

EMEA Innovation Center



The Business of Innovation

- turning vision into reality -

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The business of innovation

Creating innovative business breakthroughs

Innovation is seen by many organizations today as an essential ingredient to establish and maintain business advantage. Innovative thinking can drive and generate new ideas to turn them into commercial products and services, create new organizational efficiencies to compete more effectively or provide new insights on how to provide a better quality of service to customers. Whatever the trigger may be, the ingredient of innovation is identified as a top priority by both large and small enterprises alike. It is listed among corporate values indicating that employees are also being challenged to become more innovative.

Although the importance of innovation is well recognized, knowing how to stimulate, motivate and manage innovative thinking within an organization can be difficult. Very few organizations have performance metrics for innovation or management processes to support a formal innovation process (beyond the domain of Research and Development). Neither do many organizations have a business review process to explicitly focus on innovation performance.

The EMEA Innovation Center is a center of expertise that focus on the business of innovation. Its mission is to help organizations explore and innovate breakthrough business ideas. From a technology perspective, the primary motivation of Hewlett Packard Enterprise is to identify where best-in-class technology products, solutions and services can be applied to enable business success.

A unique experience

Business executives are able to explore and expand their business vision and very quickly plan a route that will turn vision into reality. With the help of an experienced team of facilitators and knowledge experts, breakthroughs are made in achieving business goals by discovering how key enabling technologies, solutions and services can best be deployed to create business advantage.

The EMEA Innovation Center team ensures that executive groups are guided successfully through the innovation experience. Business and technology specialists from the Hewlett Packard worldwide network contribute to the success by providing carefully researched content to fuel the innovation process. The stimulating environment and consultancy methodology used accelerates the decision-making process and creates rapid results to define the way forward.



Rapid-Concept Prototypes



The EMEA Innovation Center applies a pragmatic approach to ensure that customers are able to quickly define a roadmap to achieve the overall business vision and establish a high-level of confidence that correct decisions are being made.

A carefully tailored set of services is available to provide a unique and powerful innovation experiences at the EMEA Innovation Center. These support the full lifecycle from spotting new opportunities through to solution and services planning for specific customer engagements.

Extensive use is made of 'rapid concept prototypes' to stimulate the innovation process. These prototypes enable a scenario-driven assessment of end-user experiences to be made and facilitate an exploration of the 'art of the possible' to show where technology solutions can have maximum impact.

A rich pallet of tools and technologies are used to create the prototypes. Importance is also placed on creating suitable environments, scenario-sets (i.e. end-user environment scenes, such as the home, office, mobile environments, public access locations, etc.) to evaluate these prototypes and to encourage further innovative thinking and consensus building amongst the executive groups. The prototypes have a profound effect on helping to visualize how certain technologies will be used and accepted in practice.

For further information, email us or visit our website:

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A key factor to keep in mind is that true business advantage is gained by harnessing smart ideas and not just the latest technology.

Consequently, the business of innovation at the EMEA Innovation Center aims to ensure that organizations are able to obtain the best return from their IT investments and harness the full potential behind their innovative ideas. We have a proven track-record with clients from all major industry segments who are able to demonstrate the real benefits obtained from the business of innovation.

