

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.



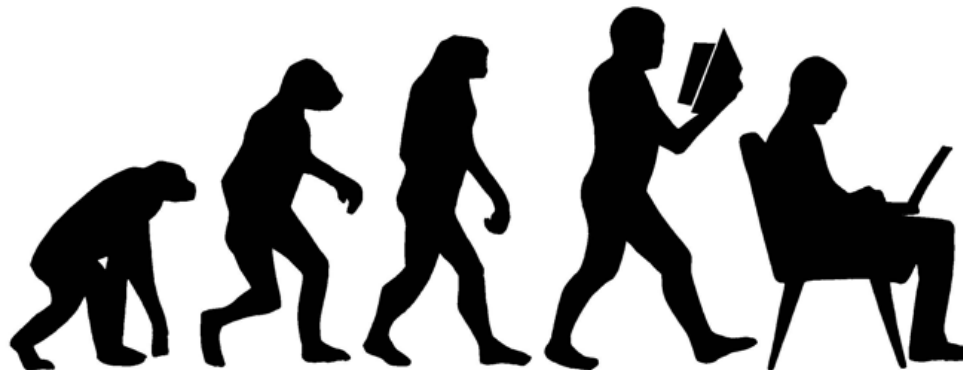
Innovation in the Subsea space

Market evolving or innovating?

1990's STM-1 / 4 / 16 / 64

2000's 100Gb wavelengths

2010's Spectrum / fractional
fibre pairs

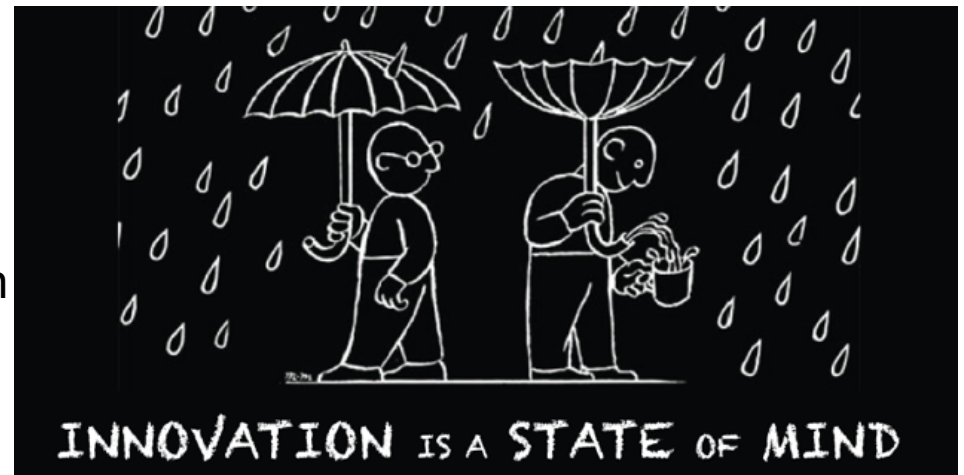


Innovation in the Subsea space

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

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