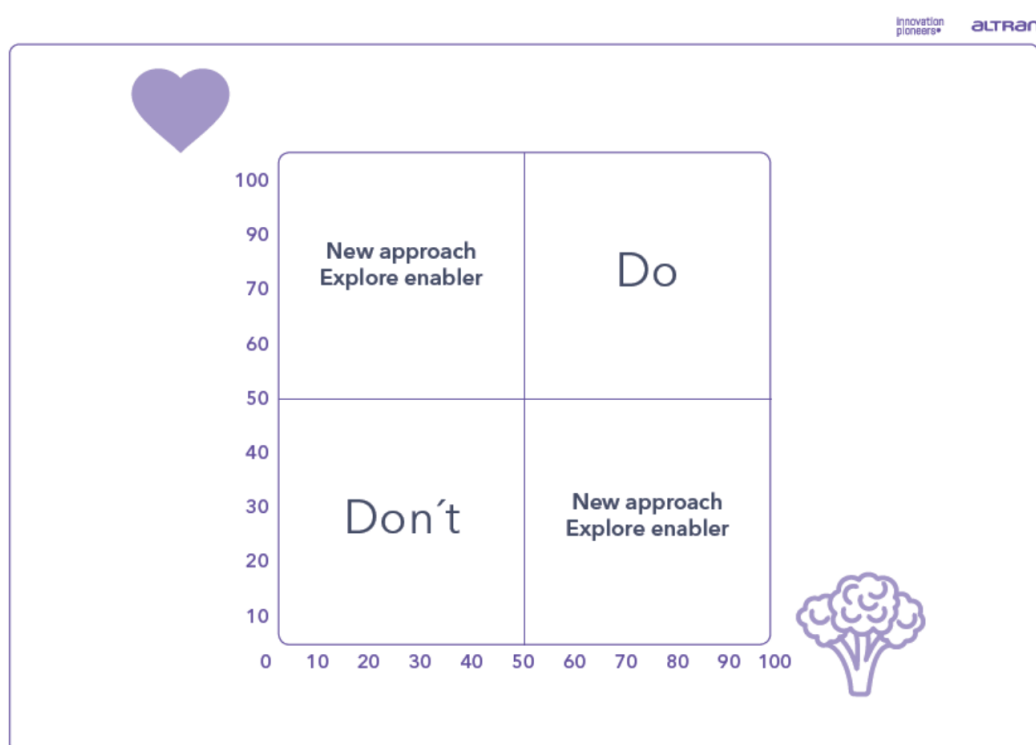
Push & Pull matrix



Example of the cards

2. Heart / brain (broccoli) matrix

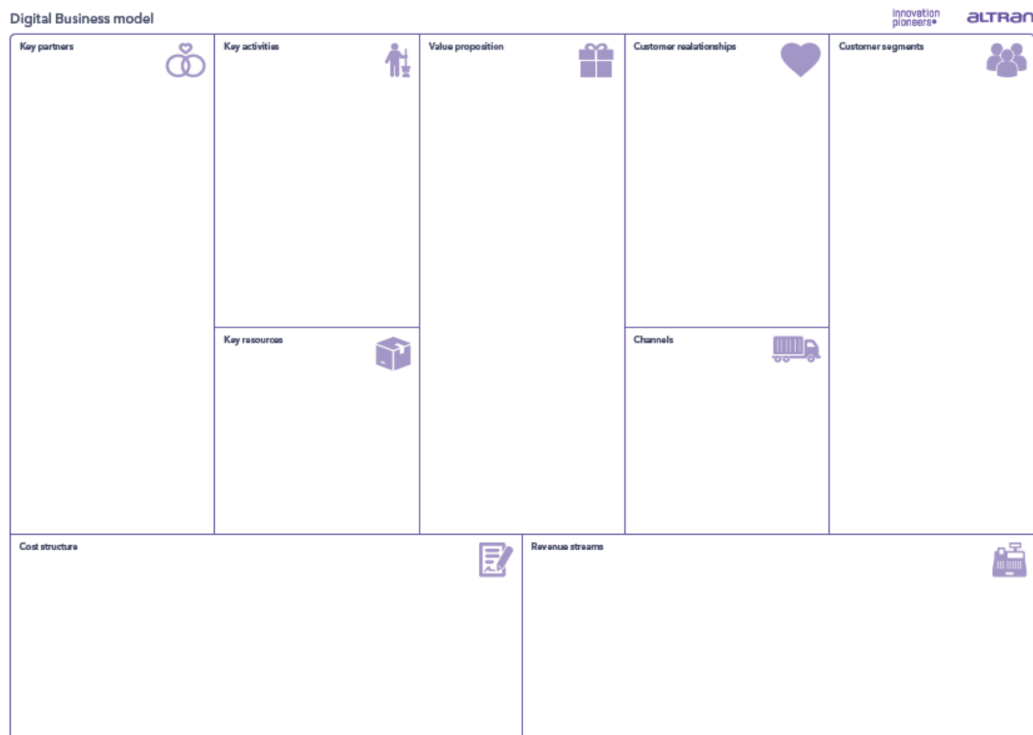
Thereafter the team members placed the cards on the matrix heart/brain (broccoli). The mission was to understand how the enablers were attractive to heart and how useful they could be. When all cards were placed on the graph, the teams were asked to sort out the most interesting Enabling Technologies.



3. Business model Canvas

After analyzing the 2 different canvases above, the participants had a great overview of the possibilities and the challenges.

The task was now to find 5 different enablers to implement in the business model.



4. Final presentation in teams

The presentation was made to a Millenium panel of digital natives (mainly from the IT-gymnasium in Malmö) that scored and gave feedback to all teams presentations.

LEARNINGS AND RESULTS

We need to innovate more to keep relevant, it is about creating a culture to spread this mindset. The idea of creating a problem that is larger than yourself means that you need to interact with people with other competences than you have, which result in that you get other perspectives and new interactions.

The tools presented during the workshop made it easier to visualize the different enablers and consequences and thereby to see the value. Many participants thought it could make it easier to involve employees from different departments when talking about the future.

“One of the difficulties I often see with a business model canvas is how to slice it, but I really liked the visualization and the discussion around the visualization here.”

The tricky part was to use the different cards and canvases when you didn't have any specific problem to solve. By not having it, it became a little bit fuzzy and hard to understand. It might be due to lack of time during the workshop, but when using this within an organization it might create more value if you have a specific task before starting.

By adding the millennials perspectives, the group started to question themselves and if their ideas really were innovative. Many groups were looking into the business perspectives, when the millennials were actually judging based on the consumers point of view and whether it was user-friendly.

As a summary, many of the participants could see a great value from understanding the “Core or Context” and would see how to use that within their own organization. Together, the different tools made it easier to understand how you, by working with digital roadmaps, can reduce the gap between the lack of digital strategies and possibilities within IoT.

**Thank you, Matias and team Altran, for a great day, with new interactions and new knowledge sharing.
Now we look forward meeting you all at Veryday on the next Tankmeeting 16th of May.**

“Wow, what a day, forcing new technologies into a mature business plan was really useful and challenging”

“I am always struck by how open the atmosphere here is, everyone is open to share”

“Really happy, very inspirational, getting a million thoughts that I'm gonna write down on my way home”

“I will go home and put this into the short-term activity, and will explain this context/core-model to people within my organization”



Shared documentation:

Presentation Borja Baturone Blanc
Altran Managing Director, World Class Center Innovation and Design

Presentation Pär Andreasson
Altran Scandinavia, Division Director Digital

Presentation Peter Hellström
Altran Scandinavia, Director Cloud & Innovation Center

Tools:

Business Model Canvas
Digital Roadmap
Enabling cards
Push&Pull Matrix
Heart&Brain Matrix