Developing an Innovation Management Capability

Presentation By: Alan Darcy
Audience: IVI member conference
Anam - Introduction

- Global HQ - Dublin
- Asia HQ – Kuala Lumpur, Malaysia
- Africa HQ – Kampala, Uganda
- People in UK, Malta, Czech Republic, Russia, Nigeria, Pakistan, Vietnam, Egypt & Jamaica
- Global Customer Base > 65 Telcom Operators
- Supports 371 Million Subscribers
- Some Recent Contracts
  - Tele2 Russia – 38 Million subs
  - Etisalat Egypt – 24 Million subs
  - Glo Nigeria – 37 Million subs
Anam monetise “Application to Person” (A2P) SMS traffic for Mobile Operators
What is A2P SMS?

Used by Enterprise: Confirmation, notification, security, marketing........

Domestic Brand “X”

Ubiquitous – works on all Mobiles

97% Open rate (Single Point)

90% of text read with 3 minutes (Juniper research)

90 second response rate (CTIA.org)

89% want business to communicate by Text (Twilio)
Innovation Challenge

- External Research
- Rocco Report
- Enterprise Ireland
- Ingenium
- Neglecting Innovation
- Lack of Innovative Structures
- Implement Innovation Board
- Separate to R&D
Anam Innovation Board

Professor Martin Curley (Chairman)
Professor of Technology and Business Innovation at Maynooth University. CIO HSE, Former GM Intel Labs Europe and formerly European CTO of the year.

Professor Gerry Byrne
Professor of Mechanical Engineering UCD, Senior Advisor to Fraunhofer-Gesellschaft. Board Member of Anam Technologies
Anam Innovation Board

Dr. Noel Kelly - CEO Anam Technologies
Dr. Kelly acted as Shareholder and Executive Director for Kentz and was actively involved in their flotation on the London AIM

Alan Darcy
COO Anam Technologies
Objectives

• Foster a culture of innovation
• Develop an innovation strategy
• Develop an innovation pipeline
• Raise awareness of innovation for staff development
• Adopt a set of creative brainstorming techniques
• Enable Innovation Impact for ANAM
• Reward Innovation
Types of Innovation in Anam

- Organisational
- Product
- Process
- Marketing
- And more

Innovation
Anam & IVI

• Introduced by Martin Curley

• Met in May 2018 and became members

• Completed Innovation Assessment July 2018
IT-CMF Innovation Management Assessment

- Benchmark current internal perception of innovation
- Online Diagnostic Assessment across whole company
- Recommended next steps
- Develop a Capability Improvement Plan
Findings

- Some contradictory perceptions within ANAM

- Top capability blocks by importance
  - Vision
  - Management Leadership

- Lowest current maturity
  - Skills Development
  - Methods and processes
Recommendations

- Why do we want to innovate? What are we doing to innovate?
- Where can I bring ideas? Who will clarify things for me?
- Innovation Strategy
- Local Champions
- Contribution
- Decision Making
- How are decisions made? What decisions have been made? How are decisions shared with the rest of the organisation?
- How can individuals contribute? How can teams contribute?
Conclusion

• 2018 – Focus on Innovation in ANAM

• Create an innovative environment and culture

• Encourage staff to innovate - recognition

• Work with 3rd Parties – IVI & 3rd Level Institutions

• Improve the internal and external perception of ANAM with regards to innovation
Thank You!

Head Office
3 Custom House Plaza,
IFSC, Dublin,
D01 VY76,
Ireland

Phone +353 1 291 0138

Asia Offices
Suite 12.03, Level 12,
Centrepoint North,
Mid Valley City,
59200 Kuala Lumpur,
Malaysia

Phone +603 2201 3375

Email info@anam.com