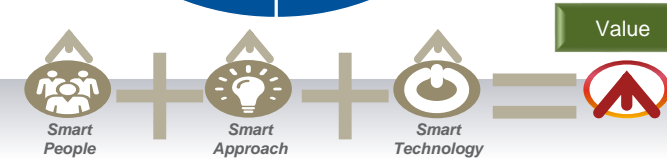
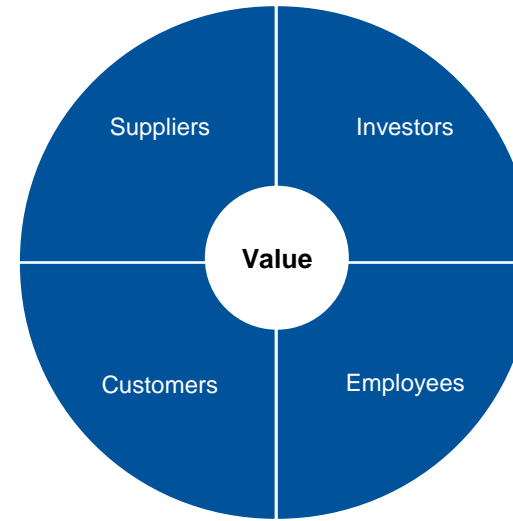
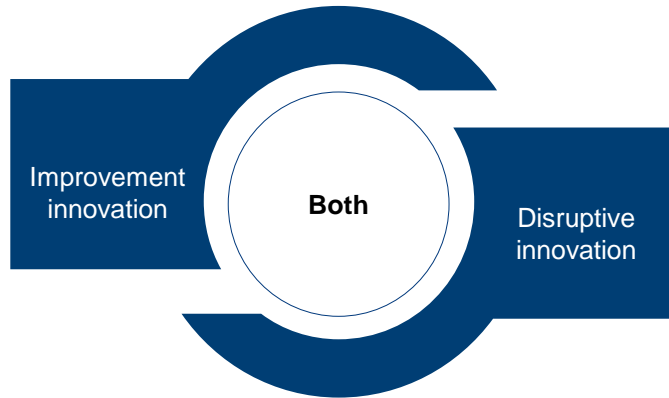


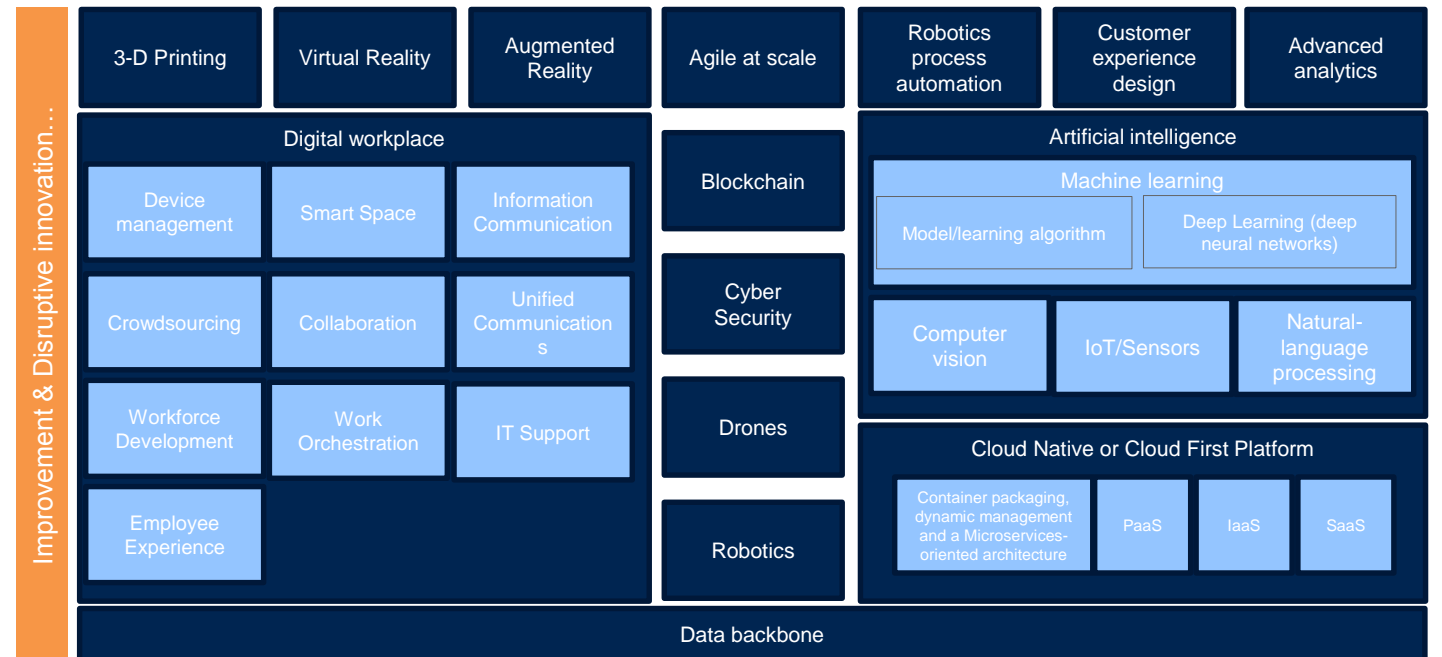
# How do we define innovation

Successful conversion of new concepts and knowledge into innovative products and services that generate value



$$I = N + X + V$$

$I$  = Innovation  
 $N$  = New "Things" (Features, Functions, Processes)  
 $X$  = Product or Service  
 $V$  = Value



\* Source – Gartner "how do you define innovation", PwC, 2017 Global Digital IQ Survey, CEB "IT Operating Model for Digital"