



Managing the Innovation Process

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Ecosystems & Innovation



PMI Atlanta Chapter Meeting
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Agenda



A Historical View – Incremental Build, *iideaco!!*

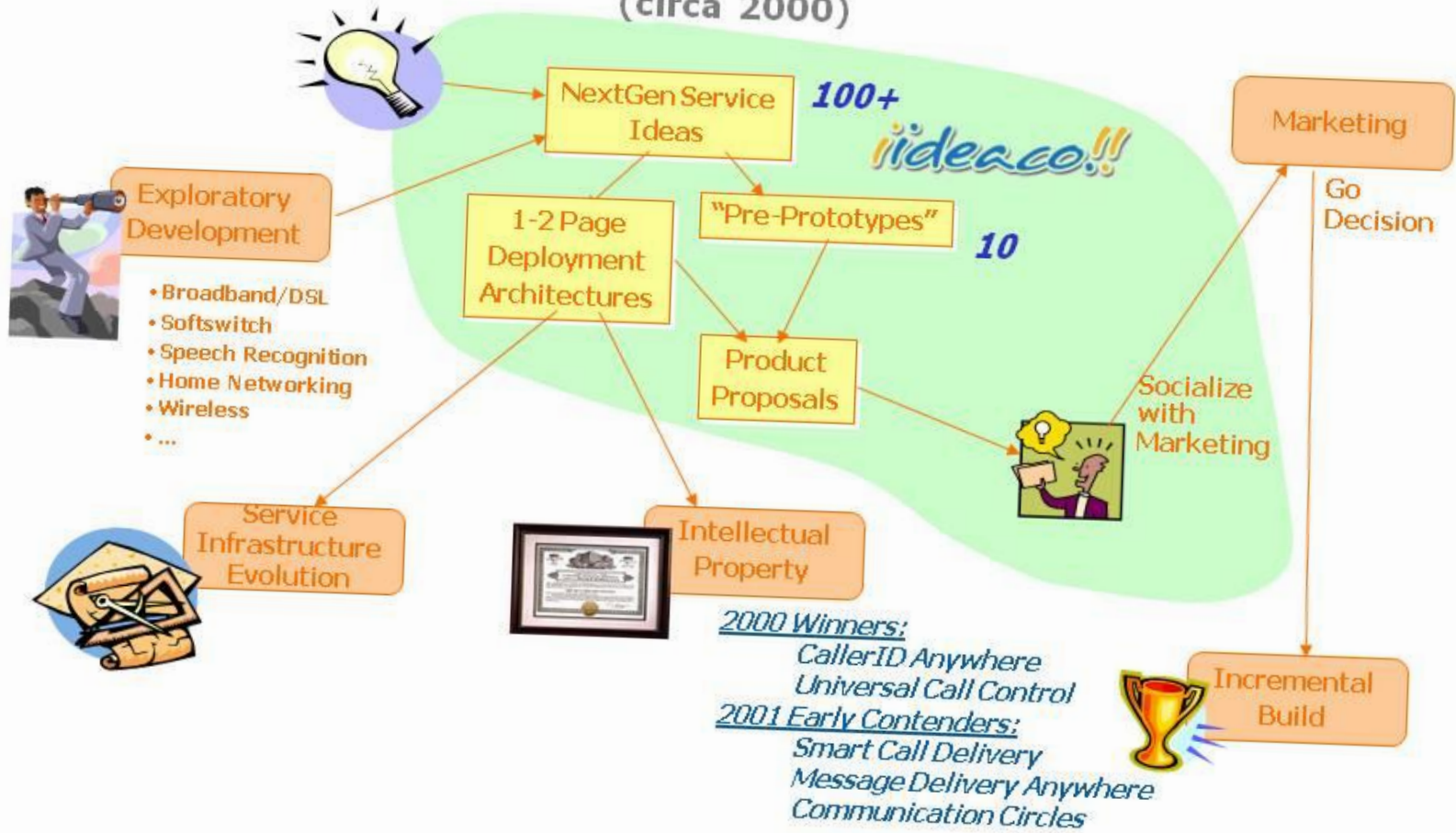
The Innovation Pipeline (TIP) - *Accelerating Innovation!*

The AT&T Foundry – “Where Ideas are Made”

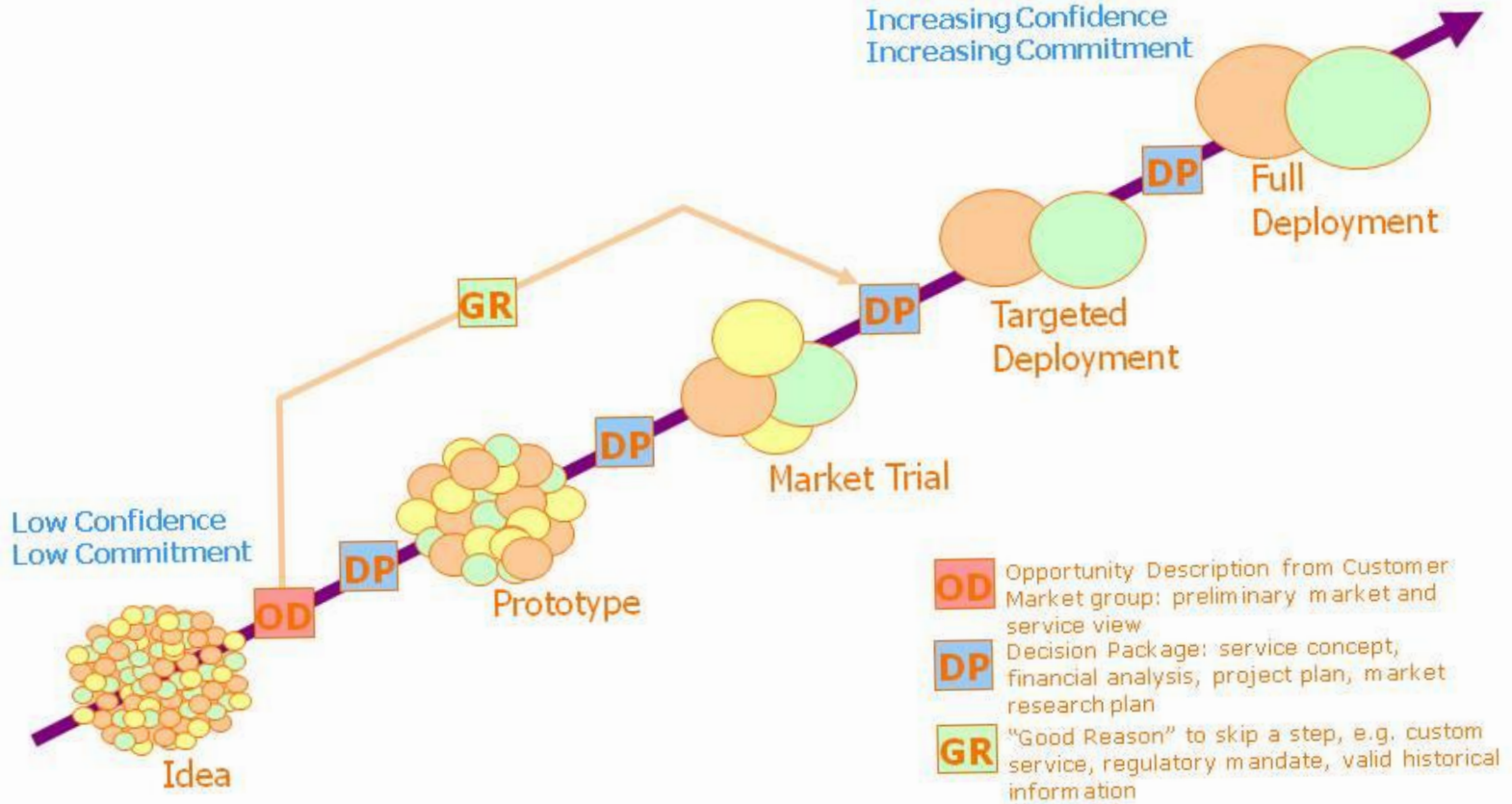


Historical Process Model

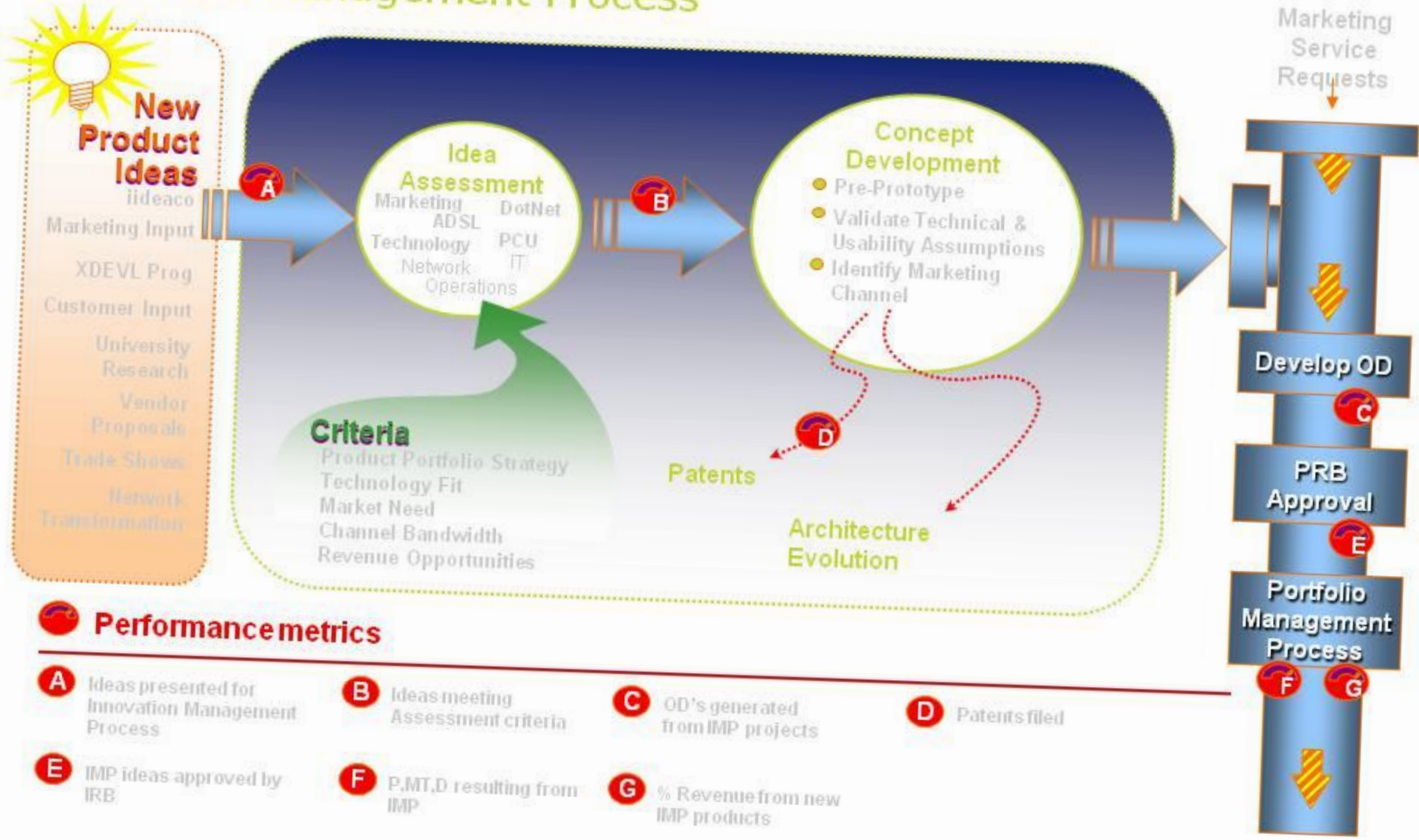
(circa 2000)



Incremental Build Process



Innovation Management Process



Performance metrics

- A** Ideas presented for Innovation Management Process
- B** Ideas meeting Assessment criteria
- C** OD's generated from IMP projects
- D** Patents filed
- E** IMP ideas approved by IRB
- F** P,MT,D resulting from IMP
- G** % Revenue from new IMP products



The Innovation Pipeline (TIP) Accelerating Innovation!

Rethink Possible *The Innovation Pipeline* Search **Go!**

[Home](#) [About TIP](#) [New to TIP?](#) [Idea Bank](#) [Idea Market](#) [Share Your Idea](#) [Current Challenges](#) [The TIP Top](#) [Success Stories](#)

Have a revenue generating idea? The Innovation Pipeline (TIP) is here to make sure it's heard

Welcome

Idea Bank
View and comment on ideas in development
→

Idea Market
Invest in your favorite ideas on the TIP stock market
→

Share Your Idea
Take a few minutes to share your revenue generating idea
→

What's New
Current Leaders
Destinations
TIP - AT&T's launch pad for ideas
[IS - IT Innovation Initiative](#)
[CEI - Customer Experience Innovation](#)
Categories
[Business](#)
[Consumer](#)
[Other](#)
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Popular Tags

Innovation



AT&T has a huge patent portfolio (like many large companies)

However, Huge Patent Portfolio \neq Innovation

Innovation is the process of taking those patents and making them into something useful

Patents
ideas



Something
Useful
customers

innovation
implementation



Risk and reward



Startups accept great risk, with correspondingly enormous potential rewards

Large established companies are often wary of risk, because they have much to lose

– reputation, brand, customer base, credibility, money

AT&T has learned to accept some risk of failure in order to incubate strategic startup models

We also have the resources to “fail smart”

We can leverage our brain trust of over 300,000 smart and savvy employees

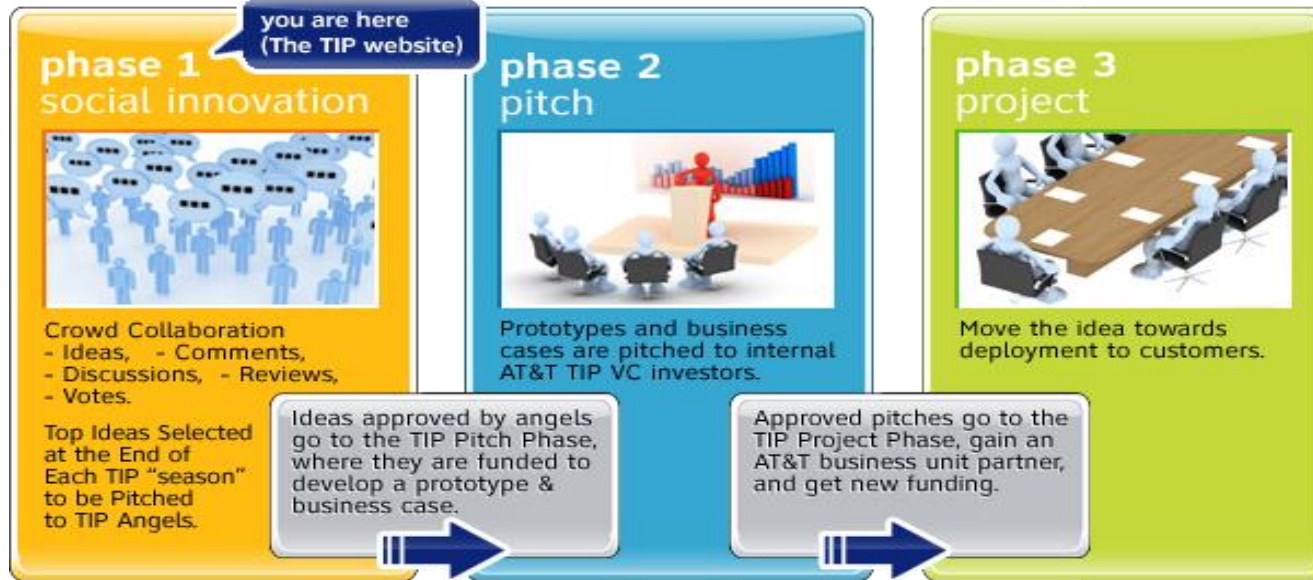


The Innovation Pipeline

Our Innovation ecosystem



crowds + knowledge + collaboration = Innovation Pipeline



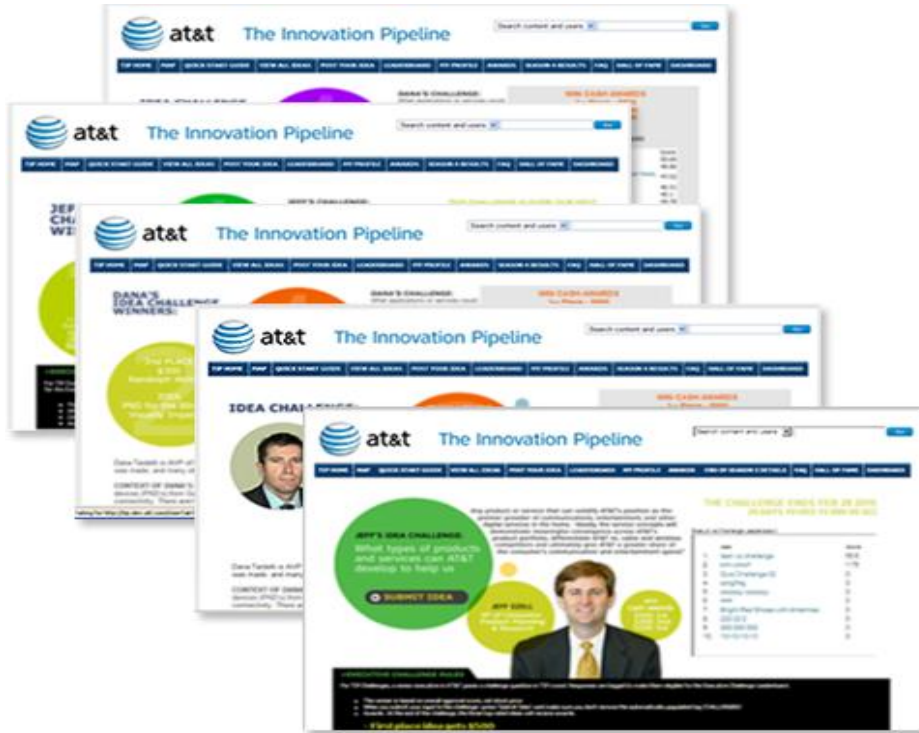
The ultimate evolution of the "corporate suggestion box"

Harnessing the creative talent of all employees to drive grassroots innovation

Putting a venture capital business model to work internally



We can target innovation, too



The Challenge platform allows management to focus on a specific problem

- Takes a specific problem
- Asks the Crowd to solve the issue
- Limited time for the challenge
- Fast ideas awards and winners

Challenge Types Include

- The 'Executive Challenge'
- Micro Challenges
- Single topic Challenge



TIP



“Innovation has
always been
in our DNA”

The telephone
The transistor
UNIX
Background radiation
of the Universe

To name just four...

We’re *building* on our long history of innovation and using this process to accelerate the rollout of cool stuff!

We’re *creating* AT&T Innovation Centers for development

- Applications, Devices, Equipment for LTE and wired Broadband

We’re *reaching out* to you, our customers, right now

- Specific groups - Closed access
- Wider groups – More open access





AT&T
FOUNDRY
WHERE IDEAS ARE MADE

AT&T **FOUNDRY**



Our Vision:

Create an open, collaborative environment of people and processes to inspire and promote the invention and innovation of ideas from concept to commercialization between AT&T and third party partners

Objectives:

Accelerate the delivery of strategic consumer and business products and services that leverage AT&T Cloud Services and deliver unique and compelling capabilities to our customers

Provide better visibility and access to the next generation of future applications, service innovations and enablers that leverage the AT&T network



Palo Alto, CA



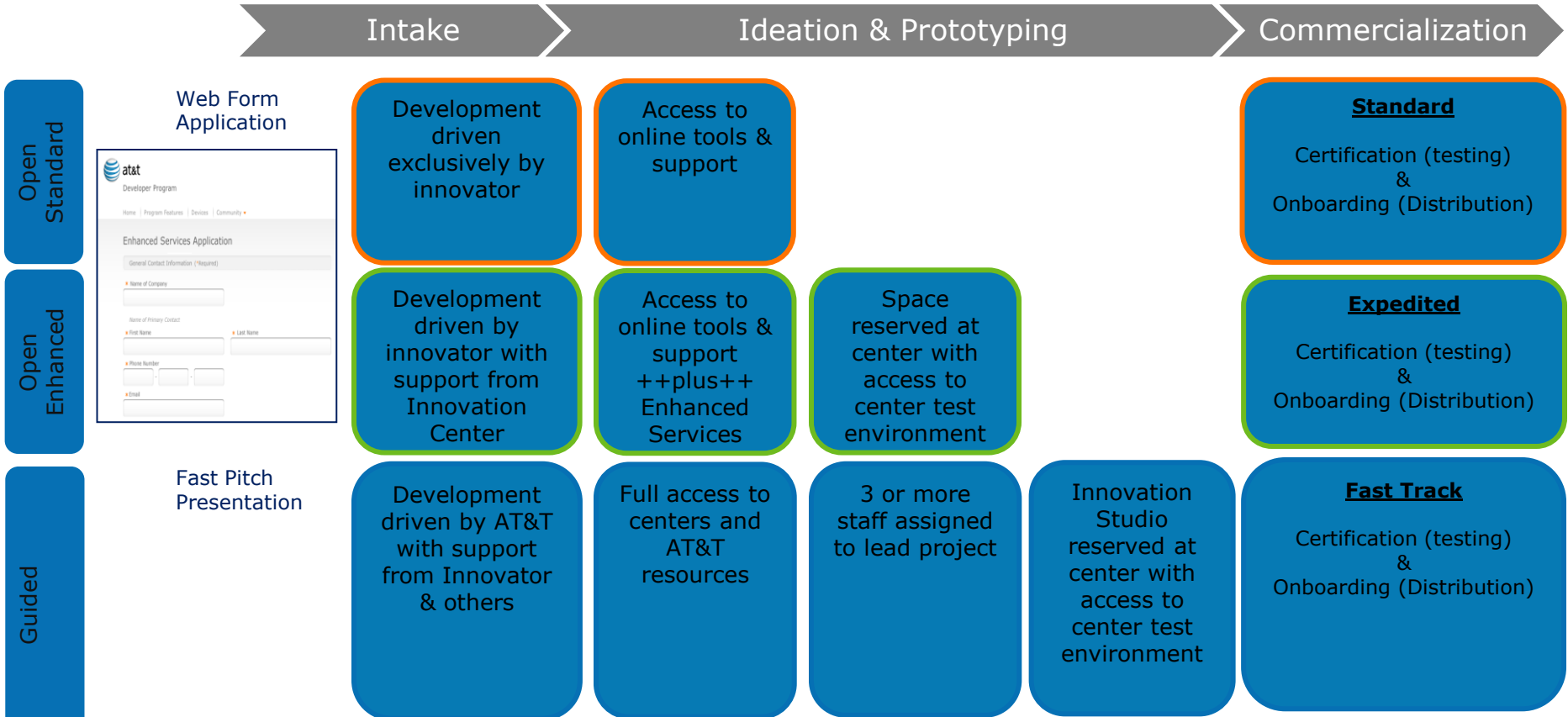
Plano, TX



Ra'anana, Israel

AT&T Foundry Access

Three Ways To Engage



Web Form Application

at&t Developer Program

Home | Program Features | Devices | Community

Enhanced Services Application

General Contact Information (Required)

* Name of Company

Name of Primary Contact

* First Name * Last Name

* Phone Number

* Email

Open Standard Highlights



AT&T Sandbox

- Live test environment
- Automated provisioning
- Access to the following API's
- SMS, MMS, WAP Push, Location, & Device Capabilities

Online Support

- FAQs
- Tech Tips
- Forums
- Live Chat

Open Enhanced Services Highlights



Design

- User Interface Design -
- Device Design Concierge -



Technical

- Mobile App Development Concierge -
- Mobile App Billing Integration Concierge -
- Mobile App Certification Concierge -
- Cloud Service Development Concierge -
- Network API Consultation -
- QA Testing Support -
- Security Concierge -



Business

- Financial Projection Development -
- Market Research -

Guided Project Highlights



- Selected via fast pitch session
 - Targeting 400 innovator pitches per year
- AT&T Led and Innovator Supported
- AT&T Business Unit Sponsorship
- Resourced jointly by AT&T, Innovator and Sponsors
- Projects run in 12 week agile sprint development cycles
 - Goal of rapid commercialization in three cycles or less

You Bring the **Idea**, We'll Bring the **Resources**



We'll put your great idea on a fast track to market success

- The AT&T Foundry facilitates innovation development through a diverse, collaborative community supported by a network of strategic technology companies
 - Current Innovation Center Sponsors Include
 - Alcatel-Lucent
 - Amdocs
 - Ericsson
 - Juniper Networks
- This open environment enables a range of innovation that includes
 - Applications
 - Devices
 - Cloud Services
 - Enabling Technologies
 - Operational Support
- How to get started
 - <http://developer.att.com/innovation>

Rethink Possible

