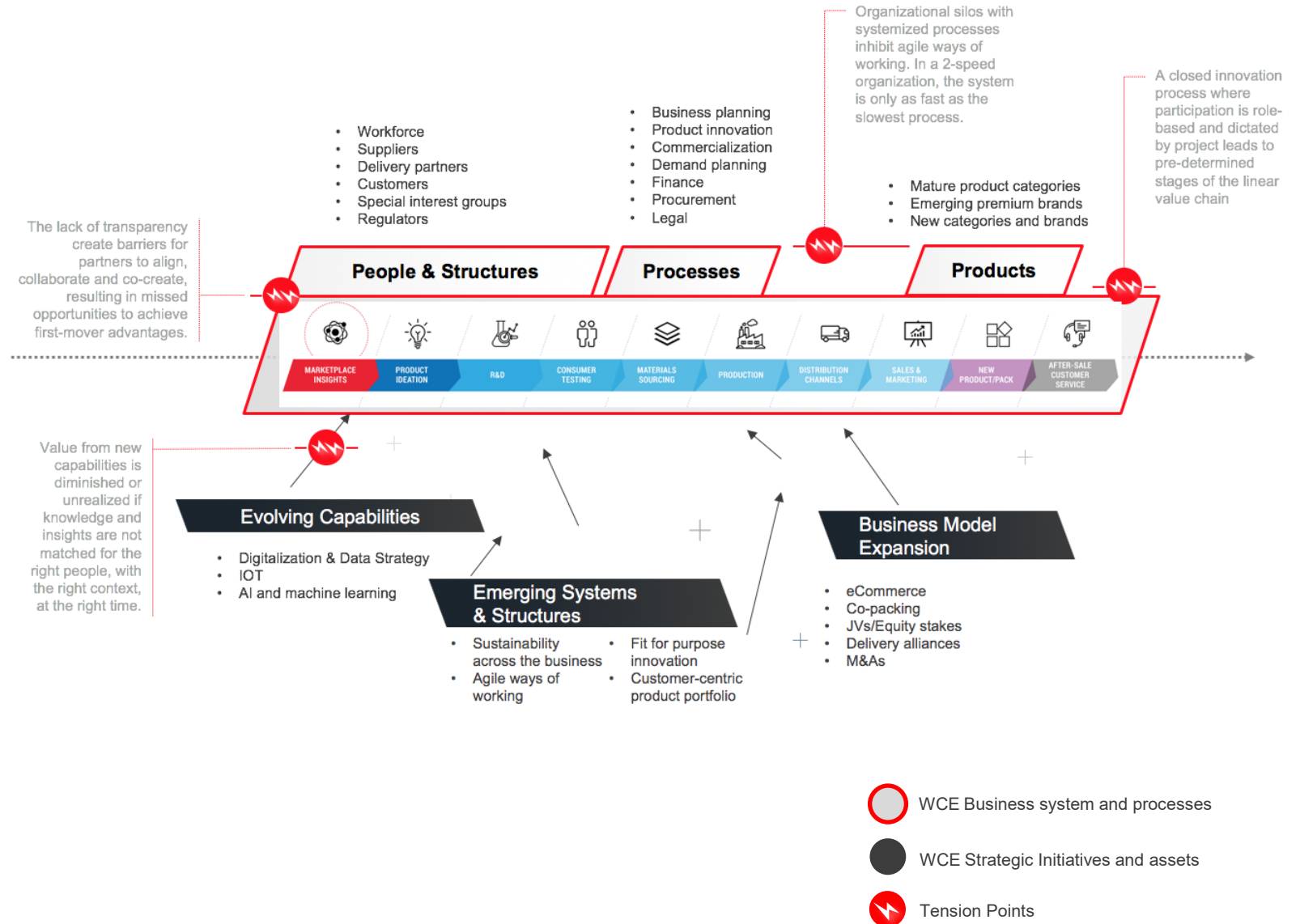


Case Study – Reimagining Innovation across the Supply Chain



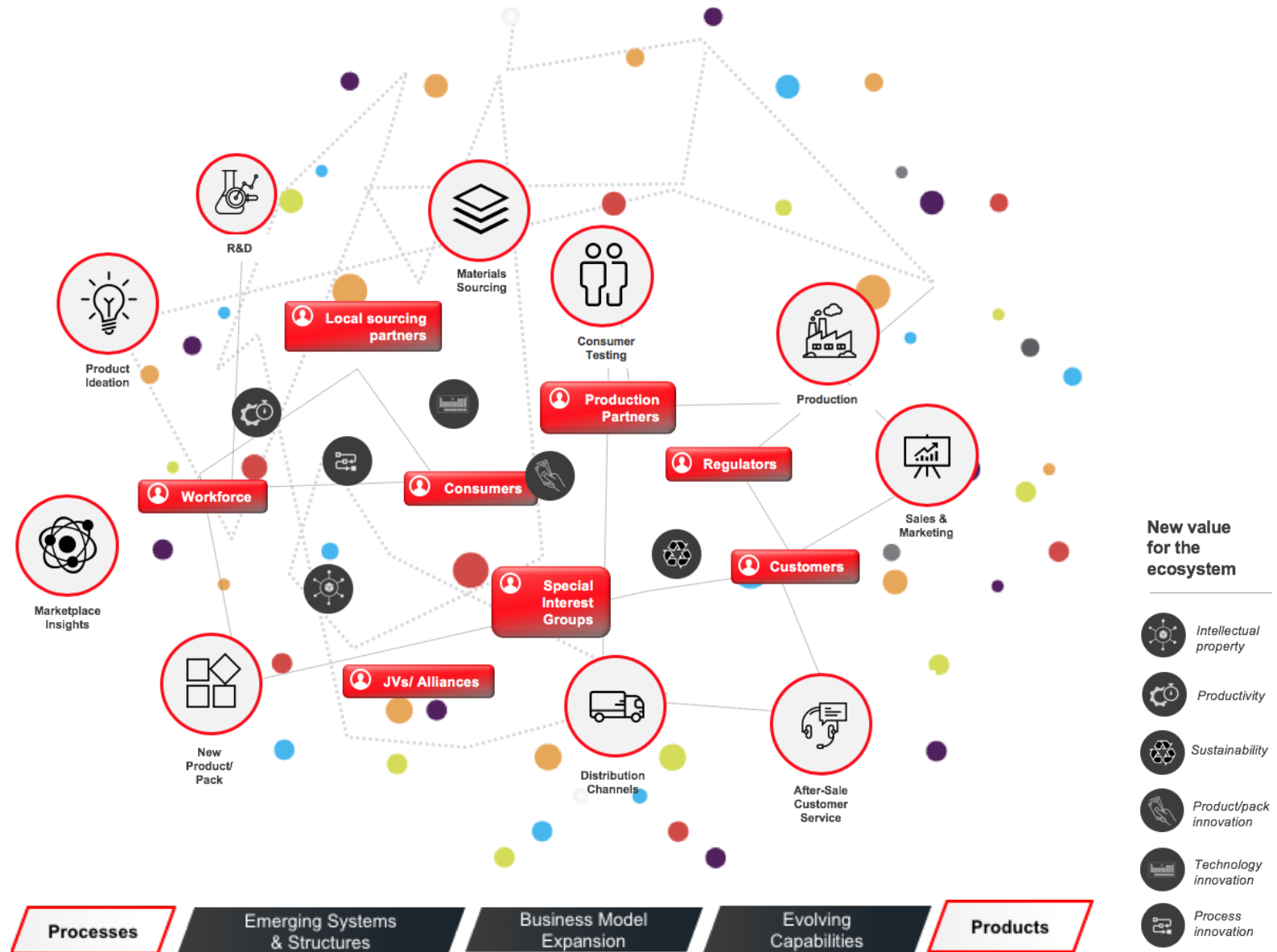
Overview

- A fast-moving consumer goods company, with a traditionally linear and closed value-chain, where **innovation defined as** a process for **new product development**
- New head of innovation looking to unlock value generating opportunities by **engaging the entire supply-chain as an innovation ecosystem**
- **Disjointed strategic initiatives** across the organization underway to ready the firm for future, creating friction with the established process and structures



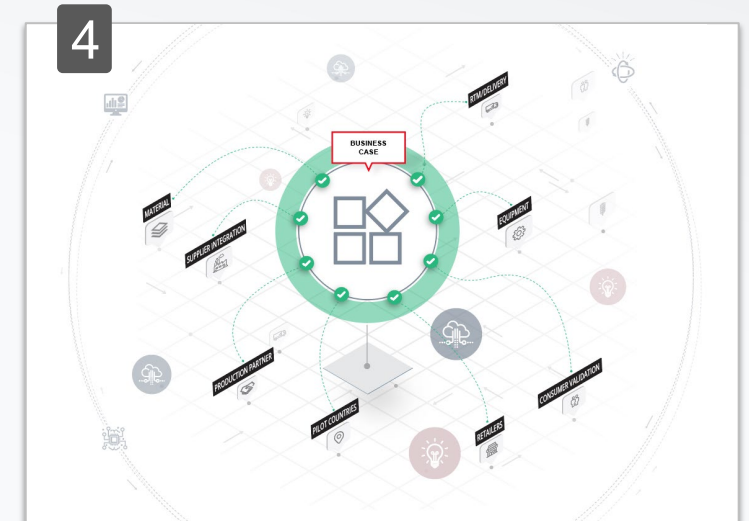
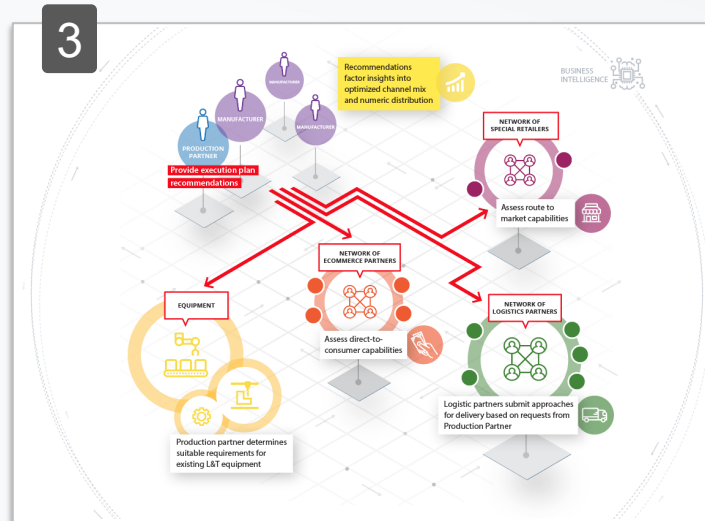
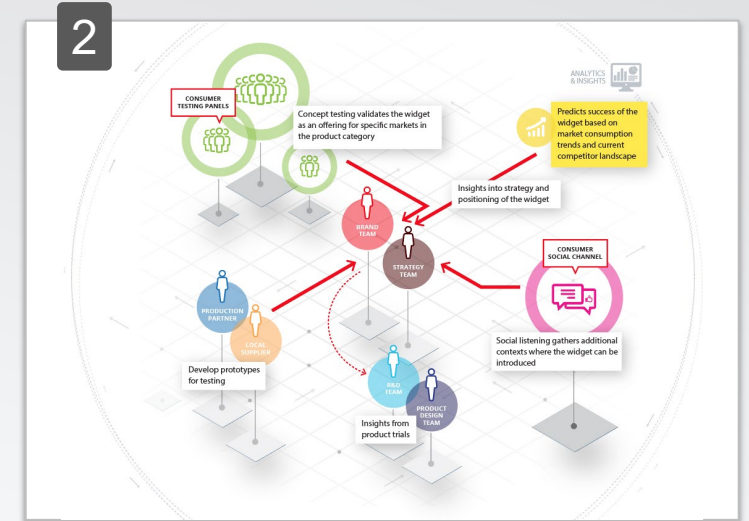
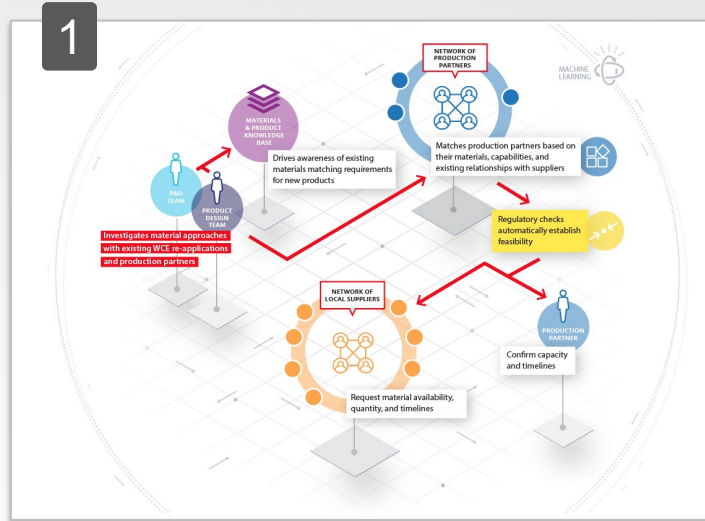
Envisioning the to-be Innovation Ecosystem

- Defined a new operating system, with a framework and governance, that will augment the current innovation process by engaging participation from all members across the value chain
- Conceptualized an Open Innovation Platform that creates new value, enables new ways of working and makes innovation a reliable organizational capability
- Autonomous participation to enabled by digital connectivity and interoperable services model, for innovation to occur across all nodes of the value chain
- Platform services and people's participation mutually and continuously benefit one another, that creates new value for the entire ecosystem



Scenarios bring the platform to life

- Utilize design and illustrations to show the value of the Platform for stakeholders
- Demonstrate how the Platform reorients the ecosystem, activates participation and enables new work and work practices to occur



Scenarios demonstrate how Platform enables New Value to be realized

Value Realized

STRATEGIC



Accelerate expansion into new markets and product categories



Drive agility in establishing end-to-end solutions

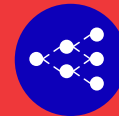


Empower talent across the system

WAYS OF WORKING



Fail fast, iterate quickly



Growth mindsets drive best ideas



Solution driven interactions create knowledge and insights