

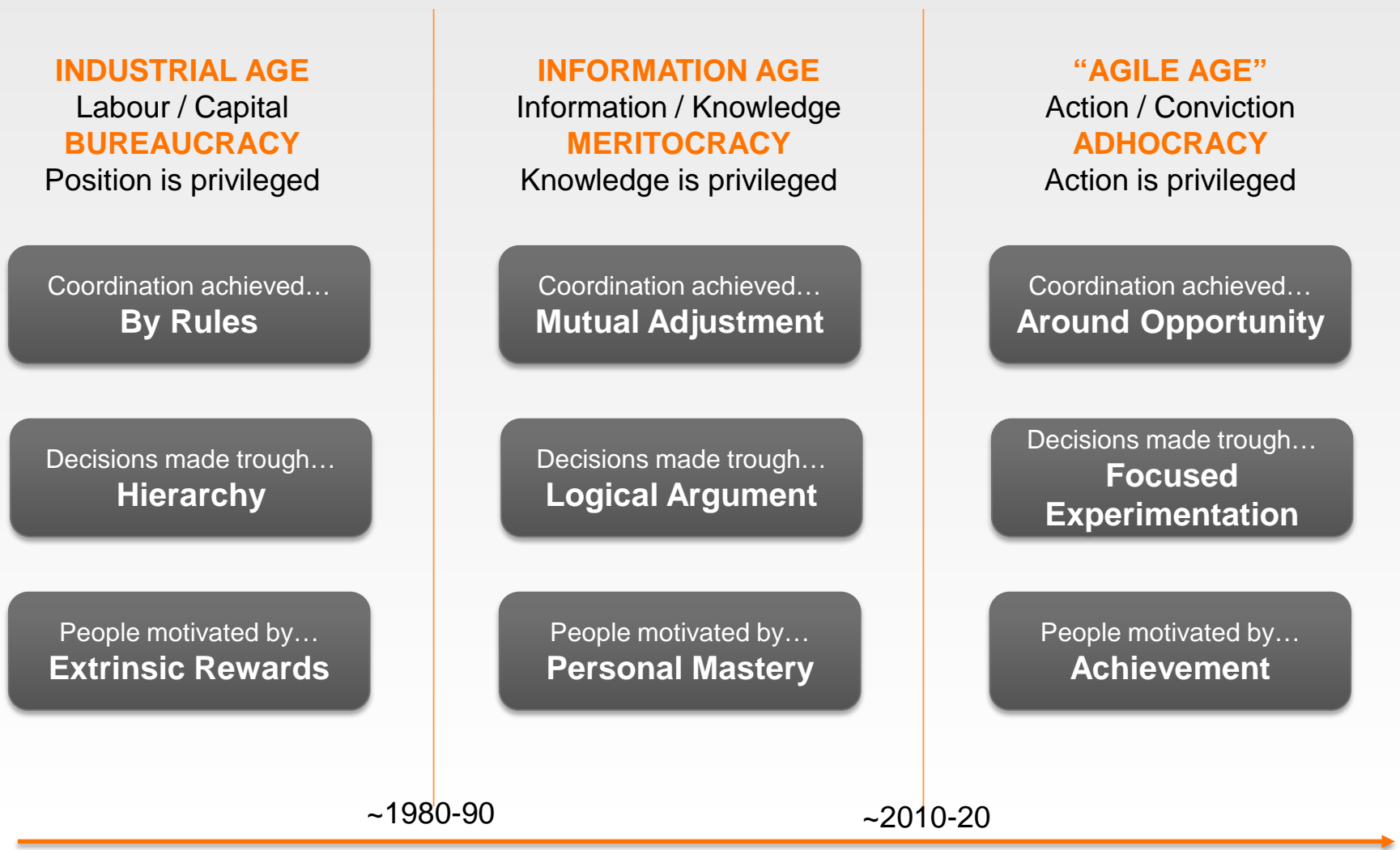


CUSTOMER CENTRIC INNOVATION

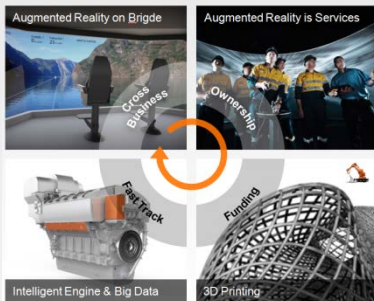
Tero Hottinen, GM, Business Innovation
Services Business Development



Source of Competitive Advantage Changing...



Understanding and Delivering Customer Value in Adhocracy



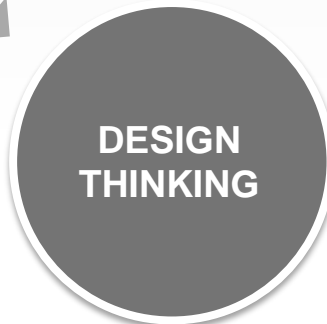
Agile experimentation, simultaneous development of solution and earnings logic, cross-disciplined know-how



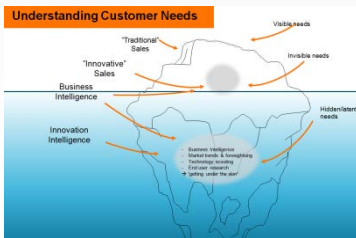
Providing true added value offering, shared risk and value-based revenue, co-creation



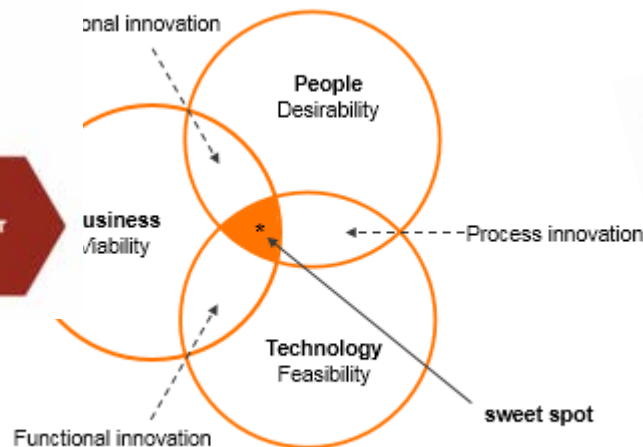
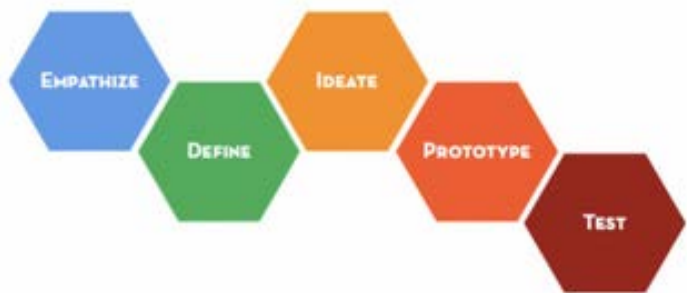
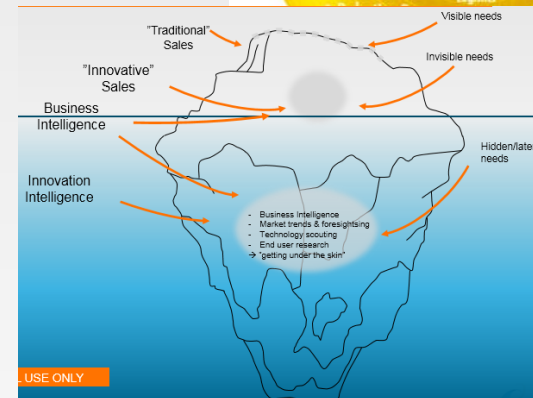
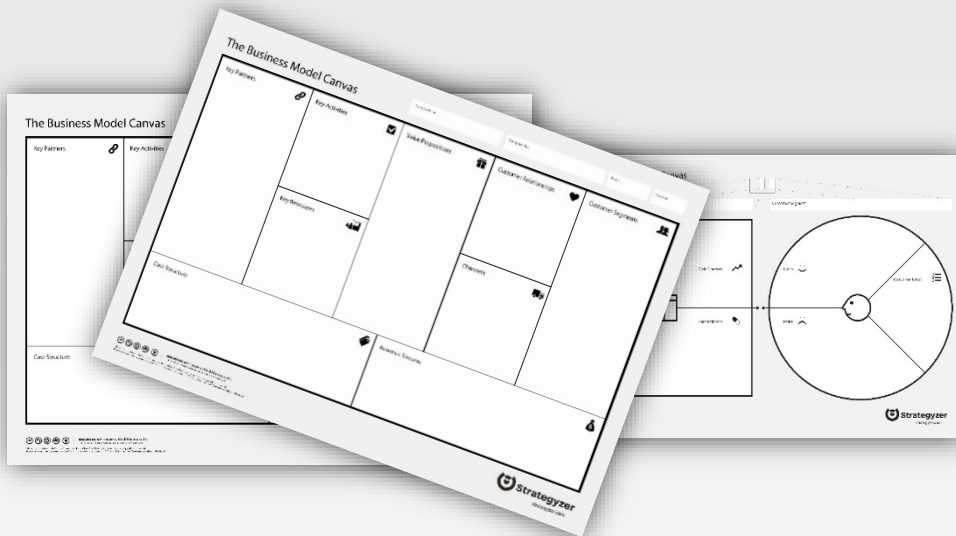
Understanding the latent needs (BI, foresighting, opportunity scouting, end-user research)



User experience, providing added value through usability and service design



Plenty of Tools and Methods...



Wärtsilä Marine Mastermind – Open Innovation Contest



- Digitalized service offering in marine business
- Targeted for start-ups and growth companies
- Objective for Wärtsilä to
 - Explore the disruptive initiatives
 - Learn from lean start-up mindset
- Key criteria
 - Fit to marine
 - Innovativeness
 - Focus on customer need
 - Business potential and scalability

Wärtsilä Marine Mastermind

47 APPLICATIONS
17 COUNTRIES
5 FINALISTS



Finalists: <http://www.wartsila.com/marinemastermind>



THANK YOU!

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