

anam

Presentation By: Alan Darcy

Audience: IVI member conference

# Developing an Innovation Management Capability

## 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

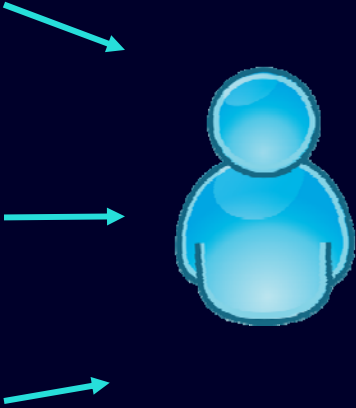
# What is A2P SMS?

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

## Domestic Brand "X"



WhatsApp



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)

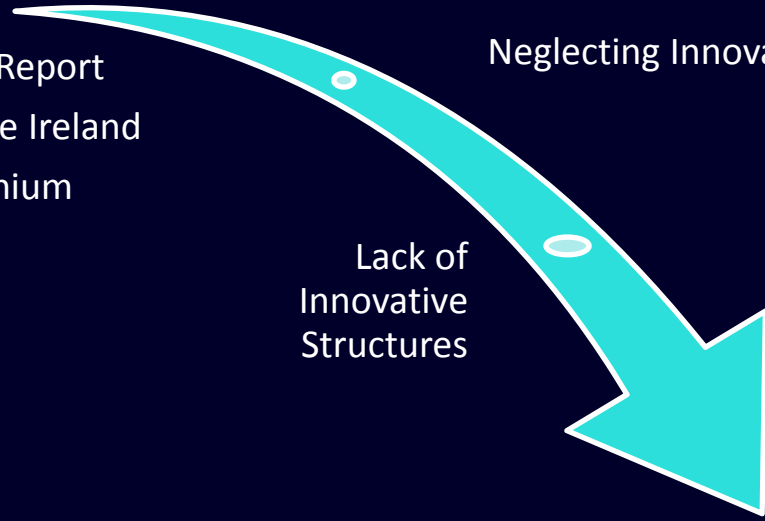
89% want business to communicate by Text (Twilio)

# 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

## Anam & IVI

- Introduced by Martin Curley
- Met in May 2018 and became members
- Completed Innovation Assessment July 2018

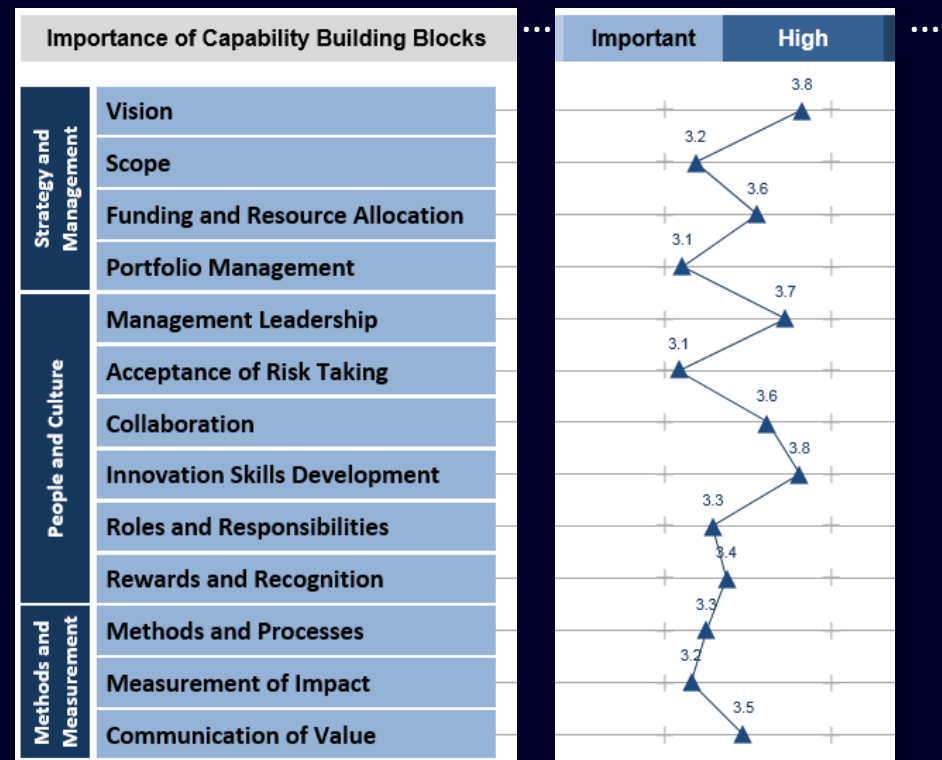
# IT-CMF Innovation Management Assessment

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

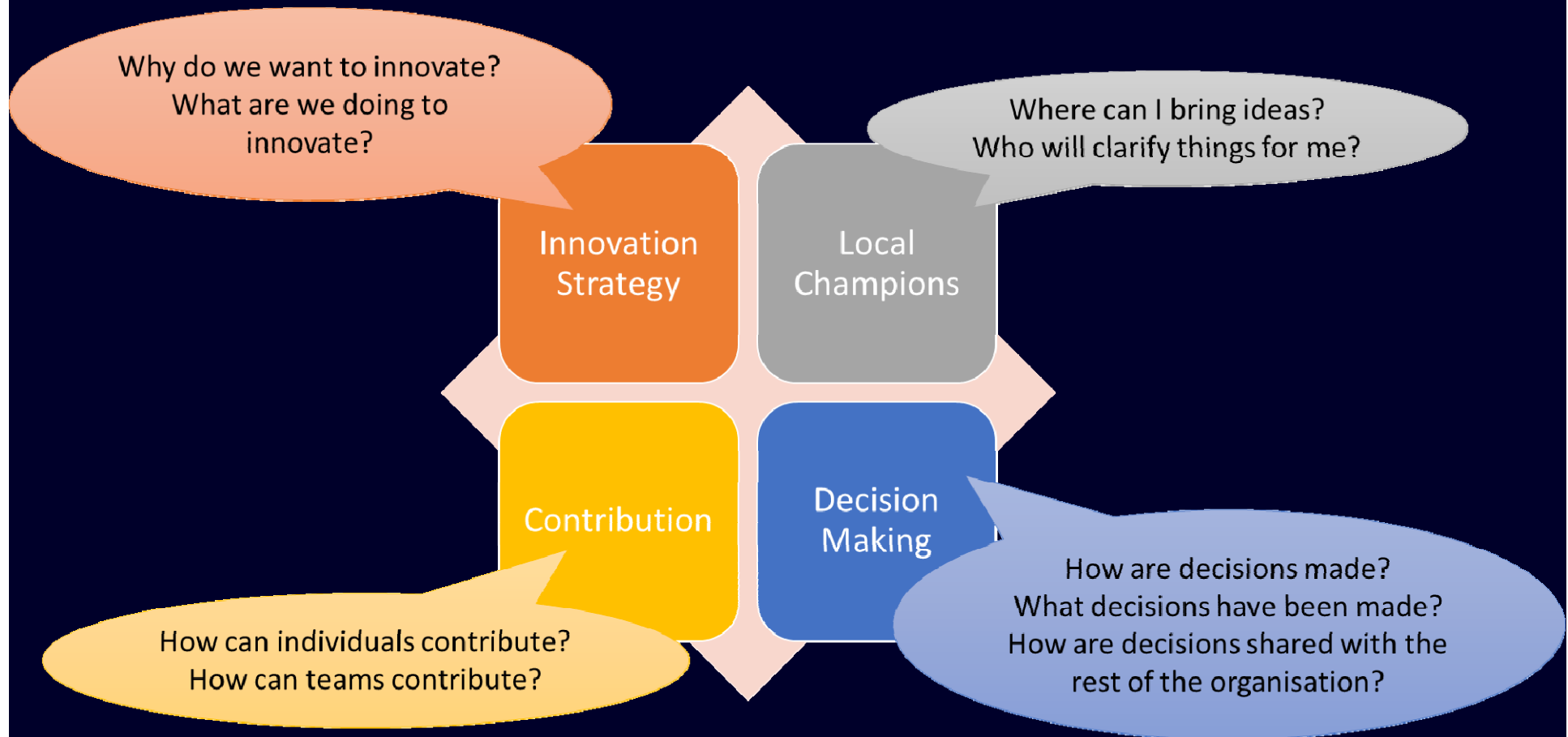


# Findings

- Some contradictory perceptions within ANAM
- Top capability blocks by importance
  - Vision
  - Management Leadership
- Lowest current maturity
  - Skills Development
  - Methods and processes



# Recommendations



## Conclusion

- 2018 – Focus on Innovation in ANAM
- Create an innovative environment and culture
- Encourage staff to innovate - recognition
- Work with 3<sup>rd</sup> Parties – IVI & 3<sup>rd</sup> Level Institutions
- Improve the internal and external perception of ANAM with regards to innovation

# Thank You !

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