

Avanade Innovation Contest 2015

Client Advisory Board Kick-
off

March 2015



Today's Agenda

- Welcome
- CAB Roundtable Intros
- Innovation Contest Process
- Your Challenges to Avanade
- CAB Expectations
- Next Steps

Welcome

Scrubbed

Client Advisory Board

Scrubbed: 16 client Executives from around the world are participating in the contest this year

Contest Background

- The 2015 Innovation Contest is on! This year we are challenging you to solve some real problems for real clients.
- If you reach the final four, you will have the opportunity to go to Avanade's TechSummit networking and training event in June and present your idea to the 500+ attendees who will vote to choose the winning idea*.
- In addition to receiving a check for \$10,000(US)*, this year's winning team will also have the opportunity to earn up to \$5,000(US) each time their solution is sold to clients in FY16 up to \$100,000(US)**.
- To find out all about the 2015 Innovation Contest, visit the contest site today.
- The closing date for entries is March 13, 2015.

* Team spaces may be limited.

** Subject to terms and conditions set out in the official 2015 Innovation Contest rules.

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2015 Innovation Contest Timeline

Round 1

Feb 16-Mar 13



Client Challenge & Open Ideation

- A client challenge will be provided globally for employees to ideate, form teams, and create a solution
- Teams submit their ideas via an online ideation tool, using the provided template, and or a 2min video (highly recommended)
- Use cases/concepts submitted for Maker

CONTESTANTS

VOTING

- Popular Employee Voting
- Area leadership Executive Voting

Round 2

March 23 - May 15



Maker Faire – Client Mentorship

- The Top 20 teams collaborate with members of the Client Advisory Board to develop their final presentations and demonstrations
- Teams receive second round of Maker funds up to \$500
- Participants present in a live 5 minute global pitch
- CAB votes for Top 4 teams

Finals @ TechSummit

June 15 -



TechSummit Final 4 teams

- Live Exhibition hours enable teams to demonstrate the solution capability
- Present during the closing keynote in front of 500+ peer technologists
- Attendees, Avanade Leadership, and Client Advisory Board Vote for final selections

Judging Criteria

Innovation

- Breaks new ground, level of disruptiveness
- Aligns with a well-observed or yet-to-be-discovered market trend
- Leverages latest technology or trends, including some of the latest new software from Microsoft
- Reflects shift or improvement to known and relevant problem or existing solution
- States relevant use case for Maker components for Round 1. Round 2 and TechSummit will require proof of concepts to be built.
- Takes into account user-centric design

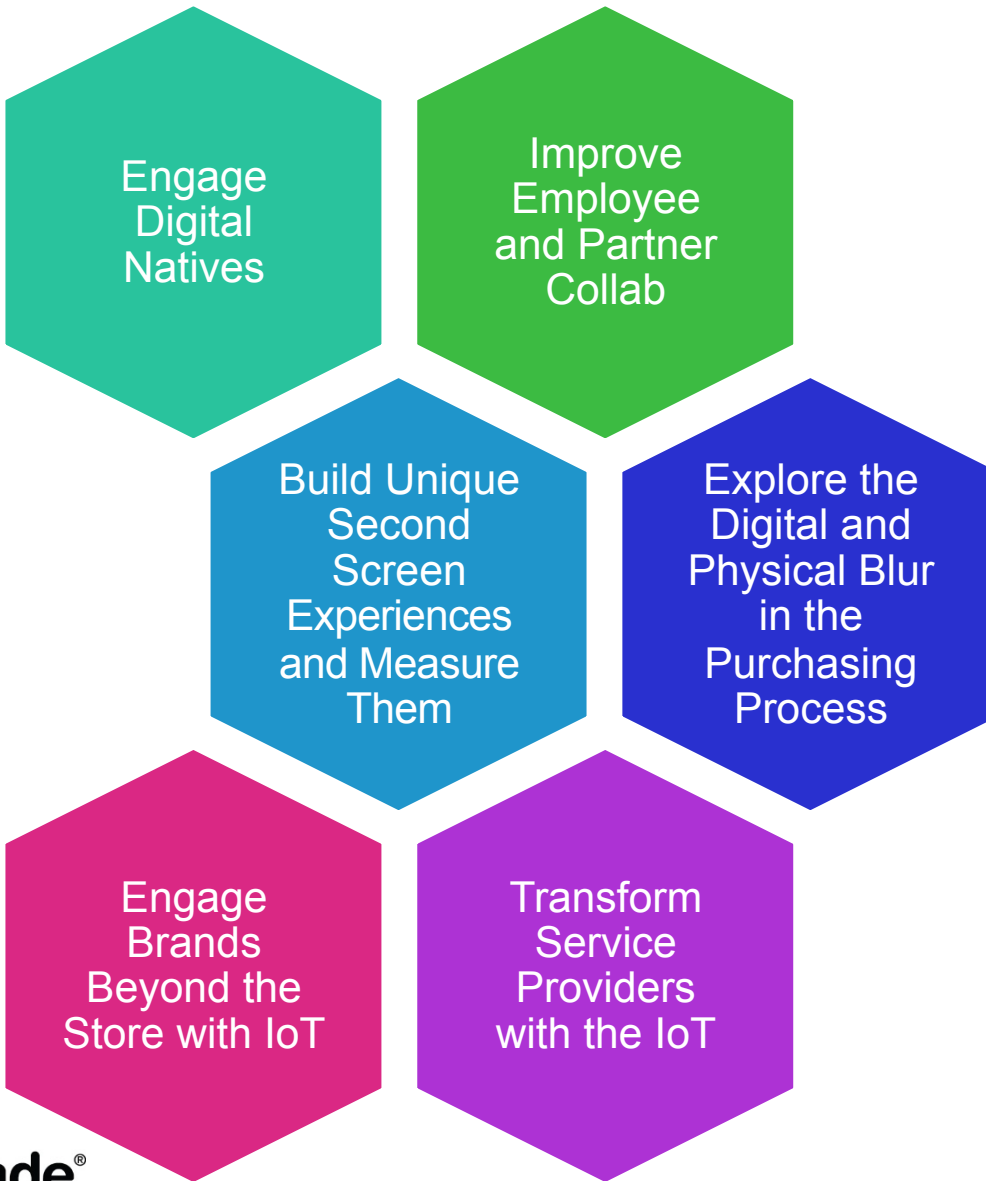
Business Applicability

- Aligns with the client challenge
- Defines a model and general components for specific application
- Solution is differentiated in the marketplace
- Fiscally feasible (from a buyers perspective) and creates distinct business value (cost savings or revenue generation) or competitive advantage

Actionable & Marketable

- Is of relevance to enterprise business
- Solution is presented in a way that is user-centric in design
- Potential to be packaged or repeatable
- Showcases Avanade's Digital Customer or Digital Workplace themes

The Challenges and Maker Faire



Client Advisory Board Participation

Our Ask

- Participate in Round 2 **advising** and **voting** (one 2 hour meeting and at least 1 hour with the teams between April 1 and June 5)
 - Review Top 20 ideas to be shared March 30th
 - Select and Mentor 1-2 teams over a 60 day period
 - Vote for final four ideas during a two hour meeting week of May 18
- Participate as our VIP guest at TechSummit, June 15-17 in Redmond, Washington USA (Optional)
 - Participate in panel discussion at TechSummit on customer-centric innovation
 - Participate in TechSummit Sessions, meet with Innovation Teams at Microsoft and the Microsoft Accelerator program
- Work with your Executive Assistant on scheduling

TechSummit

- Avanade's TechSummit is our most important and impactful yearly event, where during 3 days we bring together 500 of our top performers and influencers from around the world, as well as a number of industry luminaries and decision makers from Accenture and Microsoft.
- The event will have the theme of 'The Digital Business' and will include activities such as touring the Microsoft Experience Center, the Cyber-Security command, seminars, workshops, etc.). TechSummit is June 15-17.



Questions and Next Steps

- We starting this week to work with you or your Executive Assistant to help make travel arrangements to TechSummit.
- Beginning March 27, we will share the Top 20 ideas and start match-making with the teams.
- Voting session will be scheduled during week of 18th May.
- You will receive an email this week from Yammer to join our CAB Yammer group.

Full List of Challenges

Challenges

1. How can we better engage Millennials and digital natives (focused on young professionals) in regards to fundraising opportunities specifically targeting sports and fitness? What ways can digital channels be an enabler?
2. How do we do collaboration better between multiple users, both employees and external partners, across documents? While Office365 can provide a platform for collaboration, some businesses have a need on top of it to ensure real time document collaboration, workflow, online/offline capability, especially in remote areas (especially when external partners are also using their own office 365 with a different domain). It needs to work across a number of devices that is secure and provides access to only those working on the specific documents. Does social play a role and how do you get the non-digital natives to use the new tools?
3. Nielsen, a global data firm, reports that 80% of people watching TV have a second device in hand. That means as consumers of traditional media content over TV, we are more distracted than ever. How can media companies engage their audience and market to them appropriately? What unique second screen experiences can be created prior, during, and after shows air? On the data and analytics side, the TV industry has relied primarily on the viewing currency generated by the Nielsen Company, through its collection of home-based audience measurement techniques. However, these techniques are not able to capture video data consumption through services like Netflix or Amazon and the measures are not consistent across providers. How do you develop a consistent measure of viewing across disparate platforms?
4. How does the digital experience change and/or replace the physical purchasing experience on products that have historically required more direct consumer/product interaction. For example, car buying, beds, furniture, etc. Or more specifically, for a consumer buying a \$2000 USD bed. Can a digital experience replace the physical experience (of lying on the bed) for a majority of the population? We know there are some consumers that don't care, but will this be the norm in the future? Can we shape it? Is there a play for the Internet of Things? What about for the call center and store associates? What can be done to provide seamless touch points across channels? Across countries?
5. How does the Internet of Things factor in to the everyday household products we purchase and love? How does it allow consumers to engage with the brands beyond the store? What insights can be provided back to the company to further refine and improve products? How can products start to offer services through the ambient data that surrounds the products?
6. How can service providers be transformed by the Internet of Things? What new revenue or growth opportunities does it provide? What is the next generation platform play? What new experiences (example: mobile social networking services like WeChat or WhatsApp) can be delivered for consumers and/or employees? How can data (and potentially machine learning) offer additional monetization opportunities?