

Increasing Variety, Velocity and Vibrancy of Innovation Agendas

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Lets Start With a Hypotheses

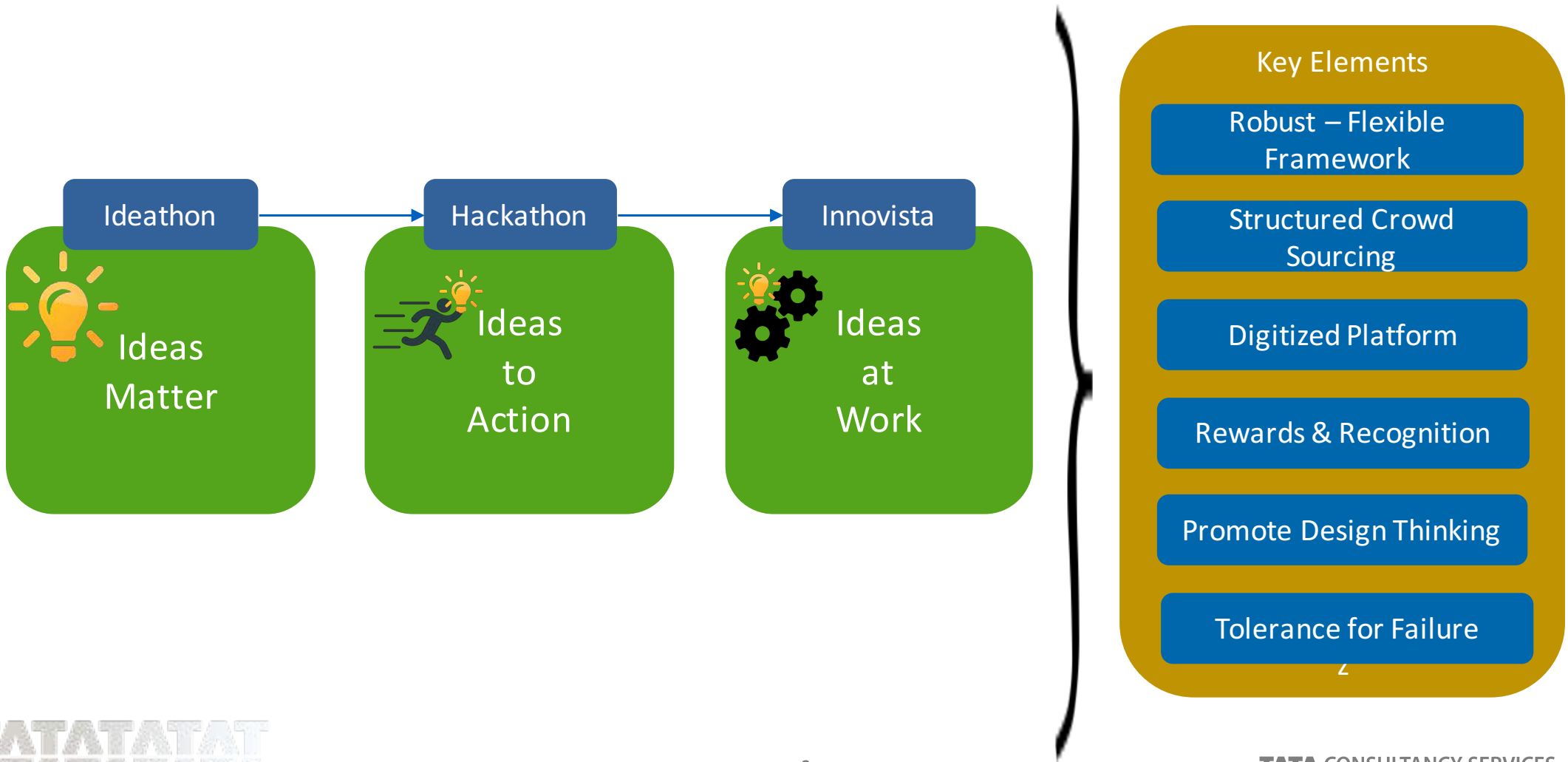
VIBRANCY

VARIETY

VELOCITY



Building Vibrancy – The TCS Way



Vibrancy – Year in Review



10 IDEATIONS



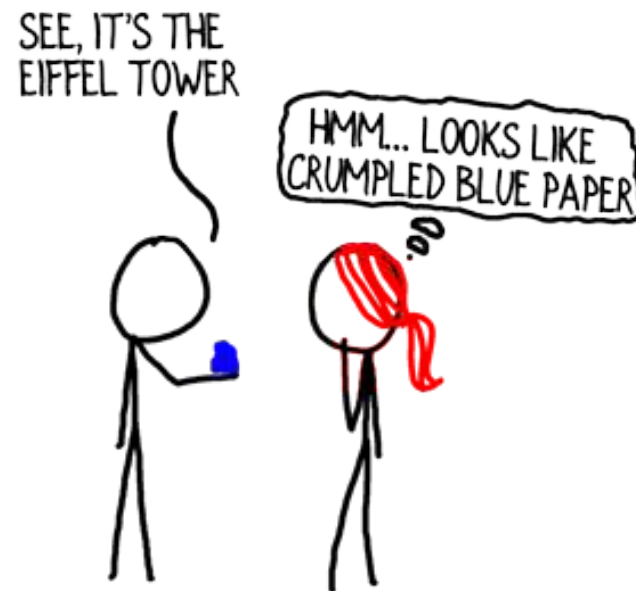
8 HACKATHONS



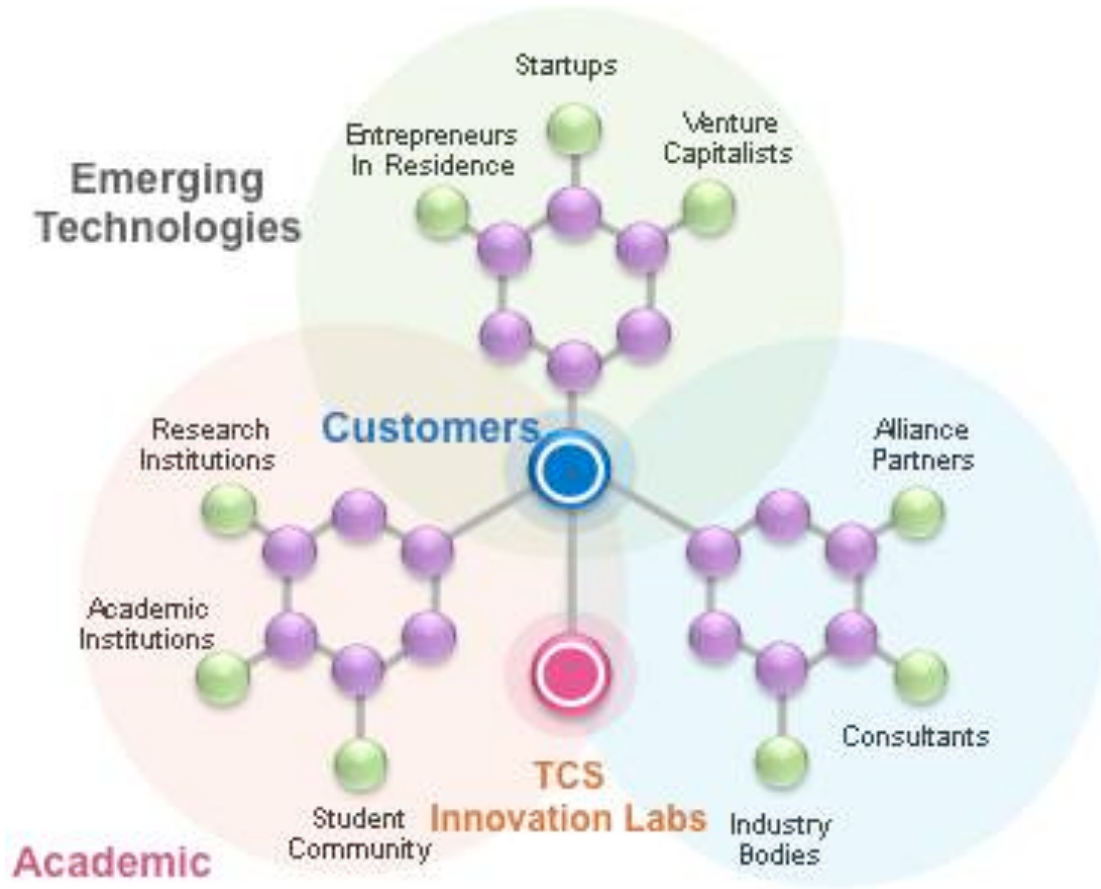
2400 ENTRIES, 38 WINNERS



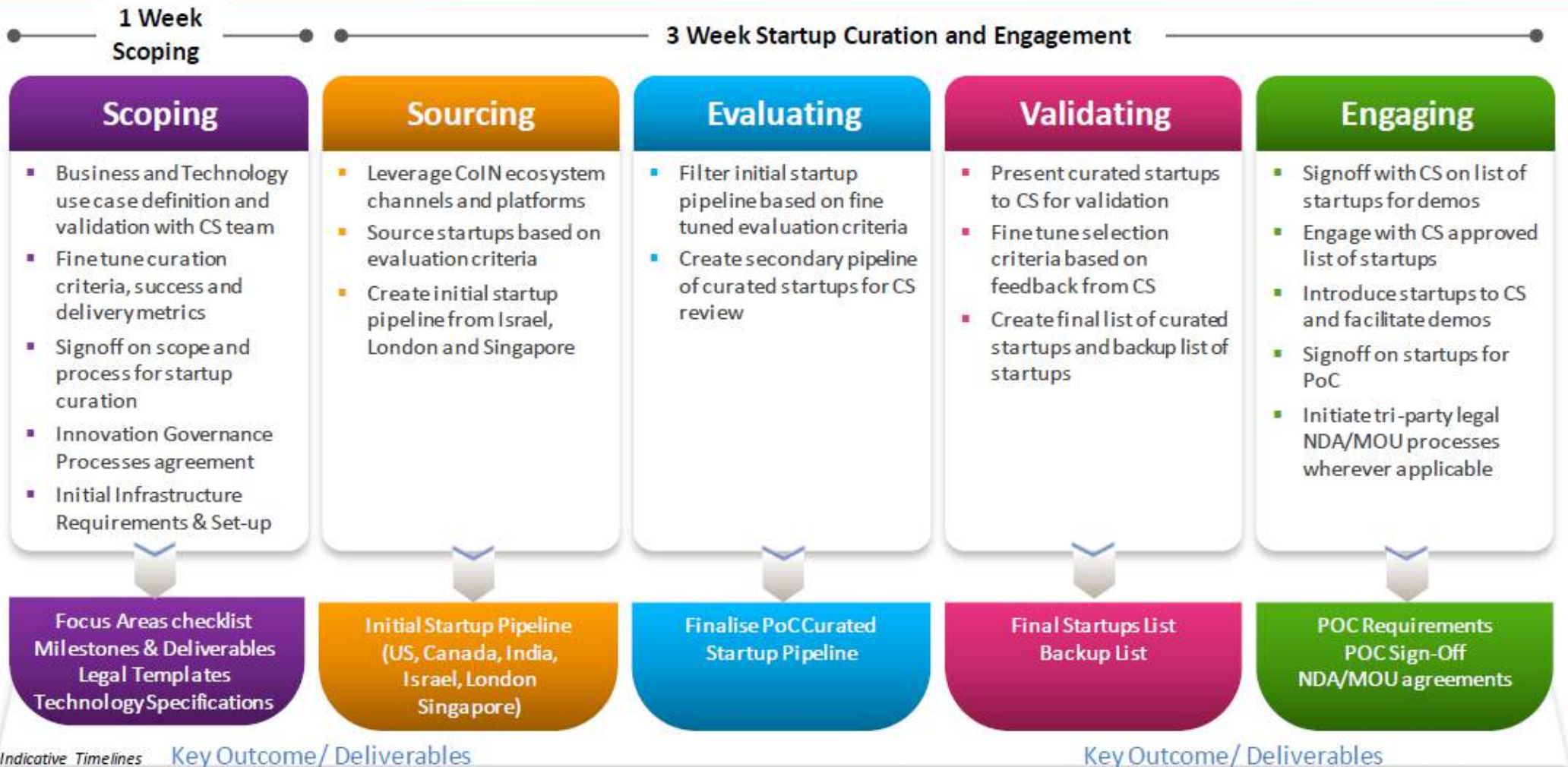
Getting Over The IKEA Effect



TCS COIN



COIN Accelerator



Visa Europe Contactless Charity Tin

Vibrancy Design Jam participants
from across Visa functions

Variety TCS COIN entity RCA

Save the Children, CAF

Velocity Idea to Validated
Hypotheses in 100 Days



NEST Gamifying the Savings Gap

Vibrancy TCS, Aviva, NEST participated in Appathon

Variety DT inputs from TCS

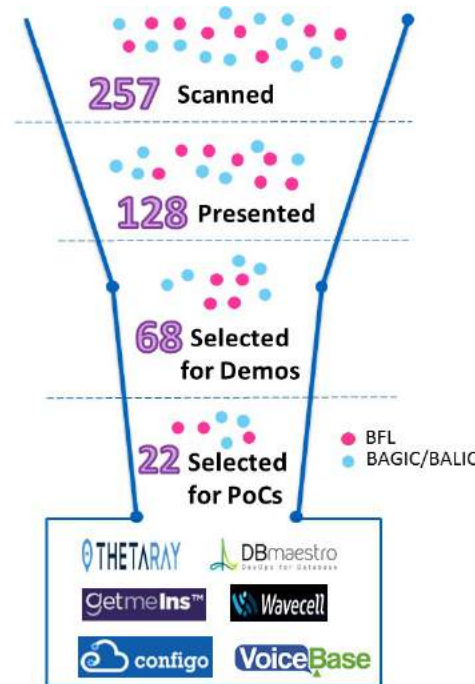
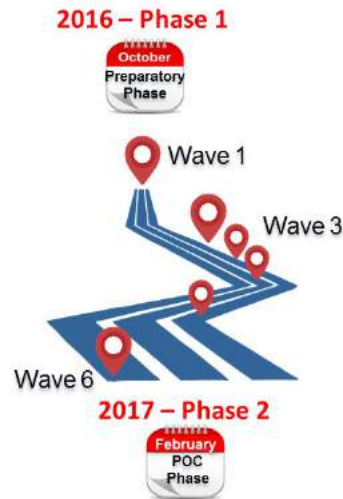
API Platform from TCS

Digital Nudging inputs from expert

Velocity New concept for increasing retiral savings developed in 2 days.



Creating A Technology Sourcing Ecosystem



Vibrancy Stakeholders from multiple group companies identified technology and business interest areas

Variety TCS created a made to order sourcing ecosystem across 3 ecosystems

Velocity Executing idea validations through PoC's in 100 day cycles. 3 concurrent cycles per quarter



Thank You

TCS
INNOVATION
FORUM 2017

