

ETCIO.com, India: Seven Steps for Legacy Companies to Drive Disruptive Innovation



“The new digital era calls for a different mind-set and for many companies, the practical approach to innovation is to engage an experienced partner with the ability to quickly ramp up a bespoke, seasoned team that can combine data science, human science and business acumen to conceive, build and bring new digital products to market at scale,” writes **Vikash Gaur**, Global Delivery Head & Digital Engineering.

Excerpts from ETCIO.com’s article:

“Today, business and technology leaders in every industry recognise that best management practices and a healthy R&D budget are no longer the only ingredients to compete against volatile market forces. To successfully bring ground-breaking products to market, companies should explore looking beyond their core offerings and establish the innovation function as a separate entity independent of the core business. To successfully design and launch disruptive products, organisations should consider taking the following steps.

1. Reframe the problem question in terms of the customer experience.
2. Adopt ethnography to mobilise ‘thick data’ for understanding customers.
3. Design a consistent user experience for customers across all channels.
4. Excite your CXOs, business sponsors and investors with a strong business case.
5. Keep the implementation simple, flexible and adaptable.
6. Consider a dedicated marketing and sales organization as you launch the product.
7. Turn operations and maintenance into an asset for continuous innovation.

Innovation should not be treated as a one-time phenomenon; it should be at the core of any business. By working with a partner, businesses can circumvent a host of organisational barriers to innovation, such as politics, bureaucracy, and entrenched processes.”

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