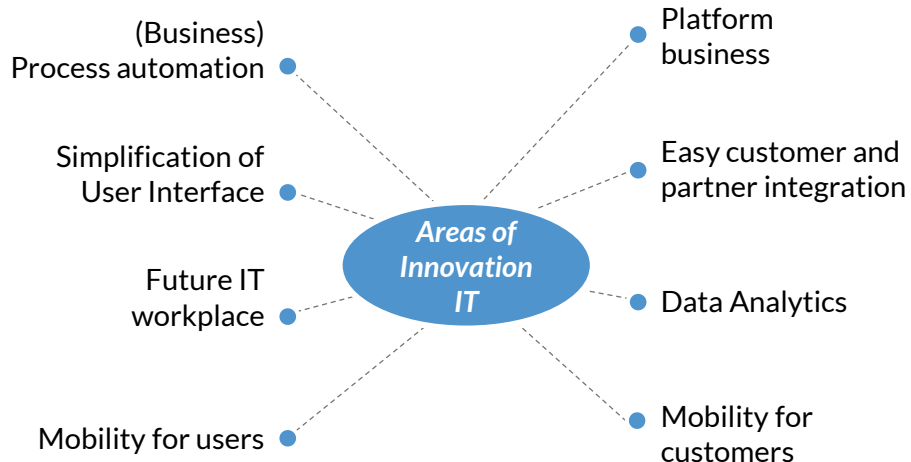


INNOVATION MANAGEMENT IN IT

Innovation is a underrated discipline in current IT organizations.

Areas of Innovation in IT



Why innovation in IT matters

- _ Business is searching for innovative supplements to their services, if not supported by own IT, several suppliers are on the bench
- _ Business need answers and advice for new technologies pushed in the media (e.g. AI, Blockchain, Robotics, Video Advice)
- _ Corporate IT will get direct contact to the end-customers and need to improve its user knowledge and user experience know-how to compete with other solutions the end-customer is used to
- _ Innovation in IT can open new markets for the business by providing data, improve customer interface or design completely new services
- _ Real innovation for business cannot be done by business alone and not by IT alone but in a joined approach – IT has to be prepared to it