

EMIT

Technology
Solutions

Powering
ExxonMobil

Powering
People



innovation

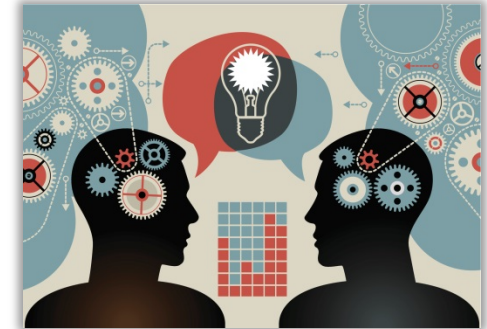
4Q Update

Corporate Separateness Notice

Nothing in this training document is intended to override the corporate separateness of any affiliate. Working relationships described in this document may reflect functional guidance or stewardship, not a reporting connection. The short terms “ExxonMobil” and the “Company” used in this document may refer to groups of companies or to specific subsidiaries of Exxon Mobil Corporation. For all of these, the words selection has been based on convenience and simplicity, and not to identify legal reporting relationships or entities.

3 key roles for #innovation:

- **PEOPLE:** Act as a **catalyst** to connect, facilitate, and accelerate innovation activities
- **PLAYBOOK:** Offer a **toolkit** of techniques, expertise, and contacts specific to the innovation process
- **PLATFORMS:** standard **IT solutions** to capture new ideas and develop solutions for business value



PEOPLE

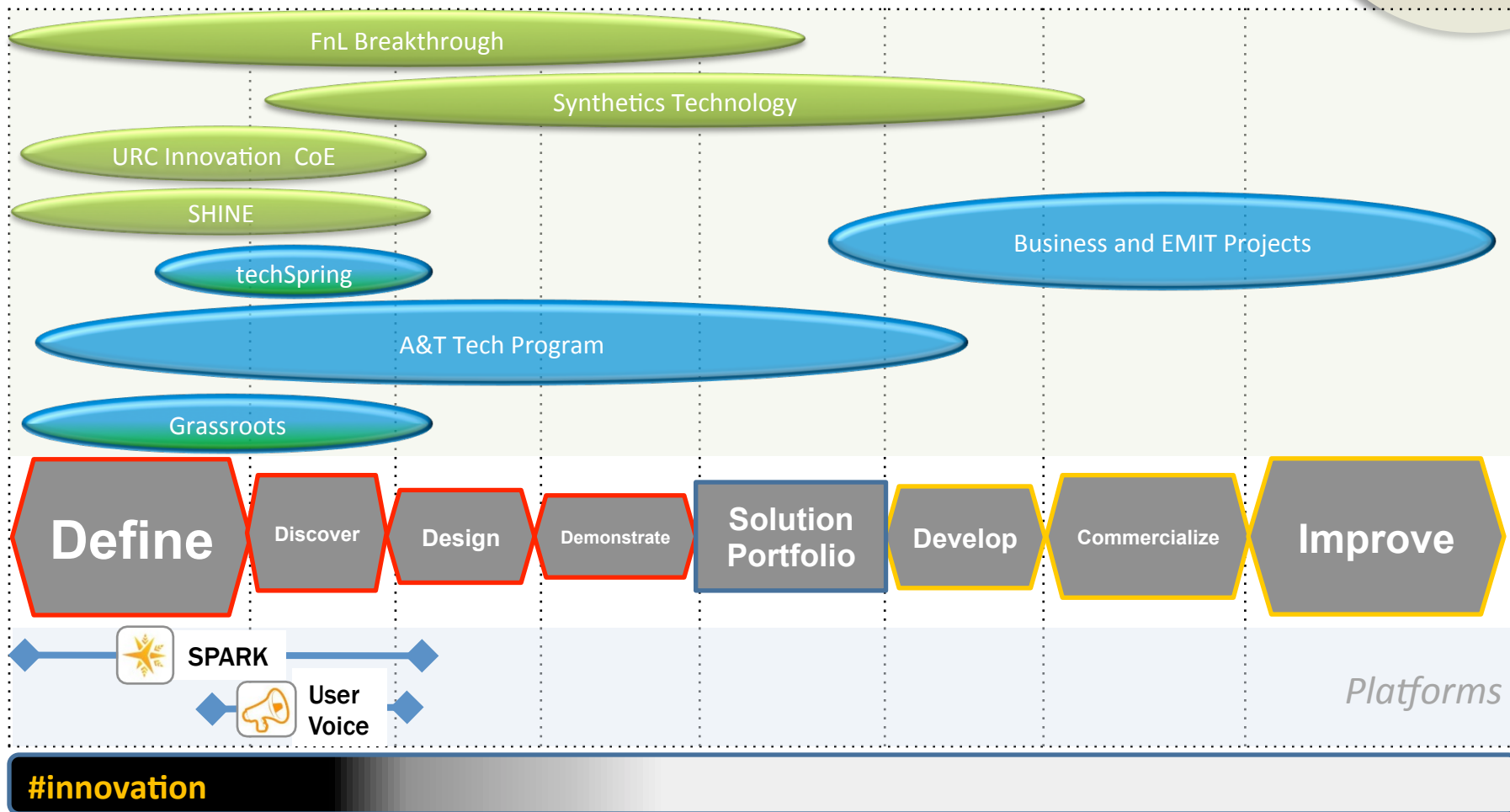


PLAYBOOK



PLATFORMS

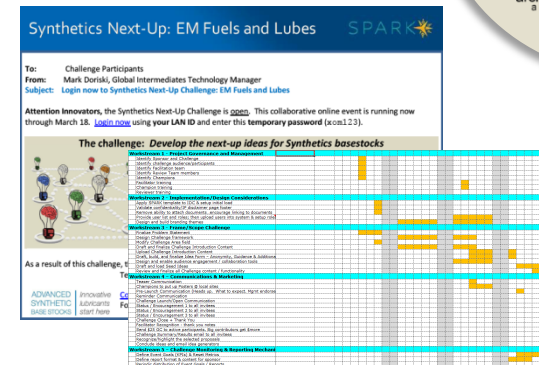




- Facilitation of connections and collisions
 - Business Consulting (EMRE R&D, URC Innovation CoE)
 - BIT partnership
 - Culture and innovation networks
 - IT Fairs (creation of advocates, and repeat customers)
- Innovation education
 - Playbook / Innovation Leadership Training
 - Innovation workshops for Interns / NEON / Excite
 - Speaking on Innovation (KM CoP, ITOE)



- Development of front end innovation approach
 - Phased engagement
 - Innovation platform (SPARK)



- Research on physical environments that support collaboration



NASA – Johnson Space Center

- Varied / distributed innovation spaces allow for enriched discussions
- #innovation planning for a visit from NASA

Google, JnJ, Fidelity site visits

- Learnings on external innovation communities
 - JSC Technical Collaboration Center, Boston Innovation Hub
- Development of innovation metrics

MIT – Center for Information Systems Research (CISR)

- Run #innovation like a startup, agility is key to growing front end innovation
- Urged away from robust #innovation metrics, concerned with stifling growth



- UserVoice challenges and forums created **uservoice**

- PM Tools
- Lubricants & Petroleum Specialties – Marketing Division
- Business Collaboration Solutions

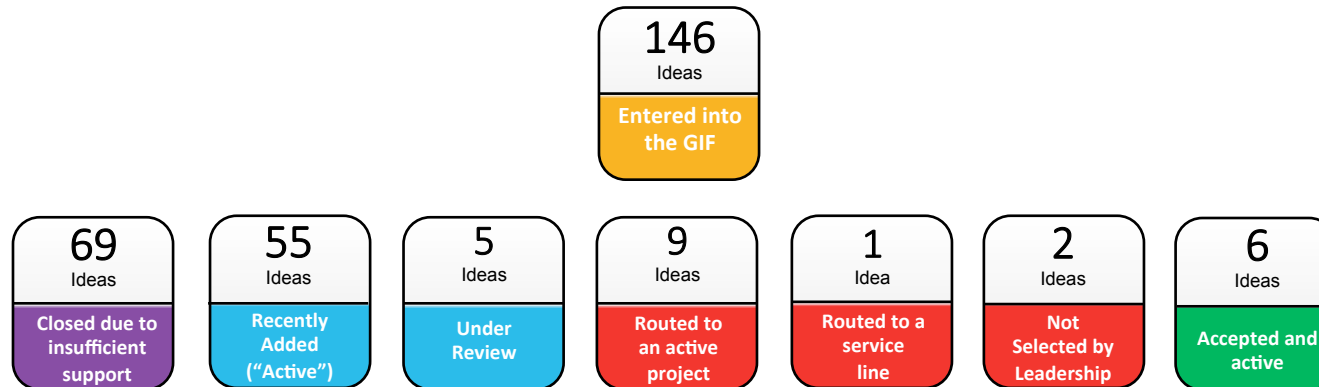
- Grassroots Innovation Forum

- Hard launch in progress. Steering Committee reconnect complete, first meeting held in July
- Marketing ramping up
- ~50 interns engaged in the Grassroots Innovation Forum- 10 new ideas and discussion started in the forum



24x7, open virtual café designed to solicit ideas around improving ExxonMobil IT and implement those with the greatest community support.

Grassroots Innovation Forum



Community Activity

Grassroots Participation

- ↑ People who've logged in : **1193 (+477)**
- ↑ People who've participated: **492 (+167)**
- ↑ Community-generated ideas: **110 (+24)**
- ↑ Average Daily Site Hits: **153**

Ideas Under Evaluation

[Automate Security Models](#) (posted by Jack Gassensmith)
[Improve File Sweeper](#) (posted by Laszlo Csanadi)
[PlanIT Express](#) (posted by Aanon Kanwisit)
[Outlook to ITSM](#) (posted by Pamela Castro)
[build on new ITSM Express tool](#) (posted by Jason C Jones)

Hottest community ideas

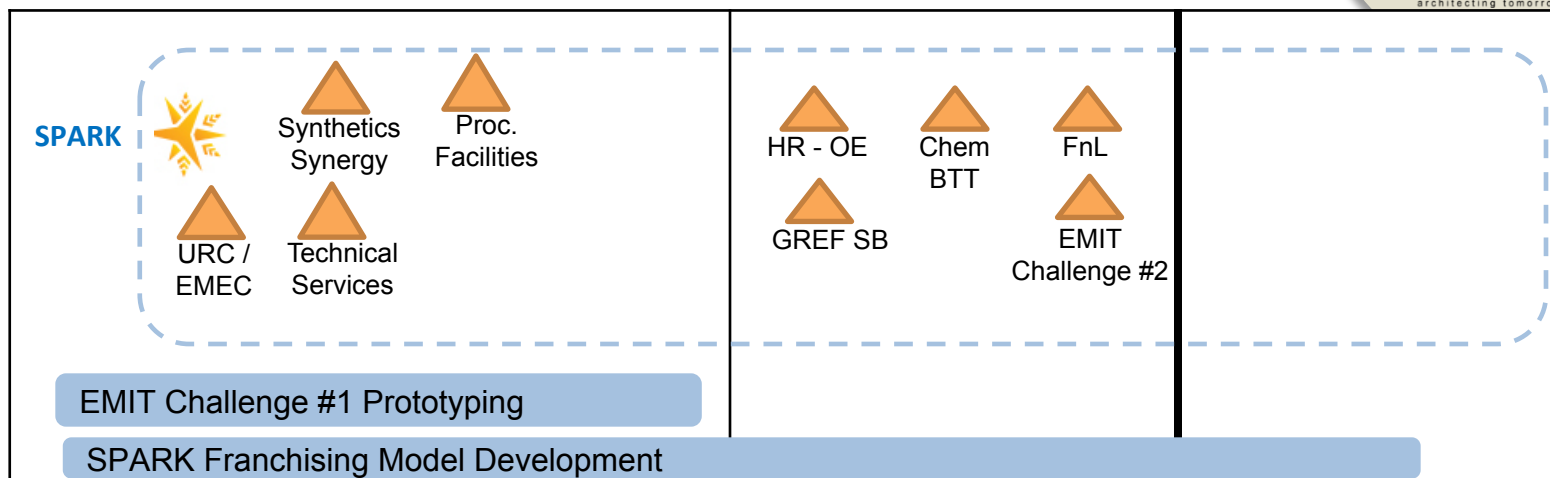
[Outlook to ITSM](#) (posted by Pamela Castro)

Newest community ideas

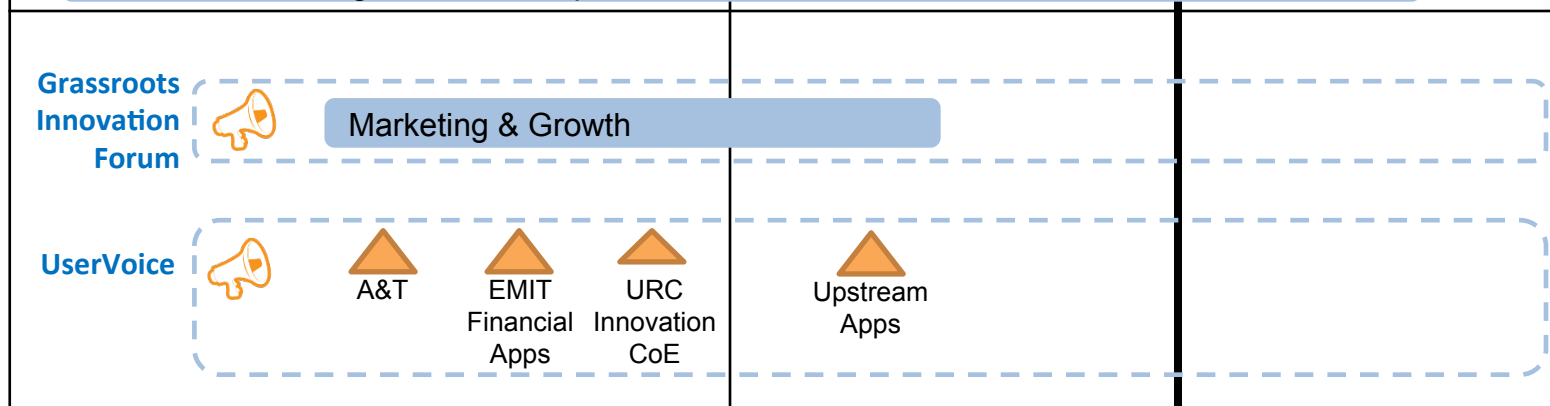
[Enable creative use of SharePoint](#) (posted by Carlos de Paula)
[Build an EM toolbar for excel & powerpoint](#) (posted by Bartek Otto)
[Toolset for knowledge sharing session distribution](#) (posted by Isara Tanwattana)

Platforms

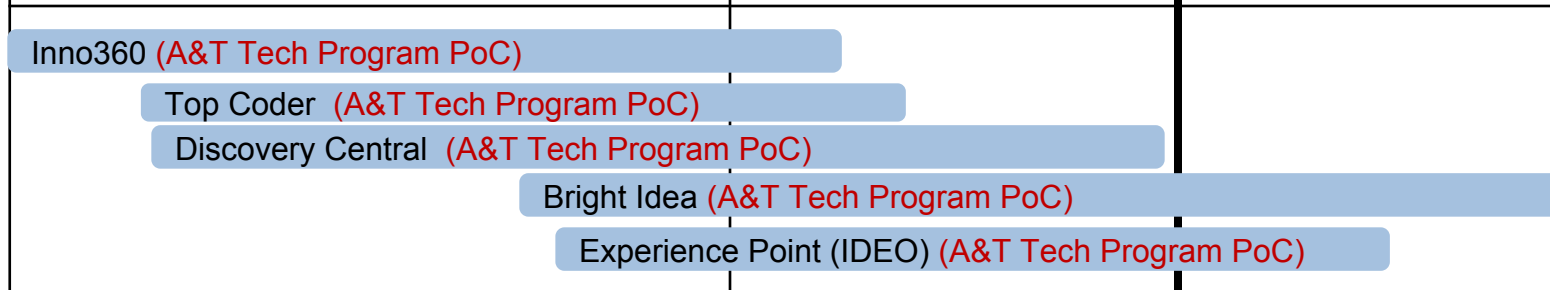
SPARK



UserVoice



Evaluation of New Platforms



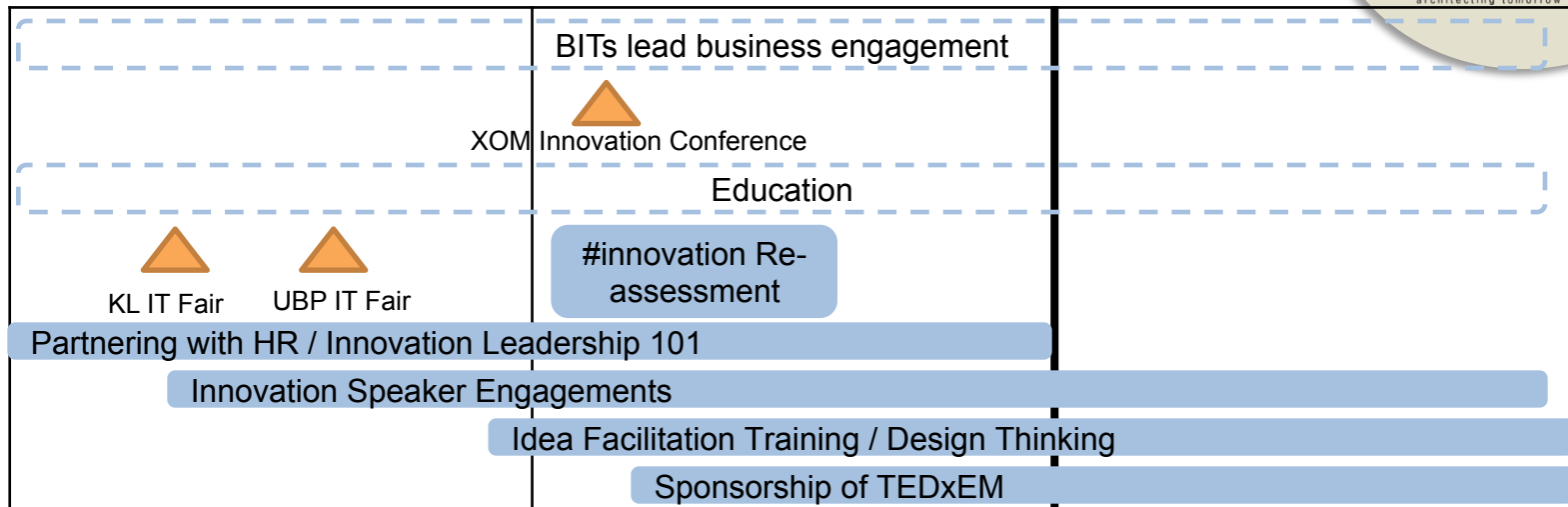
Q4

TIME

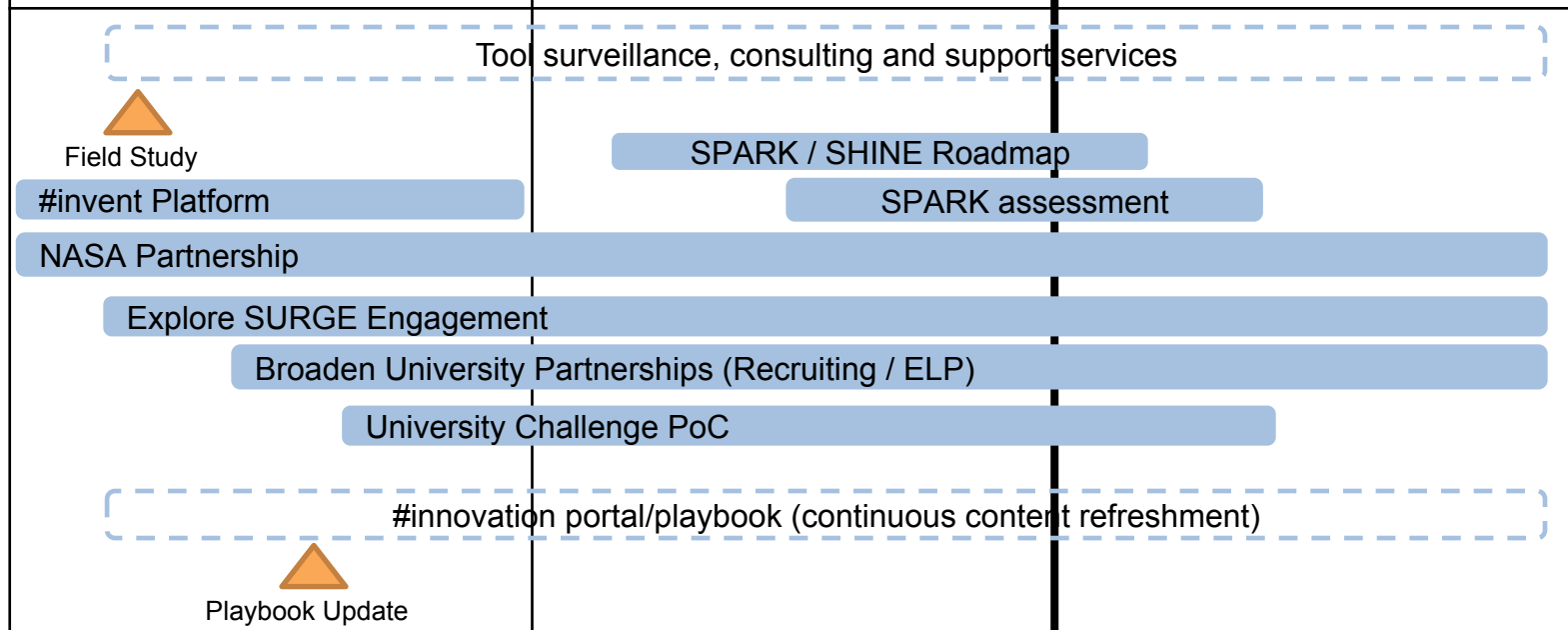
Q1

Q2

People



Playbook



Q4

Q1

Q2

TIME

Back-up

Where does #innovation fit in?

BITs



Provide platforms / toolkit to
innovate business solutions

Innovate technology solutions
to facilitate ideation

SPARK



techSpring



INNOCENTIVE®

uservoice

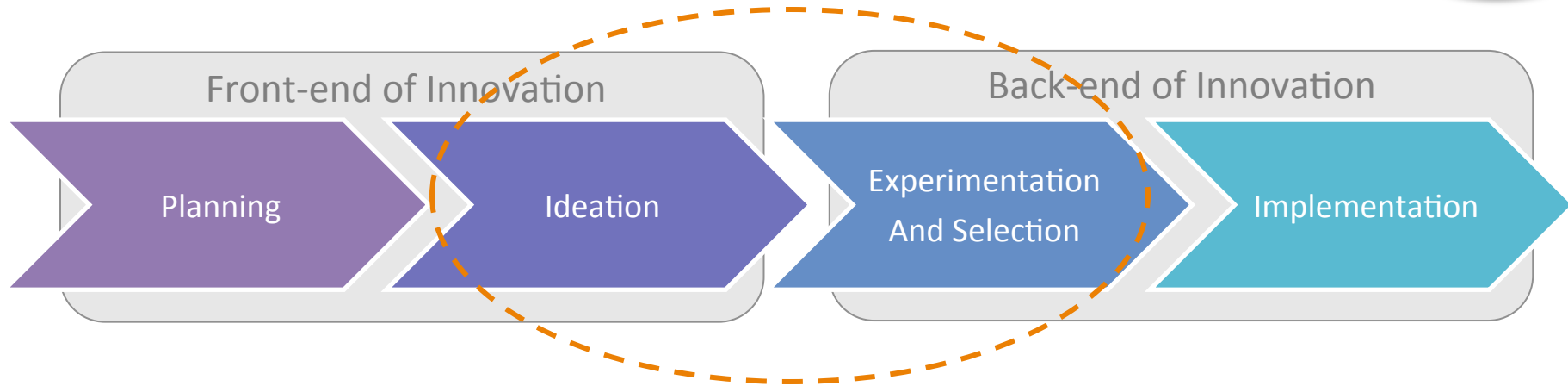
imaginatik

Synthetics Challenge

uservoice

Marketing Ideation Forum

Collective Intelligence



People connected by technology so that – collectively –
they act more intelligently than they would individually



Global energy demand

Unconventional resources



Fragmented workforce

Competing opportunities



Business survival

Increase Shareholder value

Current Tools – Usage

Userveice



Grassroots Innovation Forum

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Mobile Application Delivery Feedback

Chemicals Marketing Forum

EMIT Projects Forum

Innovation Central



SPARK

An open environment for solving ExxonMobil problems defined and staffed by the sponsor; providing technical staff to plan, setup and execute each campaign

Synthetics Next Ups

EMIT Challenges (Gamification & Upcoming Challenge #2)

URC Reservoir Surveillance

SHINE



Shared Innovator Network Environment: An EMRE technical community to incubate and develop new ideas facing ExxonMobil

Current Tools – Cost/Benefits

Userveice



- + Most staff skilled to provide site oversight
- + Look and feel similar to social media tools
- + Site usable within minutes of gaining access
- Limited tools for data manipulation
- Sort options predefined; Limited Filter selections

SPARK



- + Robust definition and configuration of content
- + Built-in suite of tools to manage similar ideas
- + Easy to attach artifacts, links, invite co-authorship
- Considerable initial setup; password management required
- 1 hour inactive timeout requires sign on
- More tools requires more support

	Cost	Setup & Support	Voting	Idea Collaboration	Ideation Duration	Evaluation Tools
Userveice	n/c - \$100/mo	Minimum	Basic	Feedback	Long-term	Simple
SPARK	n/c	Moderate	Advanced	Feedback + Build on	Short-term	Robust