

WHAT IF INNOVATION CREATES A BETTER FUTURE— NOW?

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softserve

The only constant in life is change—and that’s truer today than ever before. As technology advances, companies are challenged to innovate, meeting the latest needs and expectations of the customer—and fast.

An organization’s success depends on its ability to innovate. Businesses need to innovate to change, to stay relevant and ahead of competition. Companies like Apple, Facebook, Twitter, Uber, and Airbnb are built on innovative ideas and continue to explore new ways and means to disrupt the market.

So, what is holding your business back?

Many companies are hesitant to innovate for various reasons, which most commonly include:

- High probability of failure
- Asking for ideation without a mechanism in place
- Pushing for answers without defining problems
- Urging risk-taking while punishing commercial failure
- Defining an innovative approach without the internal ability to execute

Innovation, by nature, is difficult to sustain—but it’s not impossible.

In **Steve Johnson’s TED talk**, he describes the human tendency to think of ideas as isolated things, when really “an idea is a network on the most elemental level. Ideas are cobbled together from whatever is lying around.” We form them by taking things we’ve learned or heard or read about and bringing them together in new ways. We form new ideas by making connections, and therefore the best environments for cultivating ideas are ones that feature diverse perspectives and opinions.

So how will you innovate your business to fit the market and the customer needs? And how will you do it quickly?



**What if you could avoid common mistakes,
and deliver innovation today?**

Not All Innovation Has to be Radical

Innovation has a reputation for transforming markets and creating groundbreaking solutions to customer problems and needs. In theory, the ideal innovative solution is completely revolutionary, but in practice, innovation can take many forms. In fact, there are four generally accepted kinds of innovation:

- **Incremental** – Using existing technology to increase the value to the customer (i.e. features, design changes, etc.) within the existing market.
- **Disruptive** – Applying new technology and/or processes to your business and its existing market.
- **Architectural** – Applying learned lessons, skills, and processes to a different market.
- **Radical** – This is the most commonly cited kind of innovation—innovation that creates a new industry via revolutionary technology (think Uber or Netflix).

Not all innovation has to be radical. You don't need to create a new market to make a splash among your existing customers.

Depending on your company structure, your clientele, and/or your budget, you may discover that incremental, disruptive, or architectural innovation is the answer to keeping your customers happy. Regardless of the kind of innovation that you find is right for you, it should be implemented with certain goals in mind, and within a certain structure to guarantee that all of those goals are met.

Make Something Out of Nothing

In his essay ["The End of Creativity,"](#) Kevin Ashton debunks myths about creativity, namely that it's the work of geniuses having flashes of insight. He argues that innovation is rarely the work of one individual in an "aha" moment. Instead, it's a step-by-step journey, often a collaborative one, which leads to innovation through each person building on the work of each other.

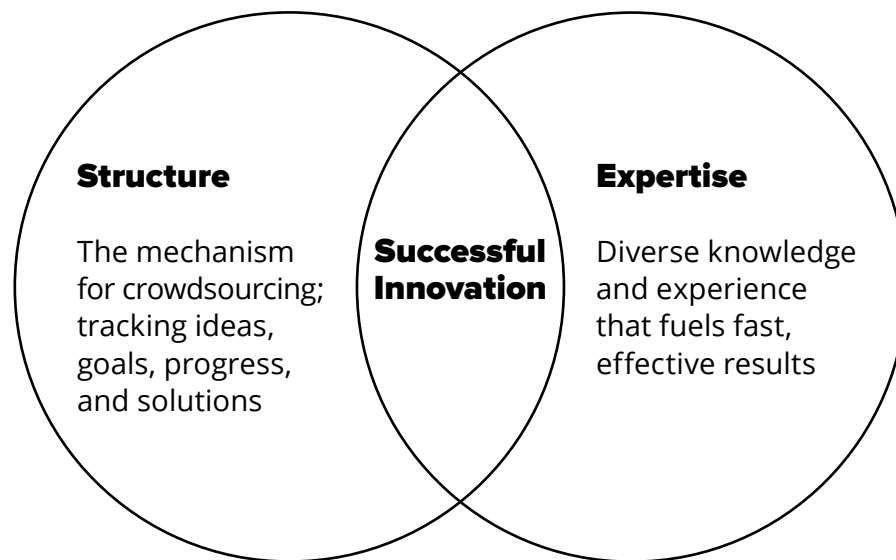
Innovation relies on employees having time and energy to ideate, a company that supports a fail-fast mindset, and incorporating outside-in collaboration for valuable insights. By having a structure for this process, many people approaching the same challenge simultaneously, working together and building on each other's insights to come up with a solution.

Many businesses fail to realize this, and approach innovation without structure to manage ideas or outside collaboration. By asking for a solution to a problem that hasn't been identified, or demanding results without providing the proper resources, many businesses end up investing in innovation that doesn't create substantial ROI.

Innovate Quickly and Effectively

Innovation initiatives frequently fail due to lack of structure and expertise. But by tracking progress, digital innovation gets done quickly and efficiently.

The secret to fast and efficient innovation is leveraging services and expertise from advisors who can guide the process and teach sustaining innovation techniques. And including everyone who has a relevant perspective – both inside your company and outside. According to Gartner, the **#1 most effective, least used digital innovation “hack” is crowdsourcing**. By creating an environment ripe for innovation, your business receives more input from an array of different perspectives that can offer value to fuel your journey.



Structure for Tracking Success

What are your objectives for innovation? Who is your audience? What are you hoping to accomplish? How will you track your ideas and progress?

Often, the innovation process is difficult to monitor. Defining these problems isn't easy. Companies are often stymied by a limited point of view, or by being over-reliant on internal employees that think within the company's existing mentality.

With SoftServe's Innovation Platform, our software-driven process uncovers your business's challenges and goals.

Implement a true ideation process that goes beyond brainstorming:

Give structure to ideation to drive progress forward instead of relying on spontaneous inspiration.

Use tools, crowd-sourced feedback and stats to fuel your trajectory:

Get insights from your target audience to create a user experience that speaks directly to your customers.

Validate concepts and stay on top of the ideation process:

Create an experience that is proven to give you results and reach your goals.

By providing you with a multitude of perspectives, structure, and tools, you identify viable options quickly, retaining the history of what was discussed. Giving structure to what is typically chaotic, the ideation process becomes fun and engaging, and investments yield more fruitful results.

Work with Innovation Experts

Many businesses don't succeed at innovation because they haven't adjusted their traditional ideation practices to match the necessary new mentality. Once an idea is identified, it may fail because budget constraints, can the company execute on the idea, and/or requisite system changes haven't been considered upfront.

Validating the concept with the market, evaluating how it impacts your current operation and adopting a fail-fast mentality helps you to get the results that you want, in less time, and with better adoption.

SoftServe's Success Packages ensure your innovations are successful. We help you not only generate great ideas; we create an environment where innovation can thrive.

- **Framework for managing out-of-the-box ideation:** Let SoftServe innovation experts lead an outside-in approach that fosters an environment of collaboration to contribute, create, and take advantage of new opportunities and find new ways to solve complex problems.
- **Validate your idea:** Systematically refine the ideas into market-validated concepts that incorporate the "voice of the customer."
- **Shorten time to value:** Our experts provide you with an investment analysis, positioning, go-to-market tactics, personas and customer feedback to ensure your idea will be well accepted.
- **Get a Minimal Viable Product (MVP):** Deliver a market-validated working prototype, complete with a MVP product that appeals to your users and a roadmap that guides future direction.

Get support to move quickly—from ideation, through prototyping, garnering user feedback, and into commercialization—to deliver compelling experiences that move markets.

Whether you're searching for new ideas, validating existing ones or building a repeatable innovation process, our solutions are right for you.

Conclusion

Staying current in the ever-changing digital landscape is no easy task. Even for those eager to change, innovation requires the proper approach utilizing tools that support the process. Whether you're searching for new ideas, validating existing ones or building a repeatable innovation process, SoftServe's Innovation Platform and Success Packages have what you need.

Create a pathway to innovation, tailor-made to your company's specific objectives. Let SoftServe's Innovation Platform guide your journey, step by step.

Contact SoftServe for more information.

ABOUT US

SoftServe is a global digital authority and consulting company, operating at the cutting edge of technology. We reveal, transform, accelerate, and optimize the way large enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation – from generating compelling new ideas, to developing and implementing transformational products and services. Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

Ultimately, we empower businesses to re-identify their differentiation, accelerate market position, and vigorously compete in today's digital, global economy.

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