

21st Century Success: *Business Brief 1 – Innovation Disconnect*



The 21st Century Innovation Disconnect

A recent leadership and innovation study conducted by McKinsey revealed a sizeable gap between the **aspirations of business leaders to innovate and their ability to execute**. Some 70% of the top 722 executives surveyed said that **innovation** will be among the top three drivers of growth for their companies over the next three to five years. Clearly, leaders understand the part innovation plays in their organizations' overall success. But most executives are generally disappointed in their **ability to stimulate innovation**, with *about a third saying they stimulate it in an ad hoc way*. These leaders' companies lack the capability, methods, and processes to get innovative ideas into the marketplace. Some leaders refer to the problem as the need for an "innovation GPS".

One of the problems for many organizations is that even though their leaders have made the decision to be innovative, they haven't been intentional about it: They haven't given the information workers throughout their organization's extended enterprise (the people throughout the "product data collaboration centers" from where innovation is born) the kinds of on-the-job tools *they* need to collaborate and innovate.

Think of it this way. Imagine for a moment that Edison had set up his entire organization in such a way that his workers could *only* work, brainstorm, share information, and communicate using a new invention of his—let's call it the "Collaboration Communicator". After Edison had spent a great deal of money to manufacture, distribute, implement, and even train his workers on how to use the new technology, his non-technician workers still found the device too tedious and/or complex to use. So they didn't use it. It's clear that under this scenario, back and forth, real-time collaboration and communication would have been severely hindered. How successful would Edison have been?

Unfortunately, here as we begin the year 2009, this imagined disconnect is a reality for many organizations—manufacturing and otherwise. And what are the results? Well, the following well-circulated—and almost infamous—illustration says it all, doesn't it?

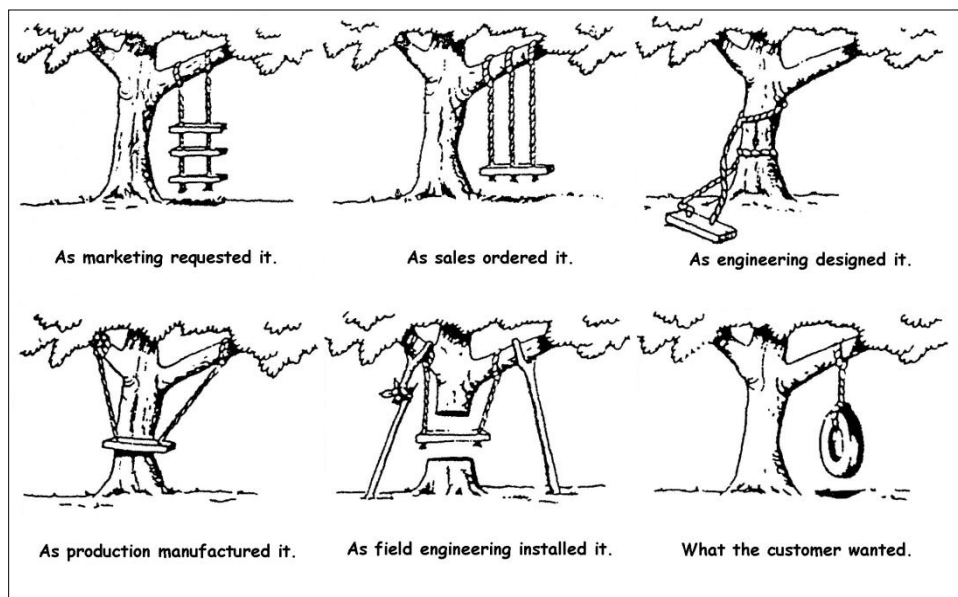


Figure1: The simple value of communication or the lack thereof.



Business Brief

The Business Brief provided is a section from Actify's white paper series called 21st Century Success. The white paper series details the business obstacles and impact manufacturers face related to innovation, collaboration and automating processes. For more information or to obtain one of the white papers, you can contact the representative below or visit the websites listed.

About Actify, Incorporated

Actify Inc. is an *award-winning* global leader of product data collaboration and 2D/3D visualization solutions. Actify's technology and visual collaboration infrastructure solutions help companies successfully meet the geographical, economical, and global challenges of doing business in the 21st century.

Actify's customers come from various industries: energy, medical and dental devices, government, defense, aerospace, automotive, industrial automation, consumer goods, white goods, discrete manufacturing, and other product-based manufacturing or service industries.

Actify products are sold through authorized distributors and value-added resellers in North America, Europe and Asia Pacific. Actify is headquartered in San Francisco, California. For more information please visit www.actify.com or call 415.227.3800.

To discuss how Actify can help your organization create an effective collaboration infrastructure, use technology to its full potential, and be truly innovative—call today and ask for an "Information Worker Experience Strategy Assessment".

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