



Innovation Workshops

The future is exciting.
Ready?



What if a simple conversation led to the transformation of your business?



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The Vodafone partnership has really opened up new areas of activity for us. In the process we really developed long standing friendships as well, which is of course an extra bonus if you like.

Harold Goddijn, CEO, TomTom



What if
we started a simple conversation?



Great ideas start out as simple conversations

They are powered by different perspectives and opinions. When they're shared in the right context they grow into innovative solutions. The point is to engage those conversations. It's what companies intent on re-inventing themselves do. And we're collaborating with some of the best to do just that.

What if we came up with an idea that could really make a huge difference?



The idea is a stunningly simple one

Step 1: Get your game changers from the key areas of your business : Marketing, Sales, Technology, HR, Strategy. Put them in a room with our Innovation team.

Step 2: Let them talk. They share stories about how simple ideas have generated amazing impact, and then talk about the challenges and opportunities facing your business in an open, honest and frank discussion.

Step 3: Come up with a range of ideas that just might transform your business.



What if we could get anti-malarial drugs to the places where there is no physical infrastructure?

Together we realised that we could create a stock control system using SMS and simple mobile phones.

It all started as a simple conversation.



What if we could turn a reporting tool into a game?

Together we decided that the best way to transform the handling of thousands of invoices was to bring in a games designer to create an intuitive and easy to use dashboard.

It all started as a simple conversation.



What if we could help drivers avoid congestion?

Together we realised that the best way to map congestion is to match data from mobile phones with the road network, and use that to suggest new, less busy routes.

It all started as a simple conversation.

The background of the entire slide is a black and white photograph of numerous paper lanterns floating in the night sky. The lanterns are of various sizes and are illuminated from within, creating a warm, glowing effect against the dark background. They are scattered across the frame, with some appearing closer and larger, and others further away and smaller.

Looking for real business transformation

Big opportunities for transformation are everywhere. They may be enabled by big data, apps or fancy devices. Or more frequently just by something that has been around forever.

Together we'll explore all kind of ideas, and discover something truly brilliant.

Let's start a conversation now.

Let's innovate together.

Vodafone's global scale and reach has allowed us to be part of some stunning innovations across many industries.

Bring your key people together with our Innovation team and we'll explore how we can create the next big thing with you.

Contact your Account Manager today to see how we can work together to transform your business.

Vodafone Global Enterprise Innovation Workshops

Find out more at www.vodafone.com/business/why-vodafone/innovation

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