



CONNECTIVATE!

BY HITENDRA PATEL, RONALD JONASH, STEVE WYATT AND VICTOR FERNANDES

Companies Innovating to Be Always Available


IXL CENTER
HULT International
Business
School

We identified three forces that are changing the world

101 Breakthroughs



Copyright Monitor Group

Forces

Going Green

Always Available

Living Longer





• Content

- 1 Why write a book on Connectivations?
- 2 Insights from the Book
- 3 What's next?

Many institutions **CONNECTED** by being available (a) everywhere or (b) anytime

BC – 1800s

1800s – 1900s

Late 1990s – 2011

EVERYWHERE



Religion



Catalogs



Franchise

ANYTIME



Rome aqueducts



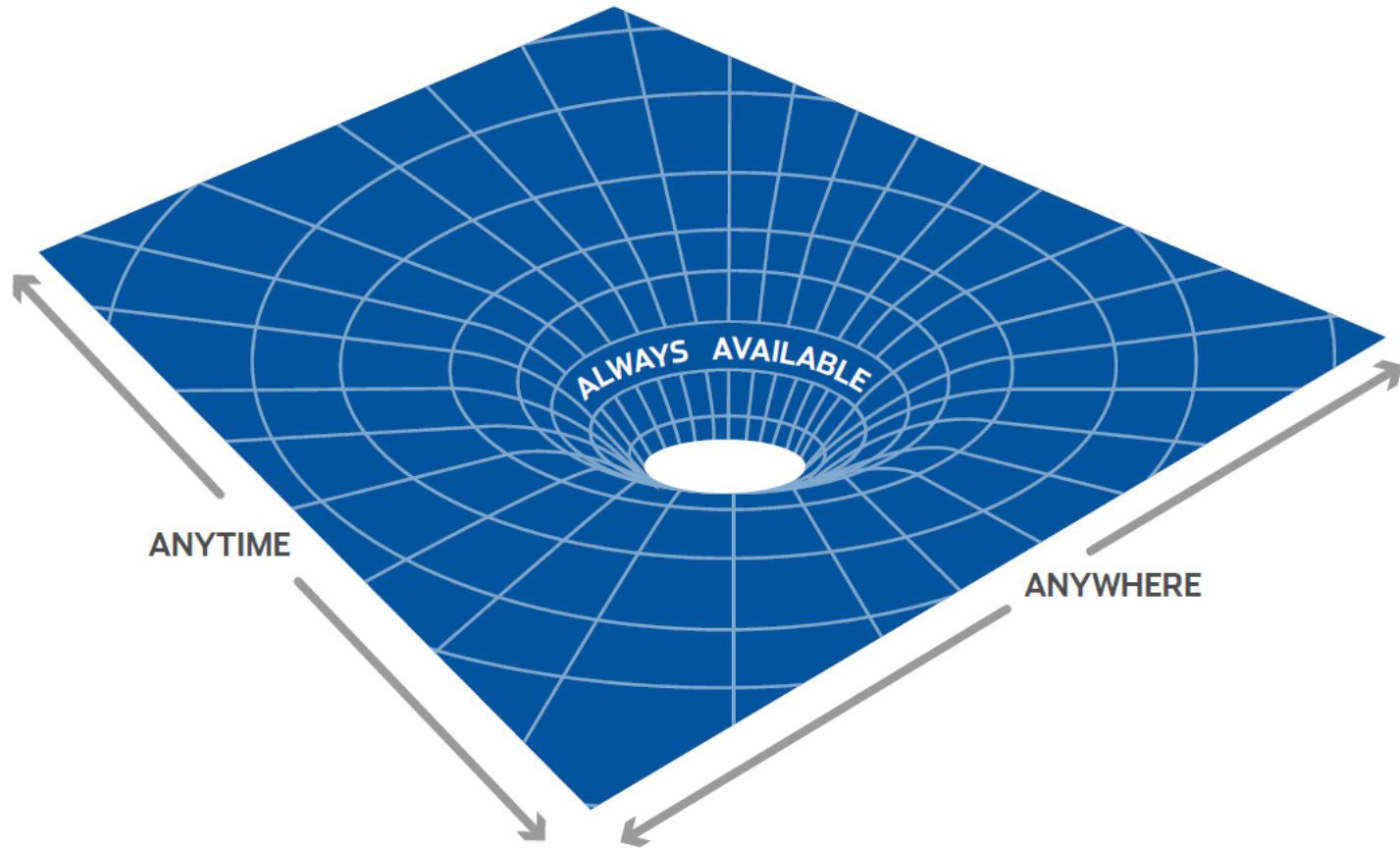
Radio



Delivery



More recently, companies have figured out ways to be Always Available

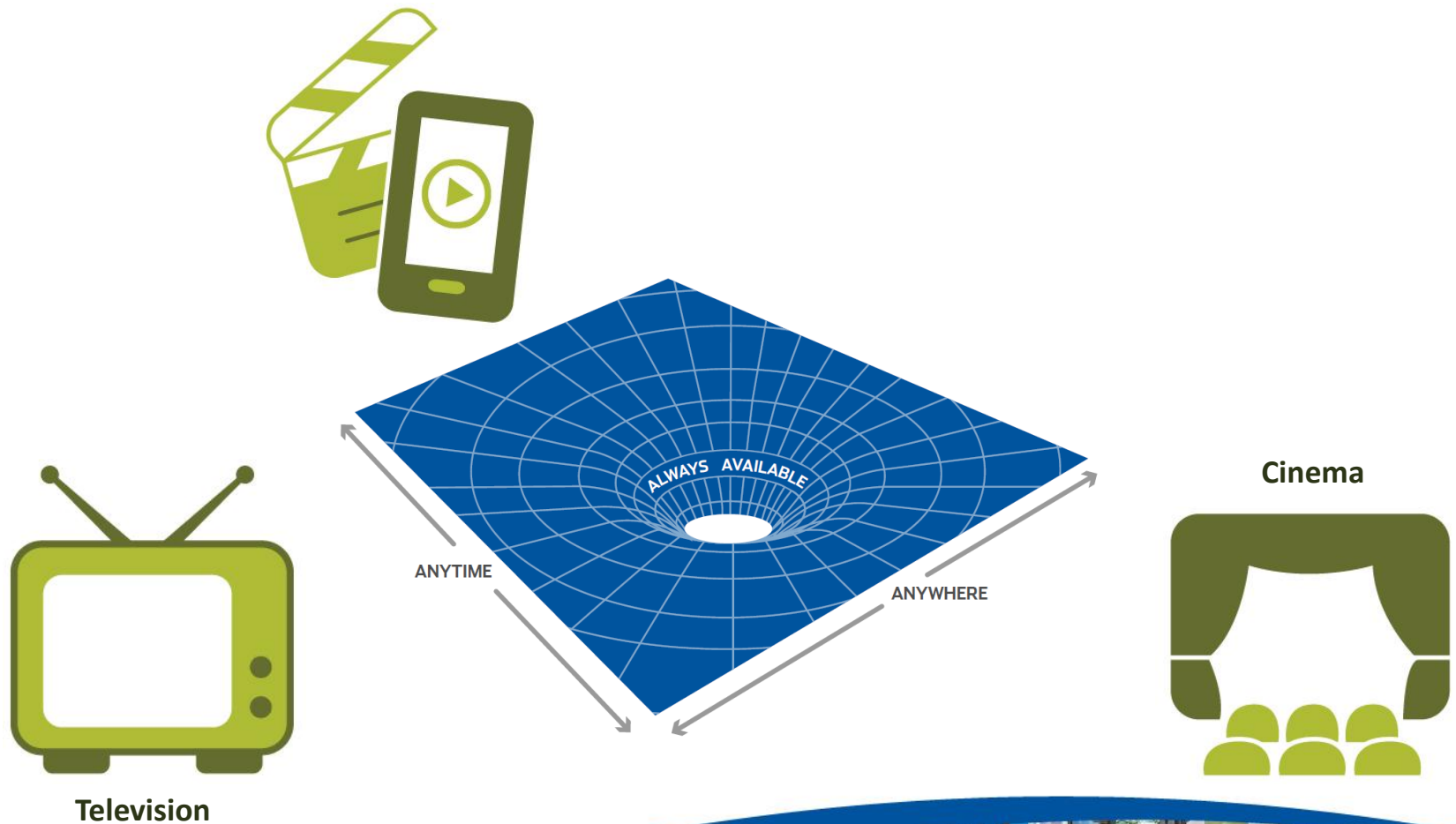


ANYTIME

ANYWHERE



By being Always Available, a new and different business paradigm is created that changes the basis of competition for that industry



CONNECTIVATE! companies included the usual suspects and some very unusual suspects





• Content

1

Why write a book on
Connectivations?

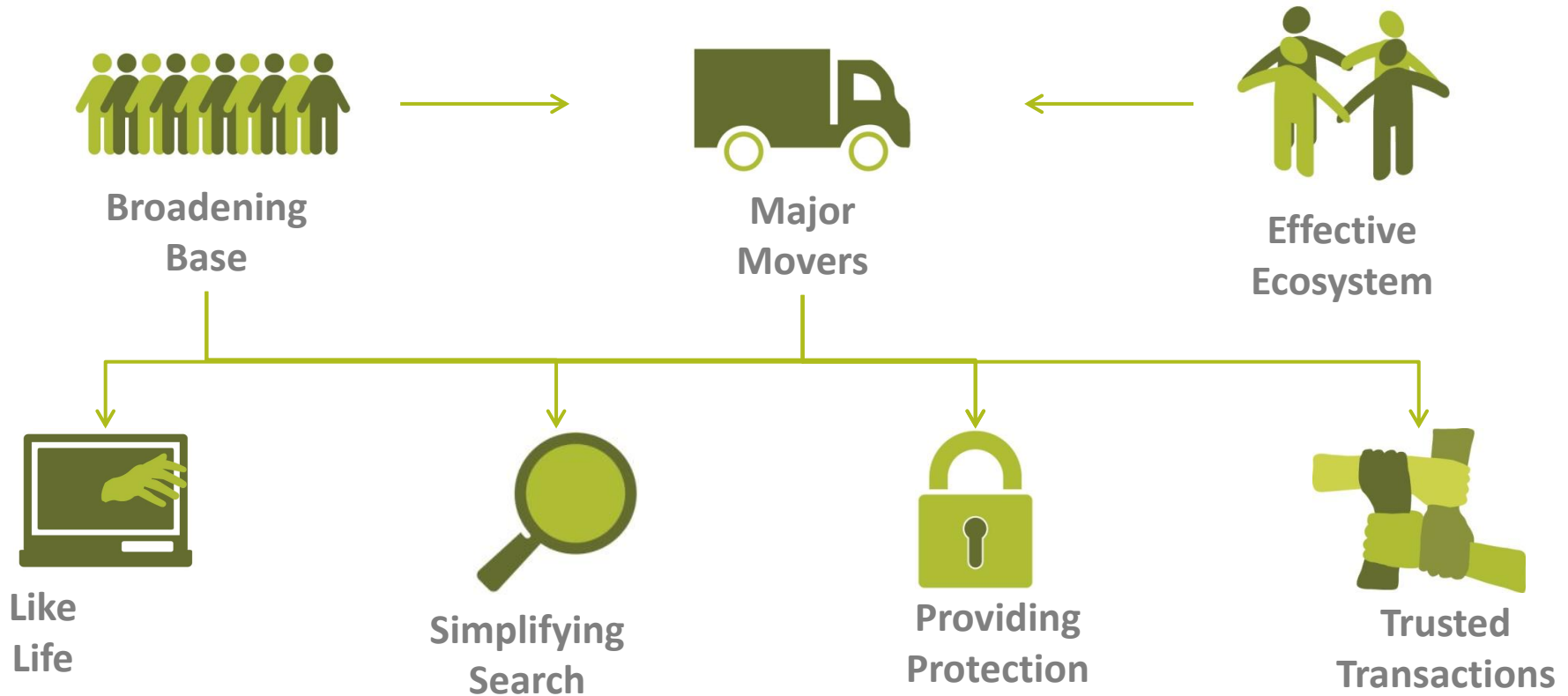
2

Insights from the Book

3

What's next?

There are seven **TYPES OF CONNECTIVATIONS** that are, cumulatively, allowing companies to be Always Available



Companies are **BROADENING THE BASE** by increasing access to customers and suppliers

Broadening Base



PokerStars.com

LinkedIn

Si, primero
Construrama
Materiales para la construcción

facebook



BzzAgent
a dunhumby company



ई-चौपाल
किसानों के हित में, किसानों का अपना

eHarmony



one laptop per child

Companies are building **EFFECTIVE ECOSYSTEMS** by collaborating better up and down the value chain

Effective Ecosystems



Companies are **PROVIDING PROTECTION** around a range of things important to you

Providing Protection



Companies are **SIMPLIFYING SEARCH** to be able to find everything

Simplifying Search



Companies are doing **TRUSTED TRANSACTIONS** that allow people to interact with high confidence

Trusted Transactions



Companies are becoming **MAJOR MOVERS** to move things efficiently by providing protection, broadening base and making an effective ecosystem

Major Movers



MAERSK
SEALAND



قطر الغاز
QATARGAS



Companies are making their offerings more **LIFE LIKE** by creating trusted environments that have simplified search to broaden the choices

Like
Life





• Content

1

Why write a book on
Connectivations?

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What's next?



We have a much wider access to both markets and capabilities than ever before

Company “Aha”



- My company can appear much bigger than I really am
- My company can give people what they want before they even ask for it
- My company can break my offering into smaller pieces and access new markets
- My company can get to market faster and easier
- My company can find a market for everything

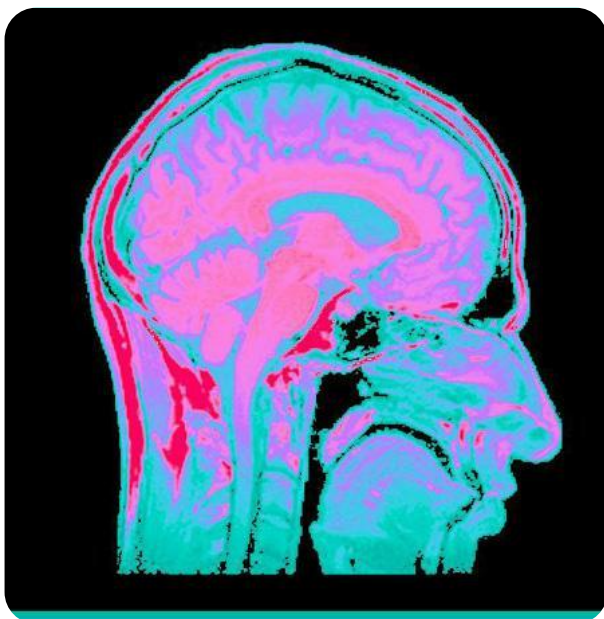
I can appear much bigger than I am



- Digital communication as a platform to scale and reach the whole world
- Creation of ecosystems or value chain beyond your geography



I can give people what they want before they even ask for it



- Know people's past purchases
- Know market and technology trends
- Know customer's friends
- I can predict needs faster

amazon.com[®]

Google

BigBelly
SOLAR



I can get to market faster and easier



- Globalization of taste
- Customers are accessible
- Many more ways to show my products
- Solutions exist to ship anything anywhere



I can break my offering into smaller pieces and access new markets



- Mass customization (customer of one)
- Time-sharing products or resources
- Modularizing products for customers to pick and chose



I can break my offering into smaller pieces and access new markets



- Can connect customers to products around the world
- Customers can be made aware of perishable products
- Word-of-mouth

GROUPON

amazon.com





I expect to get anything I want from anywhere at anytime and I expect the process to be easy, simple and for it to make me look good in front of my boss

Customer Experience



- I get what I want or need, when and where I need it
- I feel secure and empowered
- I am much more confident in the choices and decisions I make
- I feel much more connected to people I share with, work with and buy from

I get what I want or need, when and where I need it



Customer Words

- Accessible*
- Convenient*
- Customized for me*
- Reduced clutter*
- Right-size*
- On-the-move*
- Real information*



I feel secure and empowered



Customer Words

In control

Informed

Able to act

Capable

Safe

Reliable

On-time

Independent

PHILIPS



I am much more confident in the choices and decisions I make



Customer Words

Trusted

Liberated

Productive

Simple

Convinced

Actionable



I feel much more connected to people I can share with or work with or buy from



Customer Words

Global

One-stop shop

Collaborative


Easy

Automatic

Ever-present

Updated






They stop us and wow customers by doing multiple new and different activities across the whole value chain

Competitor Voice

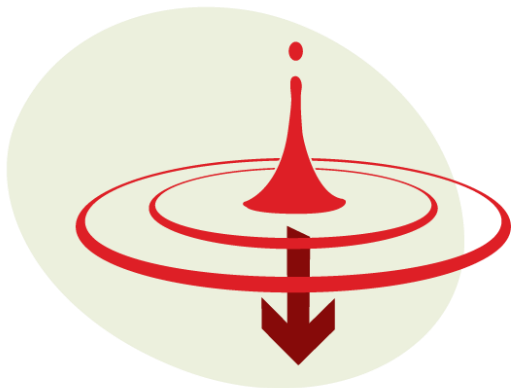


- Companies are leveraging digital technology to share information and develop better components, tools or materials for manufacturing
- Offerings have more service components based on information
- Digital and other virtual channels are being deployed to access more customers
- Niche customers are being targeted but across the world
- New pricing strategies are being deployed to increase lock-in
- More collaboration is happening than ever before



The business impact of Connectivations is 10X in terms of ideas, market access, speed and cost

Investor Impact



- Connectivations have had a major economic and social impact
- People and companies have changed behavior
- The basis for sustained competitive advantage has fundamentally changed
- Offerings are produced and delivered better, cheaper, faster
- The pace of change and potential for disruption has dramatically increased

What's next?

1. Are you Connectivating?
2. Develop new Connectivations
3. Spread the word about Connectivate



What are you doing about Connectivate?



Answer the Connectivate! Diagnostic

Do I BROADEN THE BASE?

0 5 10

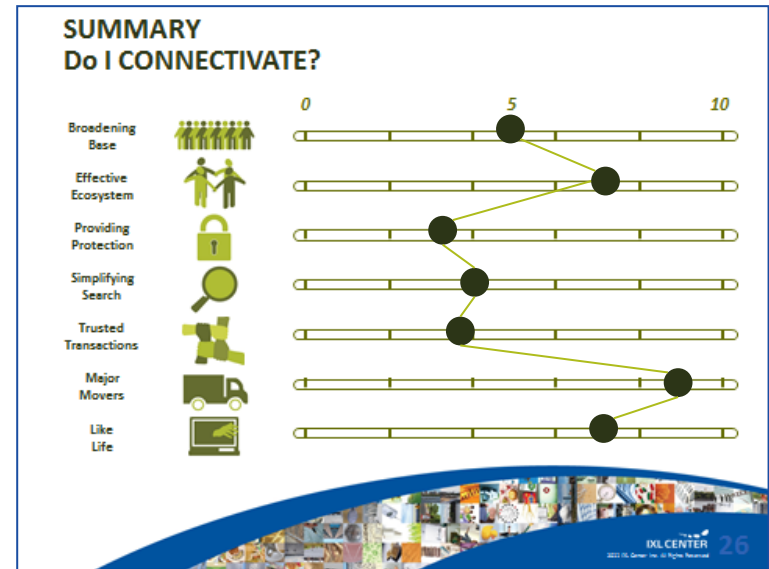
I do not have a network that I can utilize

Yes, I have a network (customer/partner/supplier) that I utilize to some degree

Yes, I utilize networks across my whole value chain

I Broaden Base by:

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Review the book to see what other companies describe their Connectivations through the voice of four stakeholders



Company

"We have a much wider access to both markets and capabilities than ever before"



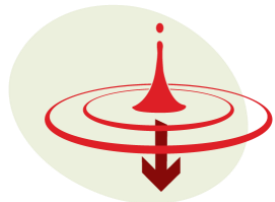
Customer

"I expect to get anything I want from anywhere at anytime and I expect the process to be easy, simple"



Competitors

"They stop us and wow customers by doing multiple new and different activities across the whole value chain"



Investors

"The business impact of Connectivations is 10X in terms of ideas, market access, speed and cost"



Develop your own Connectivation by asking the following questions to determine how you could be always available



What is my “Aha” for doing this?



What do I expect my customers to say?



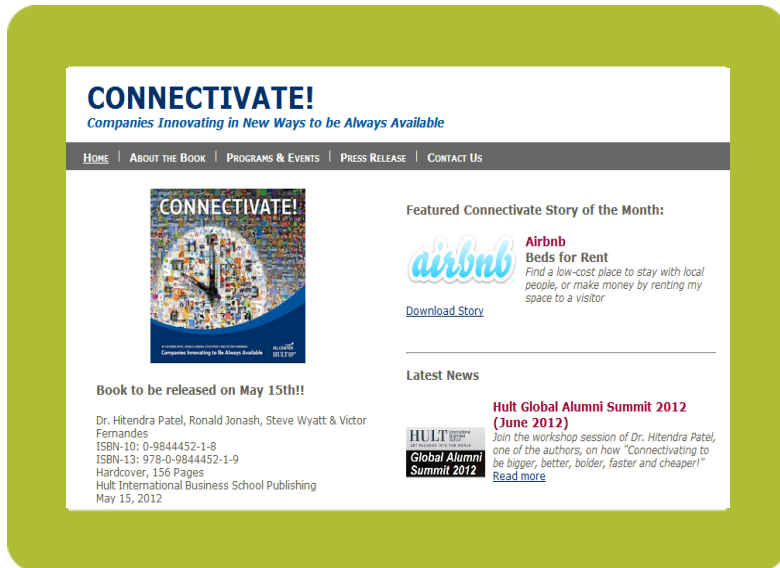
What can I do to stop copy-cats?



What kind of results should I expect?



Spread the word about Connectivate!

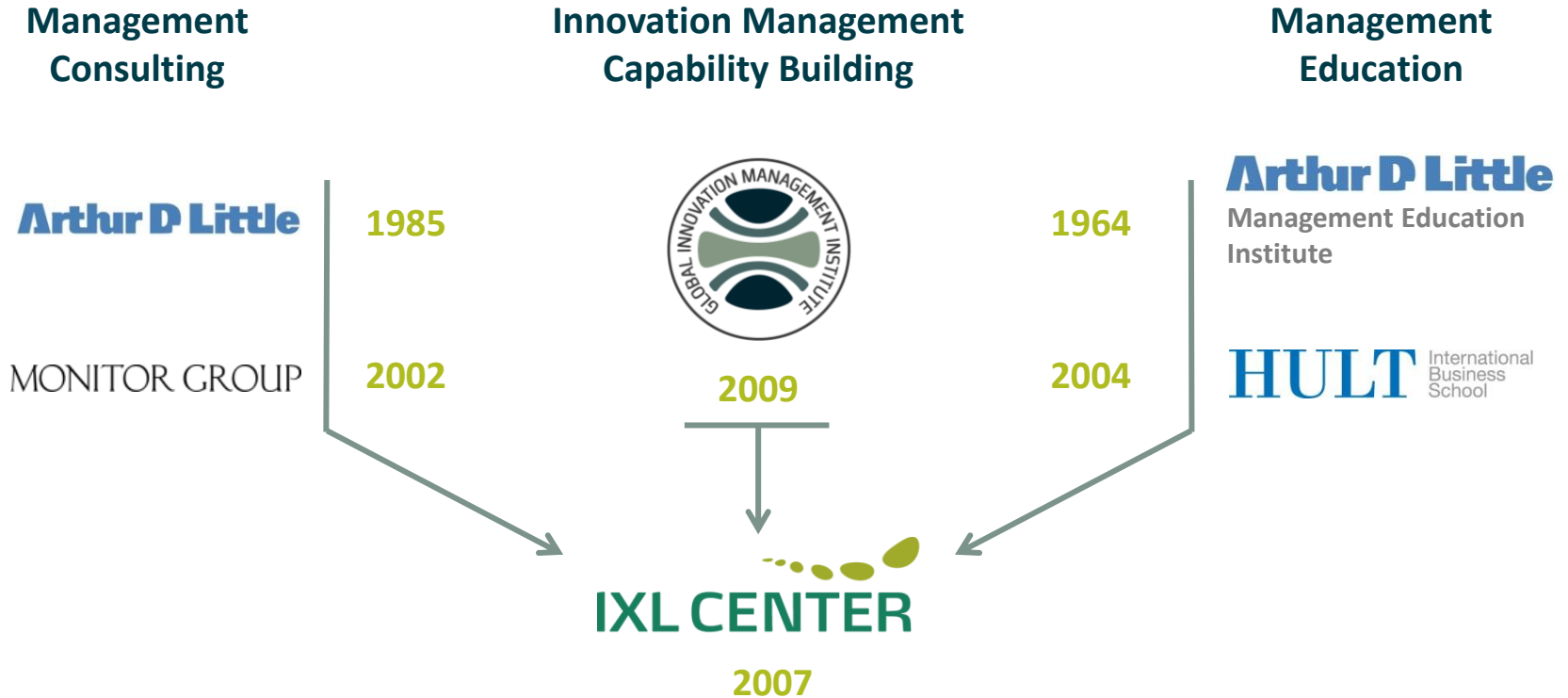


[HTTP://CONNECTIVATE.IXL-CENTER.COM](http://connectivate.ixl-center.com)

- Nominate new Connectivations
- Order copies of the book
- Find out about upcoming Connectivate! events



We have a rich heritage in management consulting and corporate education with a specialization in Innovation





Thank you