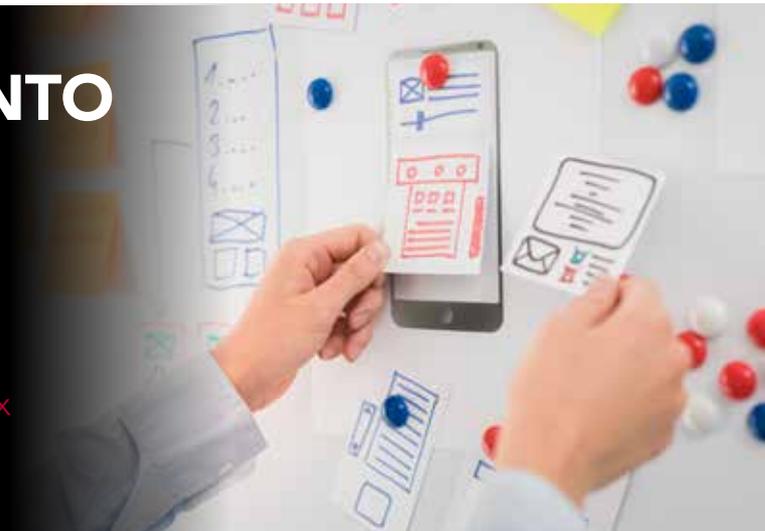




TURN INNOVATION INTO SOMETHING REAL

Ctac's Digital Innovation Journey helps companies to create a culture of innovation. Find out how you can identify, develop and implement measures for modernisation in six clear steps.



Blockchain, artificial intelligence, the Internet of things, predictive analytics, cloud computing, and more: these promising technologies have allowed us to explore processes, products, services and business models that would have seemed unthinkable not too long ago. Innovations based on these developments are crucial for any company that wants to stay ahead of the competition. So where do you start? How can you turn innovation into something real? Ctac's Digital Innovation Journey has the solution.



Our Digital Innovation Journey helps organisations to take a structured approach to exploring the possibilities and added value provided by new technologies. We base our approach around a proven, successful process that consists of six steps.

First and foremost, we provide inspiration and generate fresh new ideas together with your team. We then put the best idea into practice and develop a proof of concept.

We believe these projects are best kept small, affordable and manageable at first. The results will be immediately observable and provide feedback for any subsequent steps. If the idea works, the next step is to roll out the innovation.

Create an innovation culture

Innovation is not an incidental matter; it is a continuous cycle. If you want to embed innovation in your corporate culture, Ctac's Digital Innovation Journey will help you to take the first steps. As your team completes the different stages of the innovation journey, they will gain the experience they need to take the next steps.

The ability to customise

If you only want to develop a catchy idea at first – or if you wish to develop a proof of concept based on existing ideas – we will be pleased to help you with this as well. Depending on your requirements, we can put together a tailor-made Digital Innovation Journey for you.



FROM IDEA TO INNOVATION IN SIX STEPS

Ctac's Digital Innovation Journey consists of six individual steps. During these six steps, you will benefit from our experience in managing innovative design processes, our in-depth industry knowledge and our experience with new technology.

Step 1 – Inspire

At this initial stage, anything is possible. We will help you kick-start your innovation. Your team will quickly become acquainted with a wide range of new technologies and how they can be applied in practice. On completing this stage, the team will have gained plenty of ideas and inspiration.

Step 2 – Explore

How can the technologies introduced to the team during the first stage add value to the organisation? First, the team will generate a wide range of ideas and select the most viable. On completing this step, you will have a few concrete, innovative ideas and one specific concept that you will work on during the next stage.

Step 3 – Discover

During this step, we put the selected idea into practice. We explore the innovative potential of the idea based on three parameters: desirability, feasibility and viability. Will your colleagues, suppliers or customers actually welcome this solution? Will the solution enhance your business? And is it technically feasible? The most valuable solutions are located where these three parameters overlap.

Step 4 – Design

We design the solution together with the innovation team, applying design thinking methods in a practical, step-by-step approach to determine the form the solution should take. On completing this stage, it will be clear what you need to build.

Step 5 – Deliver

Based on all the input from the previous stages, the Ctac experts will build a fully functional solution prototype that you can test on a limited scale.

Step 6 – Solution Adoption

Finally, we help you to create the end product. This includes implementing the new solution on an organisation-wide basis. In doing so, we consider the tools, the processes and the people. On completing this stage, your organisation will have successfully embraced the innovation, which is now ready to become a standard element of your business management structure.

GET YOUR DIGITAL INNOVATION JOURNEY STARTED

Many organisations in retail, wholesale, manufacturing and real estate have already completed Ctac's Digital Innovation Journey. If you would you like to join these companies in developing an idea into a distinctive product, a unique service or a powerful process improvement in six steps, get in touch and start your own Digital Innovation Journey with Ctac today.

Visit the website: www.ctac.be/digital-innovation-journey