

Innovation is not an Option

Lodewijk Bonebakker
Head of the ING Customer Experience Center

Utrecht – 18 September 2014
www.ing.com

Digital adoption – now on your mobile

What Happens in an Internet Minute?



And Future Growth is Staggering



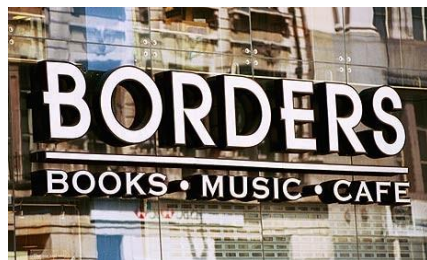
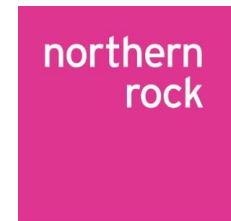
The pressure to innovate



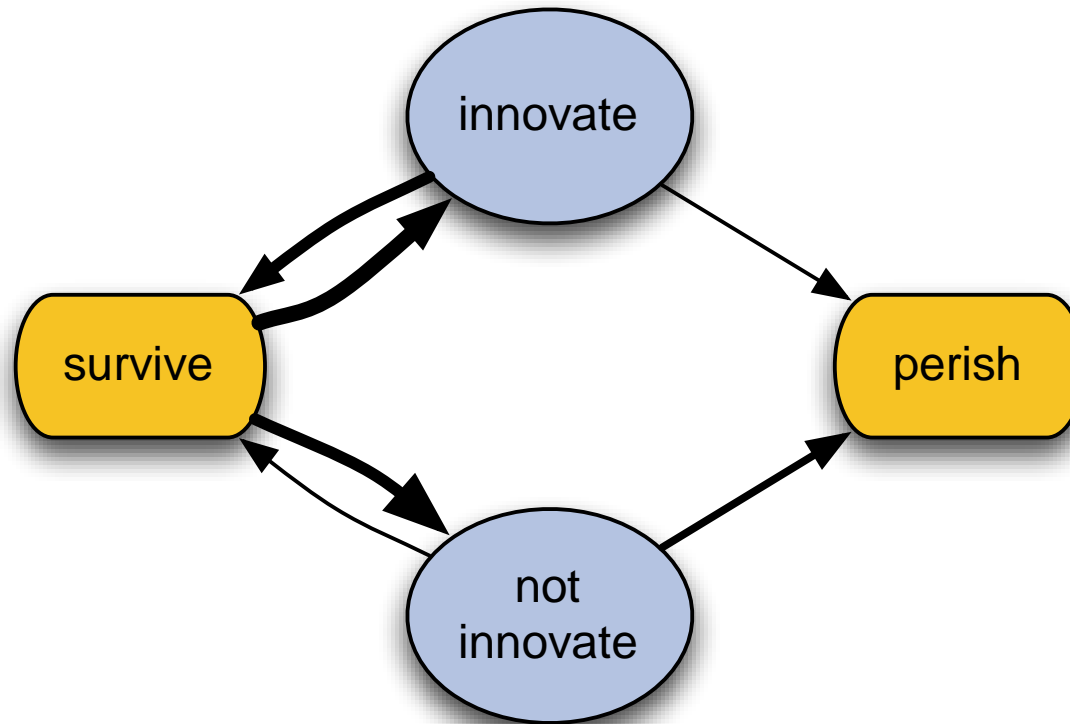
NORTEL ELPIIDA



1962 75
Average life expectancy
of a Fortune 500 company
2012 15



Is Innovation an option?



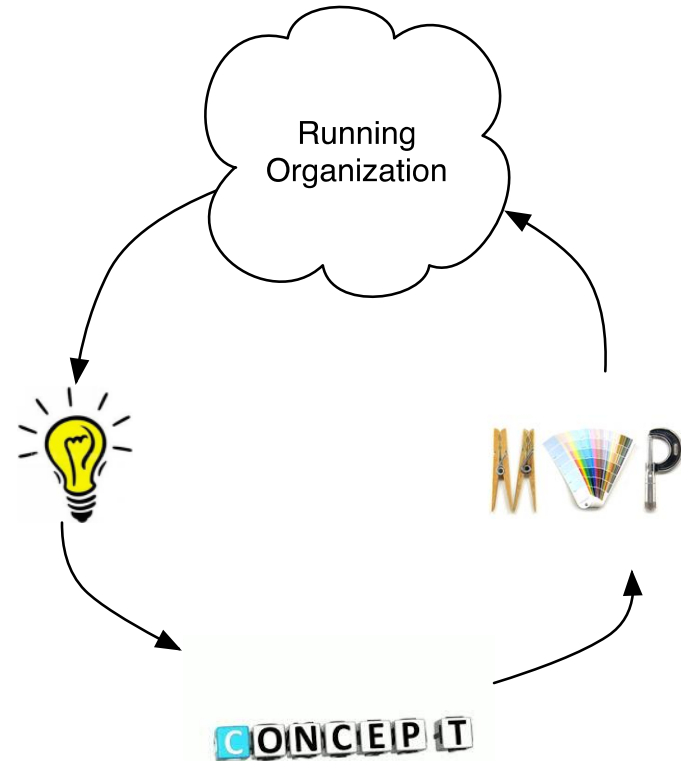
- Some companies have not survived innovating
- No company has survived not innovating

Innovation is a journey

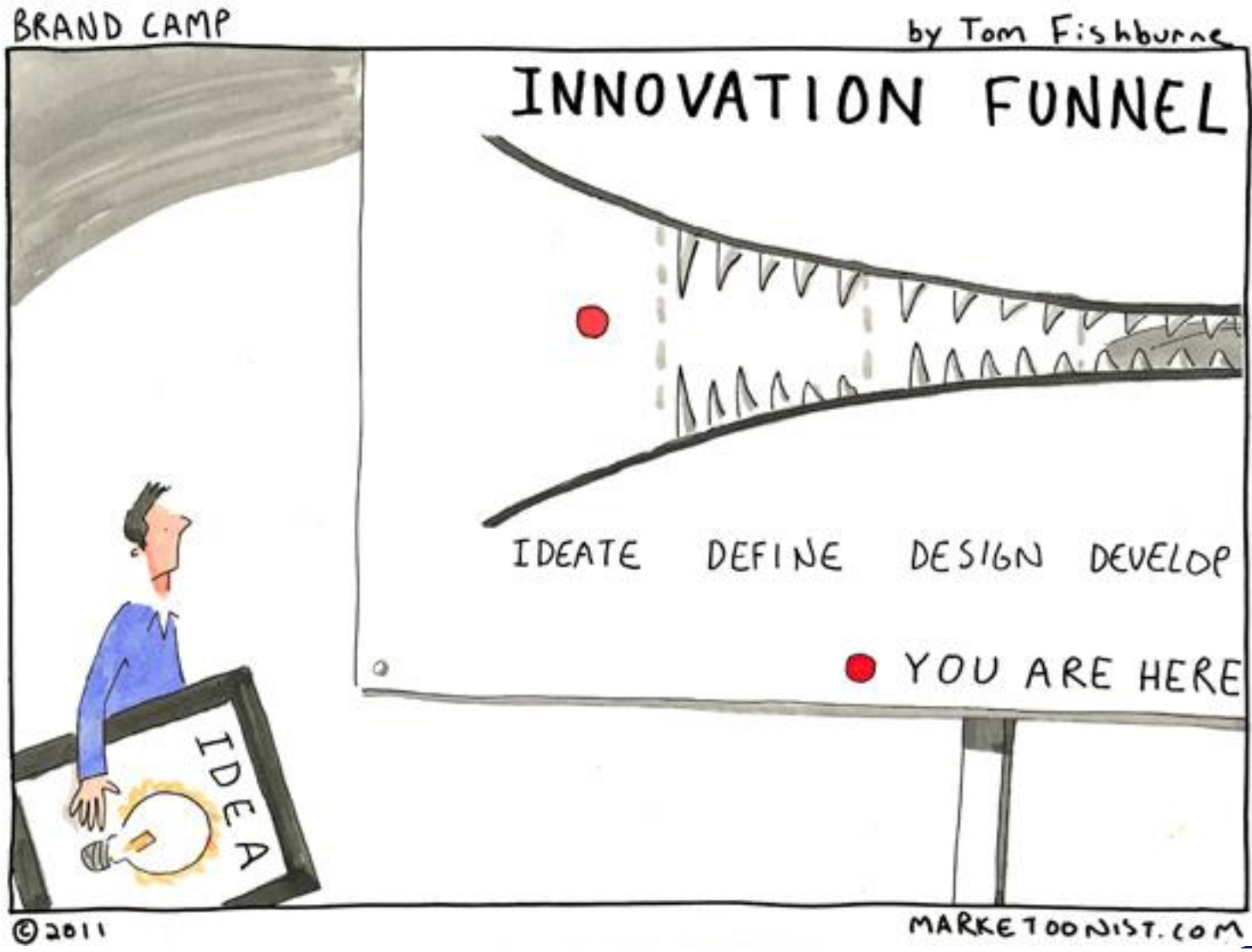
Corporate culture – Operational excellence



Innovation culture - experimentation



Innovation thrives in a clear structure



Failures can sting



Innovation Drivers and Enablers

Innovation

Globalization
Digital Revolution
Social Media

Commoditization
Sustainability
Mobile Technologies

The common ingredient is IT



Innovation requires teamwork

If the Knight represents the business – what is IT?



Knight vs Page :
Wrong weapon you fool!

Or



Knight and Sword :
Let's do this!

Sharp IT, Winning Business

Thank you

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