Global Innovation Group

transforming user needs
into viable opportunities
delivering delight

"When you reach for the stars, you may not quite get them,
but you won't come up with a handful of mud either."

- LEO BURNETT (Advertising Executive)

Business Innovation

- identify Knowledge-based business model opportunities and threats for CGI's core, adjacent and potential new business verticals
- track and analyze business trends for actionable insights develop new complimentary or disruptive business models
- **deliver validated and viable business cases to the NPD and RMD innovation pipeline**

Design Research

- collaborate closely with CGI business units
- monitor human behavior trends and deliver insights on knowledge ecosystem desirability and consumption. conduct Generative Research
- conduct Evaluative Research for product or business concept validation.
- **deliver consumer trend reports with actionable insights to generate product, service and business opportunities.**

Advanced IT Services

- evaluate new technology in enterprise, connected and data architecture
- recommend integration strategies for emerging technology into a seamless compute/data backbone for CGI internal services
- **deliver applications and analytics prototypes for Enterprise and Connected technologies**
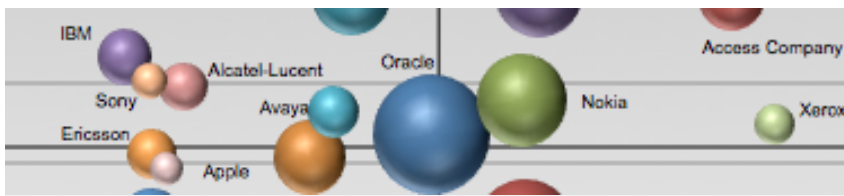
Intellectual Capital

- create IP landscapes through continuous data mining develop multiple offensive and defensive Knowledge IP Strategies
- **deliver selected IP strategies, IP ROI models and IP Licensing Models in collaboration with the Business Innovation Team**
- support litigation to defend CGI' Intellectual Capital

Experience Design

The Industrial Design team delivers Product & Packaging Experiences using structured brainstorming and visualization tools. Every designer has an entrepreneurial eye and intimate knowledge of manufacturing and ops.

The UX Design team delivers Digital User Experiences based on insight driven use cases. The team delivers information architecture and validated UX prototypes. The team has hands-on mobile and web development experience.

Advanced Engineering

- leverage engineering diversity to demonstrate the "Art of the possible"
- identify technology trends, architecture, roadmaps
- innovation focus on emerging tech to resolve key dichotomies and generate IP and future platforms
- **deliver functional prototypes for innovative products and services to drive a Knowledge-focused experience**

spot the opportunity monitor trends and emerging user needs

see if we can help determine problem solution fit
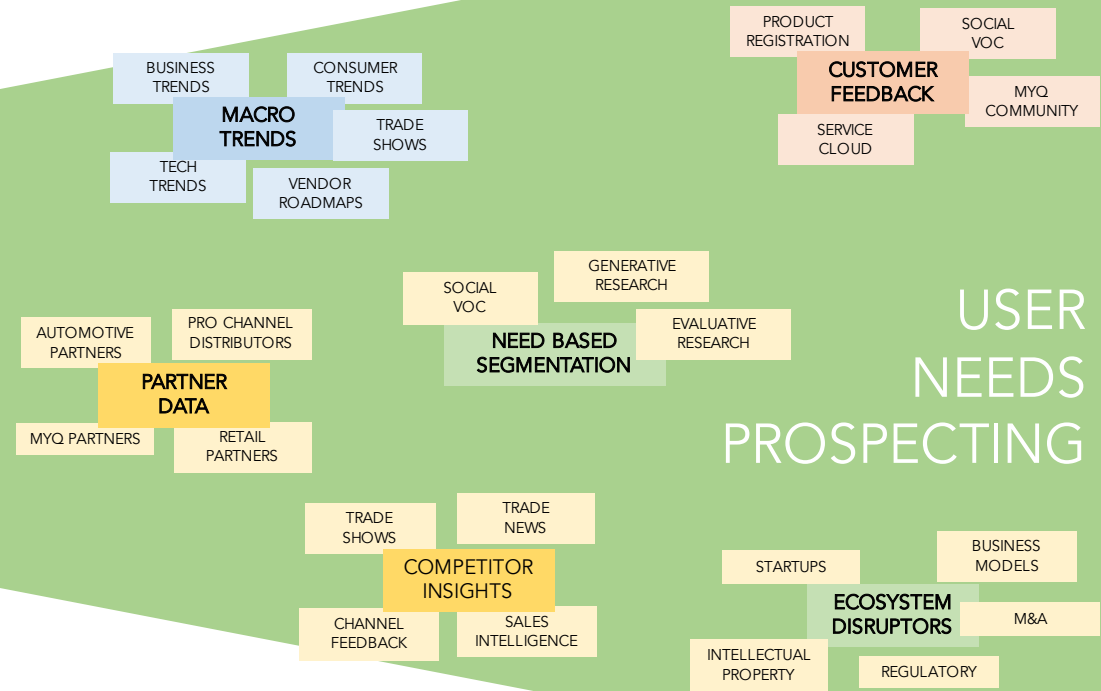
figure out what it is worth formulate business model hypothesis

defend right to play protect intellectual capital

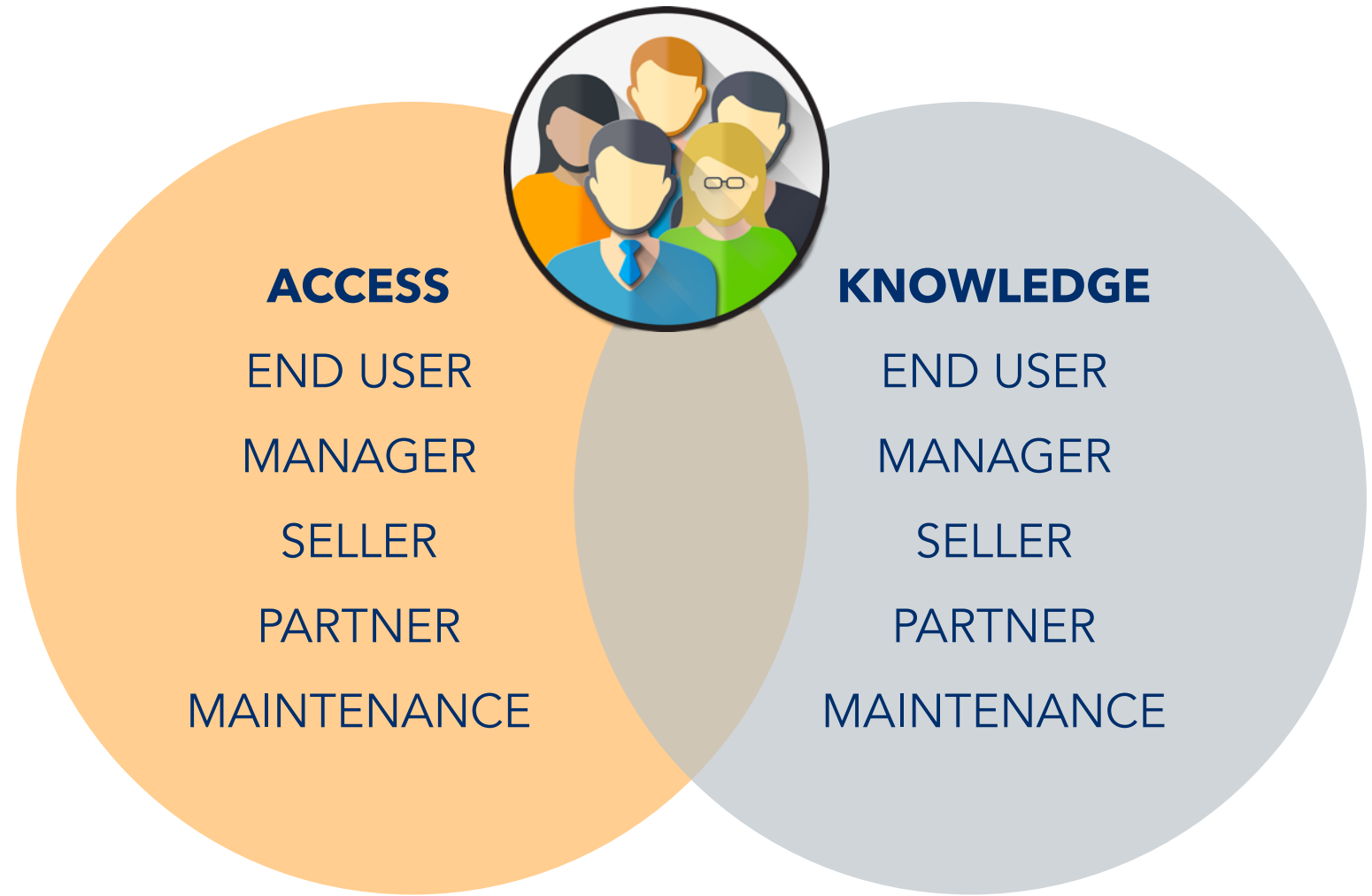**find the money** partner with CMO & LOBs on investment strategy

End User
Needs

- identify data sources
- ensure wide funnel

Websites

Social media

Mobile

Call center

Store kiosks

In-store

E-mail

Search

USER NEEDS PROSPECTING

BUSINESS TRENDS

CONSUMER TRENDS

MACRO TRENDS

TRADE SHOWS

TECH TRENDS

VENDOR ROADMAPS

PRODUCT REGISTRATION

SOCIAL VOC

CUSTOMER FEEDBACK

MYQ COMMUNITY

SERVICE CLOUD

AUTOMOTIVE PARTNERS

PRO CHANNEL DISTRIBUTORS

SOCIAL VOC

GENERATIVE RESEARCH

NEED BASED SEGMENTATION

EVALUATIVE RESEARCH

PARTNER DATA

MYQ PARTNERS

RETAIL PARTNERS

TRADE SHOWS

TRADE NEWS

COMPETITOR INSIGHTS

CHANNEL FEEDBACK

SALES INTELLIGENCE

STARTUPS

BUSINESS MODELS

ECOSYSTEM DISRUPTORS

M&A

INTELLECTUAL PROPERTY

REGULATORY

Innovation Targets

- identify target users
- empathize with insights
- classify innovation opportunities by target

ACCESS

END USER

MANAGER

SELLER

PARTNER

MAINTENANCE

KNOWLEDGE

END USER

MANAGER

SELLER

PARTNER

MAINTENANCE

Journey Stages

- understand user journeys
- classify opportunity stages
- determine primary data sources

LEAD CAPTURE

trigger · proximity · awareness · connection

END USE

installation · end use · response
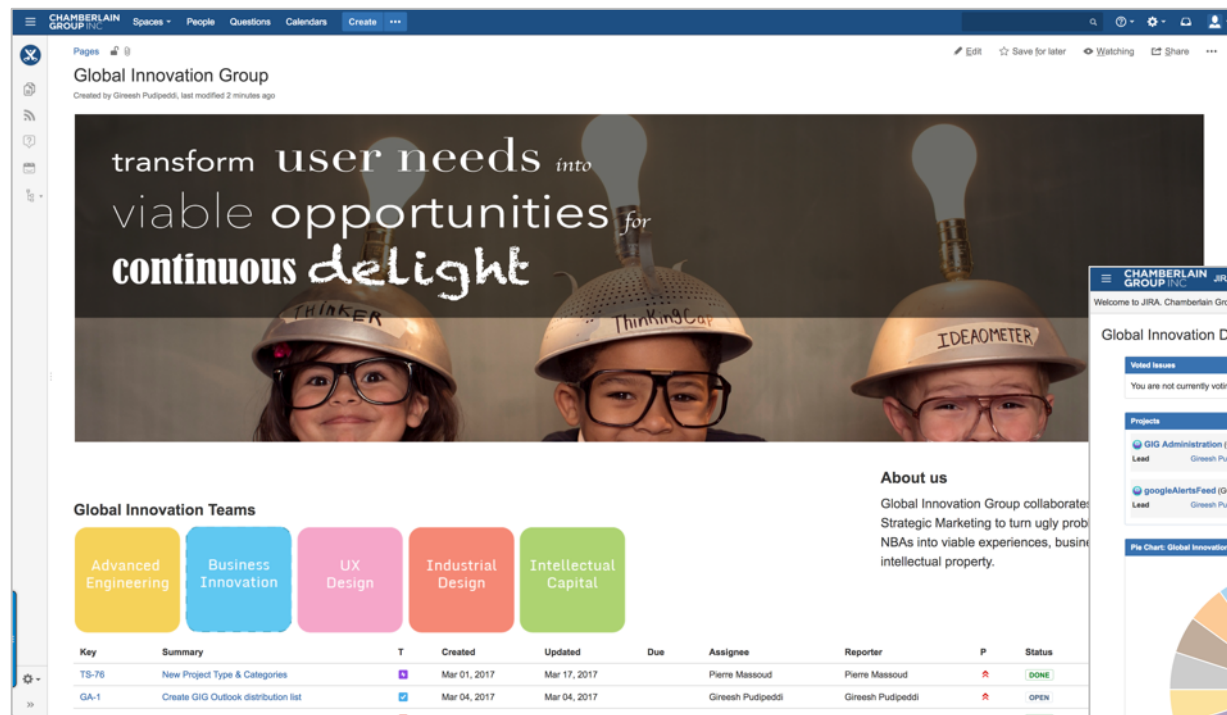
SUPPORT

service · transfer · upgrade · disposal

Structured
Pipeline

- centralized team spaces
- well defined workflows
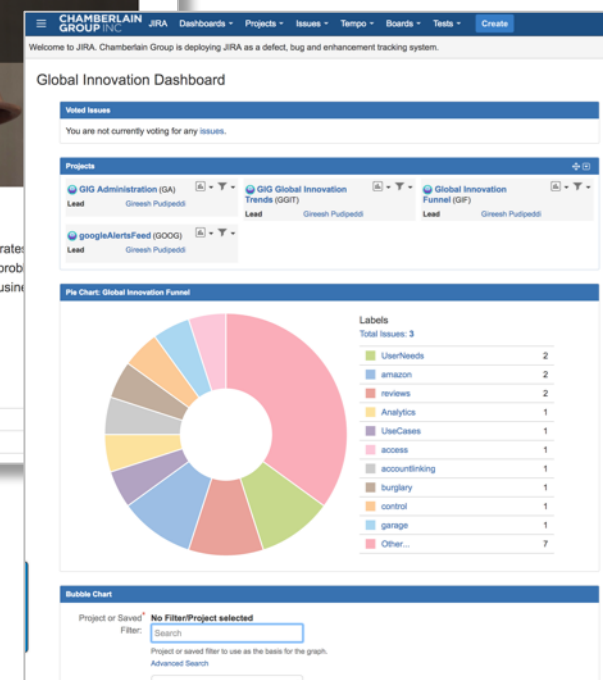- opportunity pipeline management

- High level review of pipeline management platforms
- Confluence/ JIRA is a good fit to pilot innovation pipeline
- Next step is to build out the team space and workflows

JIRA
Workflow Tracker

CONFLUENCE
Knowledge Central

Innovation
Rhythm

- monthly rhythm for funnel management

Innovation
Council

DESIRABILITY

FEASIBILITY

VIABILITY

CMO

Strategic Marketing

Emerging Business

Business Model Innovation

Global Innovation

Information Technology

CTO

CIO
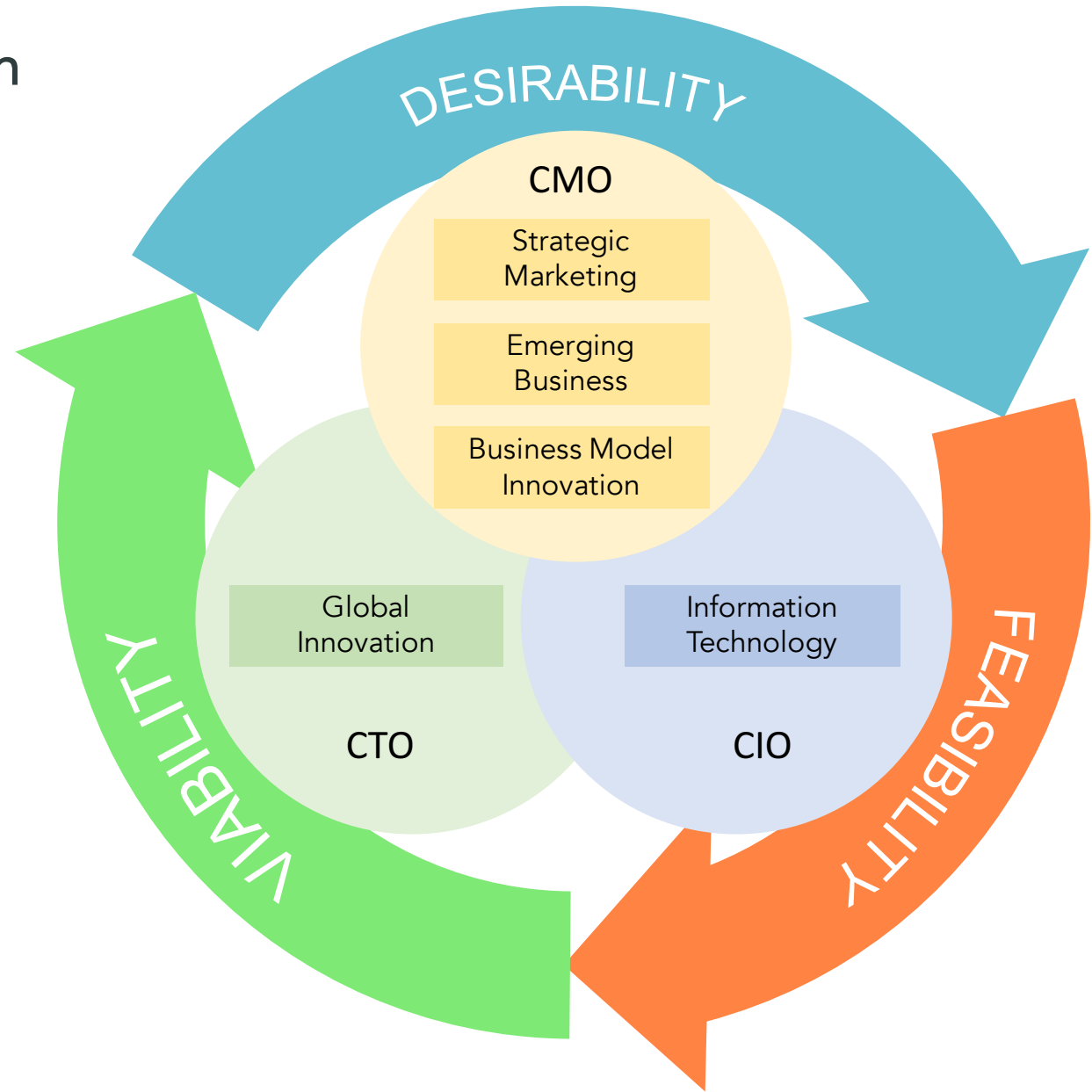
INNOVATION FUNNEL TO LOB ROADMAPS

EMPATHIZE
END USER NEEDS

Websites
Social media
Call center
In-store
Search
E-mail
Store kiosks
Mobile

User Needs Trends

Opportunities Disruptors
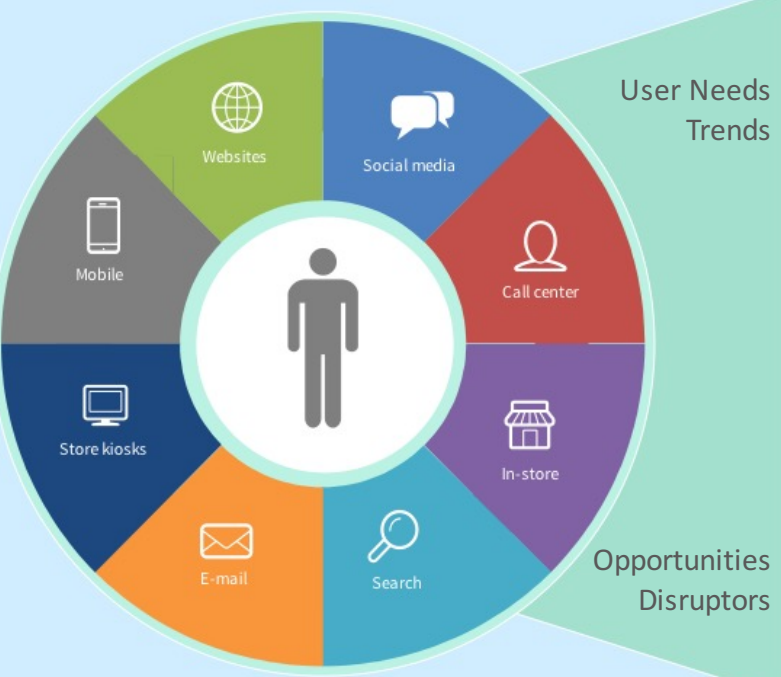
Divergent funnel to capture end user needs and trends

VISUALIZE
OPPORTUNITIES

USER EXPERIENCE VISIONING

PROBLEM SOLUTION FIT

BUSINESS MODEL FIT

CORE BUSINESS FIT

TECHNOLOGY VISIONING

Convergent funnel to iterate problem solution fit and business model fit

Access & Knowledge Fit Score

Marketplace Attractiveness Score

Investment Hurdle Rate Score

CORE VALUE MAXIMALIZATION PROJECTS

CORE LOB ROADMAPS

CORE TRANSFORMATION PROJECTS

MONETIZE
BUSINESS CASES

NEW BUSINESS CREATION PROJECTS

EMERGING BUSINESS ROADMAPS

ADJACENCY EXTENSION PROJECTS