The Project

the **Art** of **Innovation** is a project created by a team of veterans in digital transformation and business-oriented IT solutions. All contributors to the project have decades of experience in their field of expertise, ranging from infrastructure to highly customized software solutions covering all industries and verticals.

It's all about embracing the journey into a digital world and taking advantage of everything that's possible instead of being afraid and fighting the inevitable. The project was launched because it's obvious that many companies – no matter if they are end users, system integrators, service providers or vendors – need help identifying their digital strategy and therefore, selecting and deploying the right solutions.

Digital Transformation is not just a technology trend, it is at the **center of business strategies** across all industry segments and markets. There must be a balance between strategy and technology as otherwise digitalization projects are doomed to fail. Digital Transformation is all about creating value supporting the business.

No company or individual can ignore the pervasive nature of digital solutions. To quote Victor E. Frankl: "When we are no longer able to change a situation we are challenged to change ourselves".

All services are delivered by senior experts with at least 10 years of experience and include:

- Speaking Engagements, Keynotes, Presentations
  - Providing top rated speakers / experts to inspire an audience
- Conversation Support
  - Helping technologists to talk to decision makers and vice versa
- Opportunity Discovery
  - Helping vendors, integrators and service provides to identify undiscovered opportunities
- Innovation Workshops
  - Helping companies to identify the right digital strategy and solutions
- Solution Design & Deployment Services
  - Developing digital roadmaps, designing selected solutions, supporting deployment
- White Label Resources
  - Providing selected experts for special engagements

For more information: innovate@aoi.digital

Some examples of pre-defined services:

IMPACT is a workshop helping technologists to become the source of innovation by making them aware what other functional areas care about and how to improve communication with those areas and the decision makers of the company.

EXPAND is an enhanced account planning methodology built on the **IMPACT** framework. It is focused on finding new, previously latent opportunities in accounts.

INNVOVATE is a facilitator led, interactive team ideation session designed to guide and prepare business and technology stakeholders as they begin to transform their business.

TRANSFORM is where we turn strategy into an actionable roadmap. It is usually part of a design & prototyping engagement that delivers a digitization roadmap, an executive brief and the build out of one or more selected prototypes (lighthouse projects).

IDEATE is an **innovation starter package** designed to demonstrate the power of technology by identifying and deploying a small solution that has a high innovation factor; visible and measurable benefits, and a great return of investment.

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