Innovation is the only way to win.

Steve Jobs
Innovation:

“The development and market introduction of a new, redesigned or substantially improved good or service.”

Examples of product innovation by a business might include a new product's invention; technical specification and quality improvements made to a product; or the inclusion of new components, materials or desirable functions into an existing product.
Innovation in the Subsea space

Market evolving or innovating?

1990’s STM-1 / 4 / 16 / 64

2000’s 100Gb wavelengths

2010’s Spectrum / fractional fibre pairs
Innovation in the Subsea space

If the previous slide is arguably more about evolution than innovation, in what areas could there be innovation?

- Product?
- Price models?
- What’s the next big thing?
- How do you get your organization to start thinking about tomorrow’s solutions?

Your competitors are!
Innovation in the Subsea space

What’s the next big thing?

• Artificial intelligence?

• Internet of Things?

• Virtual reality?

• What else?

• How can the sub sea capacity industry innovate to lead rather than simply follow?
Innovative Thinking

Telecoms Industry - What about these products makes them innovative?

• Mobile Money Transactions
• Skype
• Smart cards
• Smartphones
• VoWiFi
• Whatsapp
• WAN
• WWW
Creativity is thinking up new things. Innovation is doing new things.

- Theodore Levitt