

## “Innovation is the lifeblood for sustaining value through relationships”

**Do you require more innovative value to be leveraged through your key supplier/customer relationships?**

Is your innovation systemised and monitored? Where innovation does occur is it focussed and measured? Is its true value hidden or perhaps overstated.

**Are innovative opportunities overlooked or unfocussed? Do your teams find it too hard to present and assess new innovative ideas?**

You may find that your people feel that it is too hard to be innovative. Most individuals and teams consistently have creative ideas for improving products, services and process. Often they find that it is too hard to present, assess and promote these ideas while doing their normal job.

**Create value through your relationships using Custell *Innovate*!**

Custell '*Innovate*' will facilitate mutual innovative value.

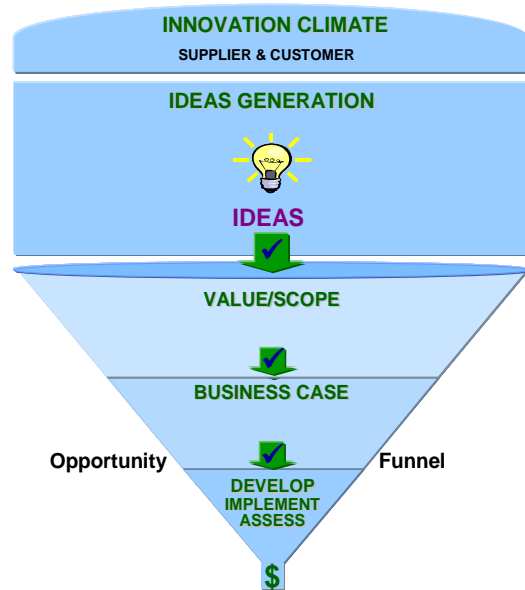
'*Innovate*' is a team based innovation framework which makes it easier to capture, evaluate and qualify innovative ideas from the many internal and external sources available to both the supplier and customer.

Custell *Innovate* will assist your teams to leveraging the relationship to transparently deliver measurable value to each party. The objective is to increase the return on the investment that both parties have made in the relationship.



**Designed by Relationship Managers For Relationship Managers**

Custell *Innovate* is a program that was designed for relationship teams by relationship managers to help them to achieve their objectives simply and effectively.



**Drive value by innovating, simply and cost effectively**

*"Innovate helped our relationship managers and their teams to deliver outstanding value to our customer."*  
Sales Manager, Field Services Company

*"I don't know what I would do without it".*  
Account Manager, Outsource Services

**Continuously manage and improve customer value**

*"Innovate enabled us to retain all our key customers and achieve continuous revenue growth per year over 3 years"*  
Sales Director, Managed Services Provider

**Efficiently focus on real opportunities and avoid unproductive activity**

*"Innovate prioritised and focussed our account team on delivering value to our customer."*  
VP Services, Facilities Management Provider

**Improve key customer/supplier relationship value with Custell *Innovate***



Satisfaction ♦ Innovation ♦ Alignment ♦ Partnership

## Custell *Innovate* creates value for both parties by enabling continuous innovation.

The purpose of the *Innovate* program is to generate innovative ideas and manage them to fruition. This is done jointly by the teams from both the supplier and the customer.

- *Innovate* helps establish a climate conducive to innovation across the two parties
- *Innovate* assists two enterprises to team to create mutual value and competitive advantage.
- *Innovate* provides a powerful, jointly run programme that generates, assesses and prioritises good ideas that address business challenges and opportunities.
- *Innovate* sets objective for innovative value driven by new ideas and measures progress against KPI's
- *Innovate* measures the performance of the relationship Team in relation to delivering innovation.

## Off the Shelf Process



*Innovate* provides an “Opportunity Realisation Process” that makes it easy for individuals with ideas to submit and test the value of those ideas and be recognised for their contribution.

The process then manages the more valuable ideas through commitment, development and implementation and measures the outcome. It is a simple five stage process that can be adapted and published on-line in minutes. Point and click navigation from stage to stage and step by step is easy and intuitive.

## Unique Methodology

The Custell *Innovate* program deploys a best practice innovation methodology.

- Powerful ideas facilitation tools are provided to be used in workshops and are integrated into the day to day activities of the two business relationship teams.
- Creative innovation tools are adapted and deployed during joint innovation workshops.
- Methods are used to develop “Weighted Success Factors” and prioritisation methods for use by team members to simply assess the value and scope of innovative opportunities.

## Tools and Templates

Implementation and management of your innovation program is made easy by *Innovate* through the provision of effective tools and templates including:

- Workshop and meeting tools and templates to facilitate innovative ideas
- Meeting templates to assist relationship and operational teams to manage progress of innovative opportunities.
- “Value/scope” assessment tools and business case templates to prioritise and decide on the more valuable ideas.

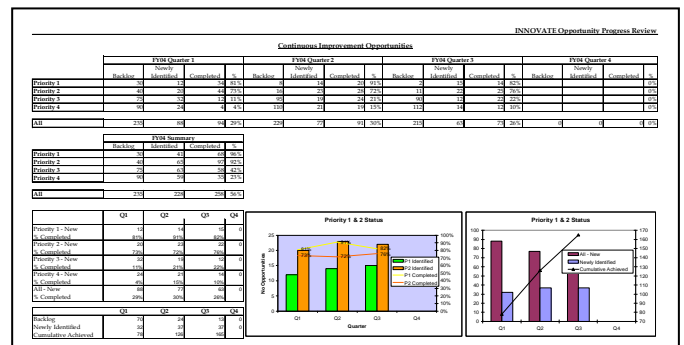
## Software Application

The Custell *Innovate* program is underpinned by systems. These manage the innovation processes and data and produces status, value and progress reports.

*The Innovate application* makes it easy to facilitate innovative ideas by providing on-line tools and templates for access and use by the relationship teams.

*Innovate* provides tools to monitor the progress of innovation opportunities.

## Measuring Innovation Value and Progress



The Custell *Innovate* application prepares a set of reports designed to enable monthly, quarterly and annual progress reviews of new innovations. These provide the teams and management with status, progress and comparative measures of innovation value.



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