

# Office of Innovation Briefing University of Maryland Robert H. Smith School of Business

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Chief Innovation Officer  
9 November 2007

office *of* innovation

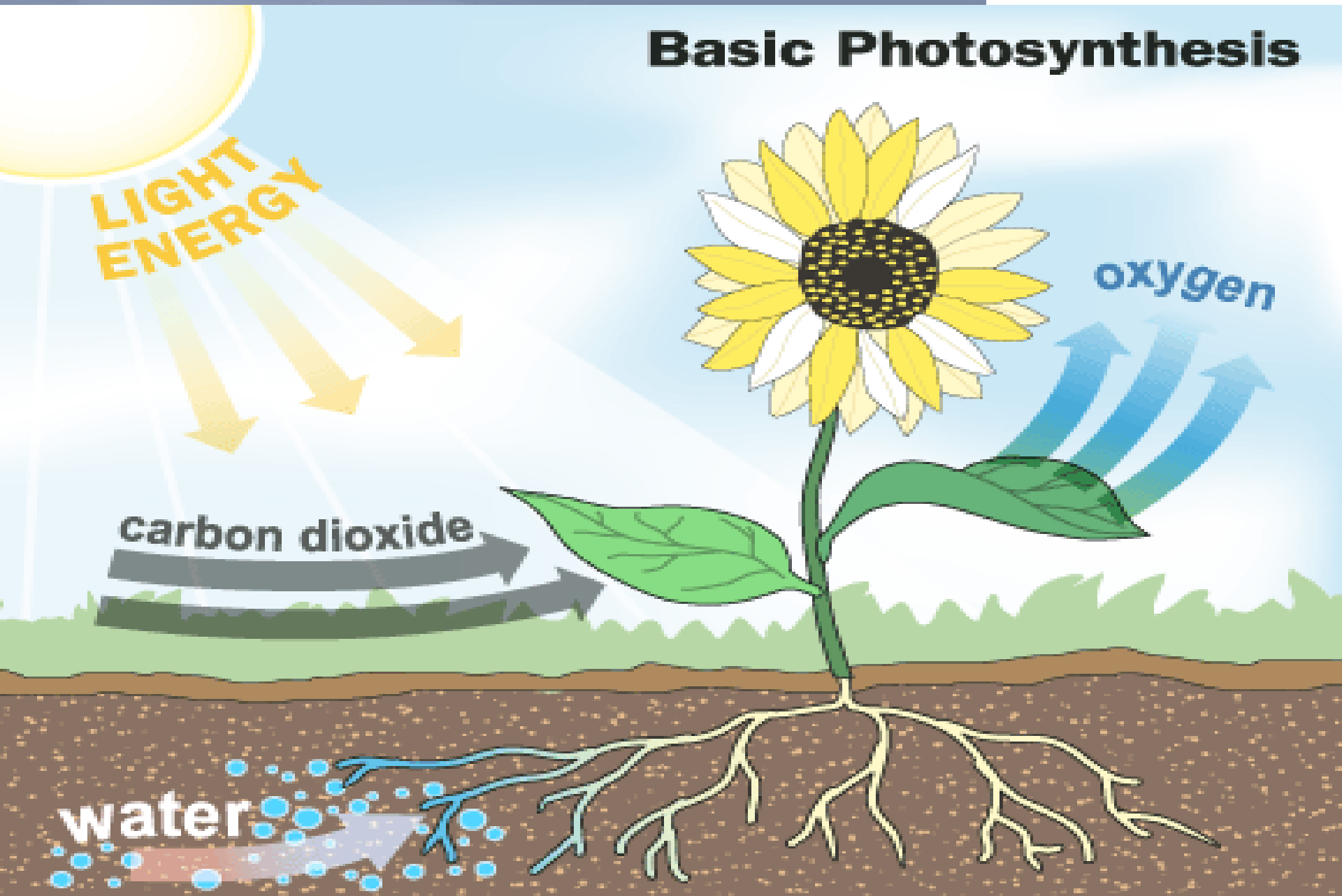


EXPERIENCE. RESULTS.





# Basic Photosynthesis







# The Innovation Agenda

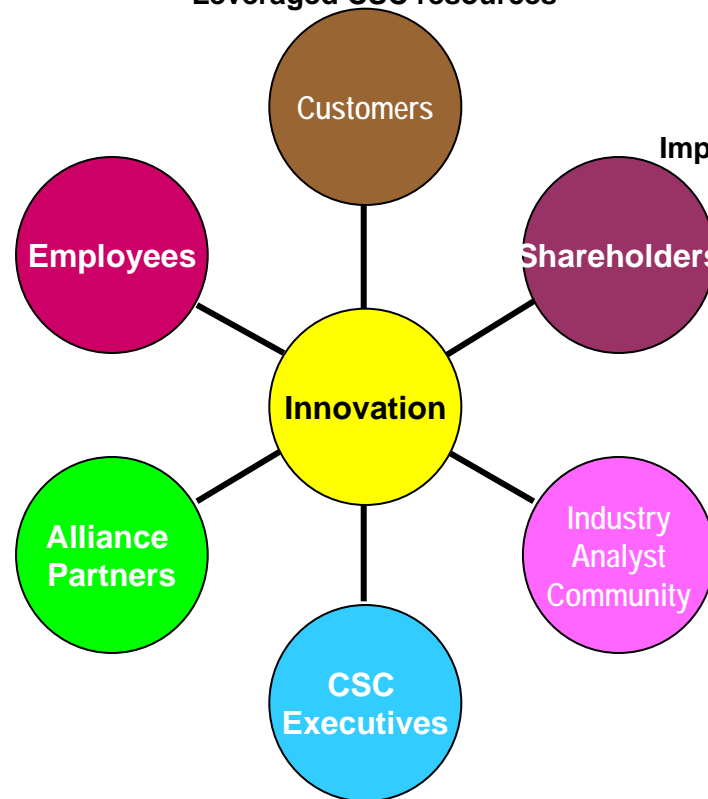


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- Business value is paramount
- Low cost services and solutions
- Innovation built into offerings and processes
- New Ideas through techniques and services
- Pro-activity in style
- Leveraged CSC resources

- Bring value to clients and CSC
  - Exciting, challenging work
  - New tools & technologies
  - Reward and recognition

- Opportunities to be embedded in CSC solutions and services
  - Way to explore emerging products in real-world settings



Improve rate of ROIC and provide engine for growth

- Thought leadership around innovation agenda
- Interesting & exciting company to report on
- Demonstrated delivery

Differentiate CSC as an innovative leader in the marketplace

- Best-Practice Partner Award for successfully embedding innovation in the organization
- Presented March 27, 2007 at the APQC Knowledge Transfer Session on Innovation in Houston, Texas
- CSC was one of five companies selected. (Others were Air Products, Boston Scientific, Ethicon Endo-Surgery, and HP Imaging & Printing Group.)



• *Sponsoring organizations for the study “Successfully Embedding Innovation: Strategy and Best Practices include: Accenture, Deloitte, IBM, Northrup Grumman, Siemens AG, U.S. Army, Navy, Dept. of State, and GAO.*

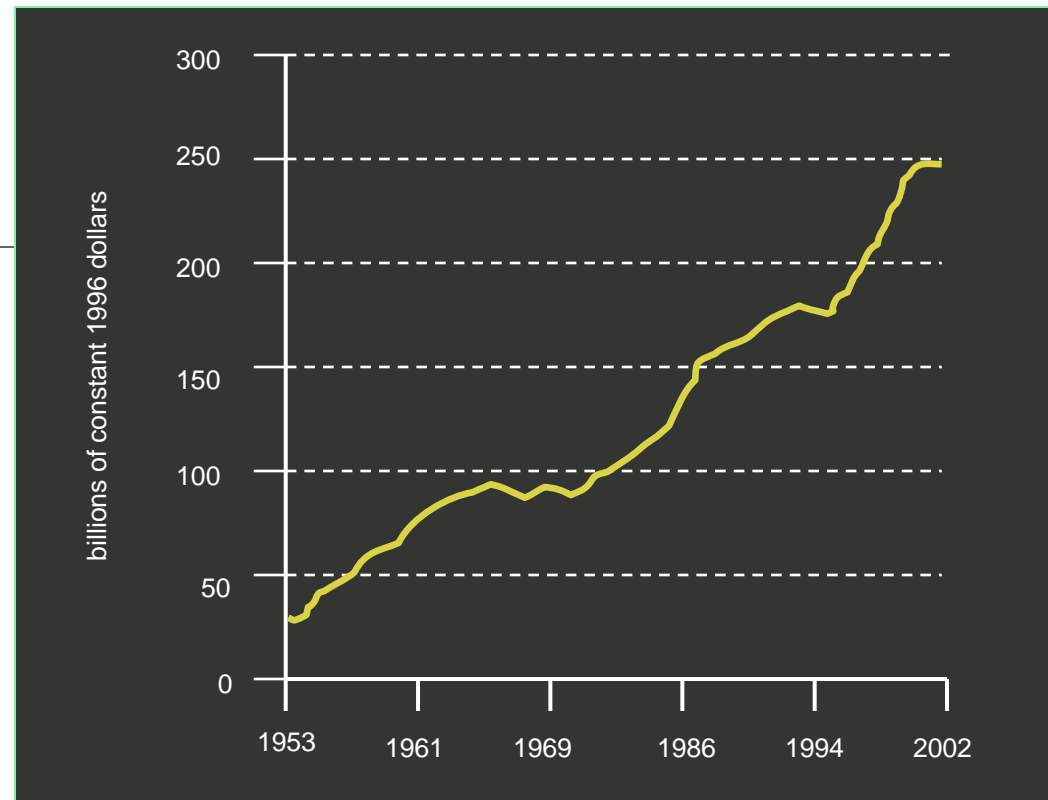
# Open Innovation



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## Total US Research and Development funding 1953 – 2002



Source: National Science Foundation Science & Engineering Indicators, 2004





# We find it hard to imagine that “dumb users” can be innovators



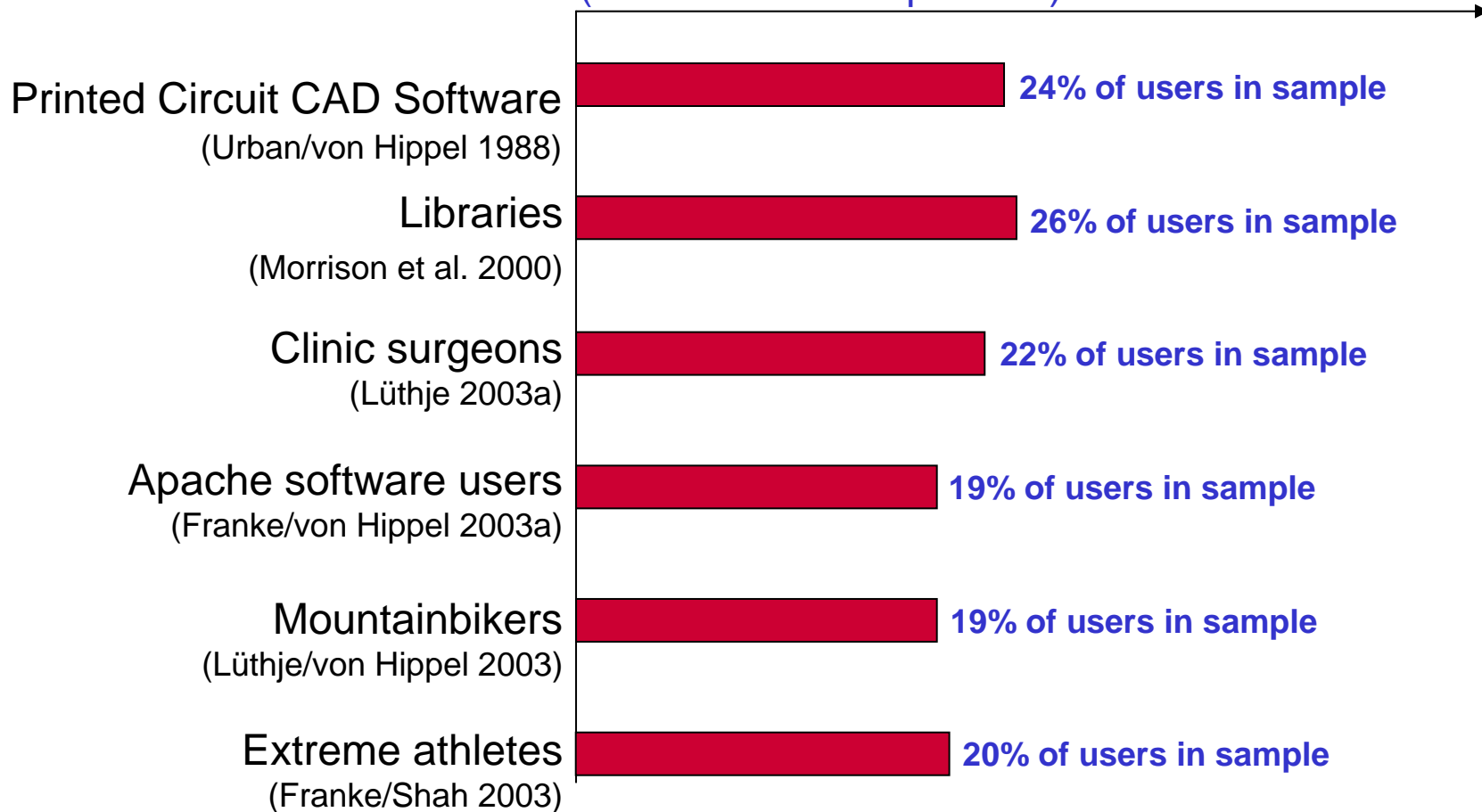
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# User innovation is also a mass phenomenon

*% of users who had innovated  
(built and used a product)*













# LEADINGedgeforum

## Leading Edge Forum



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# The Leading Edge Forum (LEF)



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# Selected LEF clients



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# Advisory Board



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To ensure we continue to focus on our clients' needs, we have established an external Advisory Board

## Advisory Board Charter

- To guide and challenge our overall research programme
- To expand our global network of cutting edge academic researchers and thinkers
- To work with us on particular projects in their respective areas of expertise



## External Members



**Gary Beach**  
Publisher,  
CIO Magazine



**F Warren McFarlan**  
Professor, Harvard  
Business School



**Neil Cameron**  
Global CIO,  
Unilever



**N Venkatraman**  
Professor of Management,  
Boston University School  
of Management











# LEF activities 2006-2007



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Produced 5 executive forums	Hosted 1 study tour	Awarded 7 Technical Excellence winners in an annual LEF competition.	Awarded 10 LEF research grants	Recognized 8 CSC winning papers in an annual LEF papers competition	Produced 10 journals, research reports & position papers	Conducted 6 management updates and focus groups	Hosted 7 webconferences
<ul style="list-style-type: none"> <li>• Business and Technology Co-evolution – The Dynamics of 21<sup>st</sup> Century Economic Change – London, March 2006</li> <li>• New Decision Points on the IT agenda – Falls Church, April 2006</li> <li>• Technology and Business Solution Conference – Miami, June 2006</li> <li>• Business and Technology Co-evolution – The Dynamics of 21<sup>st</sup> Century Economic Change – Chicago, September 2006</li> <li>• Connected World: – Falls Church, October 2006</li> </ul>	<ul style="list-style-type: none"> <li>• The Internet is Disruptive Again – What you need to know about Web 2.0, the next generation of the Internet – October 2006</li> </ul>	<ul style="list-style-type: none"> <li>• Agility in Government - IRS Integrated Financial System</li> <li>• Aircraft Safety and Readiness for Today's Warfighter</li> <li>• FlowViewer: What's Really Happening on Your Network</li> <li>• Pictrel : Mobile-enabling National Utility Provider Field Force</li> <li>• Mobile-enabling National Utility Provider Field Force</li> <li>• QBOP - Supporting Homeland Security</li> <li>• Server Transformation Core Team Process</li> <li>• SIF - Italian Border Control System</li> </ul>	<ul style="list-style-type: none"> <li>• Emerging SOA Security Technologies - Andrew Wilson</li> <li>• Architecture Blueprint for Leveraging Identity Federation – Søren Gjesse</li> <li>• Distributed Development Solutions Henry Liang</li> <li>• An Evaluation of SOA Frameworks - Ramakrishna Raju</li> <li>• RIA Flex and J2EE - David Lowe</li> <li>• Using the ESB with E4 Enrique Riesgo Canal</li> <li>• Enterprise Digital Dashboards as Rich Internet Applications - Sidney Shek</li> <li>• Collaborative Document Review - Geoff Grabow</li> <li>• Team CSC Location-based tracking - Dan Munyan</li> <li>• Vista Perspectives - Rick Munoz</li> </ul>	<ul style="list-style-type: none"> <li>• Enhancing Security in the Private Sector with Biometric Technologies</li> <li>• Lessons Learned: A Case Study From NASA, MDA, and GMD</li> <li>• Strategic Innovation and the Impact on Collaboration Technologies</li> <li>• Offshore Outsourcing of Software Development</li> <li>• Leveraging Information to Support Military Flight Operations Quality Assurance</li> <li>• Using Standard Internet Protocols and Applications in Space</li> <li>• WiMAX - Broadband Wireless Connectivity</li> </ul>	<ul style="list-style-type: none"> <li>• Connected World – LEF Associate Research Report</li> <li>• Delivering Sustained Competitive Advantage Through Information Technology Services</li> <li>• Building Effective IT Executive Teams</li> <li>• Workbook for Simplifying and Standardizing IT</li> <li>• The Use and Misuse of Collaborative Technologies</li> <li>• Business and IT Co-evolution</li> <li>• The Business Change Agenda</li> <li>• Harnessing Web 2.0 – Enterprise Strategies for Living on the Web</li> <li>• A Workbook for IT Governance</li> <li>• Strategies for Best of Breed Sourcing</li> <li>• Expanding the CIO Mandate</li> </ul>	<ul style="list-style-type: none"> <li>• Doing More with Less – The Need for High Performance IT Sourcing Strategies – Dortmund and Wassenaar - --May 2006</li> <li>• Managing Business and IT Complexity – Aligning Diversity with Value – London, Frankfurt am Main, and Wassenaar, July and November 2006</li> <li>• The Business Change Agenda Focus Group– London, November 2006</li> <li>• Strategies for Best of Breed Sourcing – London, November 2006</li> <li>• Strategies for Best of Breed Sourcing Focus Group – London, January 2007</li> <li>• Expanding the CIO Mandate Focus Group – London, February 2007</li> </ul>	<ul style="list-style-type: none"> <li>• Use and Misuse of Collaborative Technologies – May 2006</li> <li>• IT Governance – New Approaches Required, June 2006</li> <li>• Developing IT Skills and Competencies to Maximize Business Value – July 2006</li> <li>• Lessons from Google – Competing in a Networked World – September 2006</li> <li>• Findings from the 2006 Study Tour – Web 2.0, The Next Generation of the Internet – November 2006</li> <li>• The Business Change Agenda – Implications for IT – January 2007</li> <li>• Making Multi-Sourcing Work – March 2007</li> </ul> <p>( Note web conferences were repeated for Asia Pacific)</p>





Thank You

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