

INNOVATION



Collaborative Innovation



PARTNER WITH A CATALYST
FOR CHANGE



How do you stay ahead in business?

Collaboration sparks innovation

There was a time when coming up with new ideas for products or services only needed to happen once in a blue moon. Companies knew what they did well and they stuck to it.

Today, you only have to blink and your business world has changed. Sometimes radically. So knowing you can always stay ahead of the competition is a great place to be. Just like knowing you can satisfy your clients. However their needs change.

You need to adapt, respond and be profitable. Being that kind of business takes something special. It takes innovation.

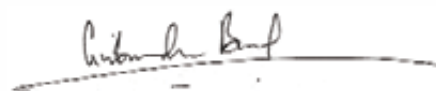
But what's the best way to generate new ideas, new solutions, new ways of working?

Collaborative innovation with people who can help your business achieve all this and more. .

Join us at a SPARK Event. You'll find out why collaboratively innovating will benefit your business. And help you:

- Adapt to changes in your business landscape, faster
- Be more proactive to your clients' needs
- Stay ahead of the market

We look forward to seeing you there!



GBS Bindra
Global Innovation Director



Make a change for the better

Choose collaborative innovation

Does your business need to be more flexible? More confident? Able to deal effortlessly with change? Develop strategic insights for tomorrow? Then SPARK Events are perfect for you.

You'll discover the best solutions that will revolutionise the way your business works. So you'll be more efficient, more nimble and more profitable.

You will gain insights into innovative solutions that will help you operate more efficiently and create a competitive advantage.

What you'll get from SPARK Events

SPARK Events is your window to transform your business. To create end-to-end solutions by getting together with the best. To spark innovation by collaboration for a better future. You could:

- **Stay ahead of rapid change**
Understand how truly innovative solutions and services will set you apart from the competition
- **Be more profitable**
Turn best practice to your advantage. Improve your productivity and efficiency so you'll be more profitable
- **Face your competition head on**
Hone your business strengths and differentiate yourself from others. Adapt to changing conditions and competitive challenges. Develop strong customer loyalty by being an innovator in your field and responding to your customers faster.
- **Learn from others**
You will be able to gain insights into other industries/ eco-systems and pick the best from there. And get close to other players in your eco-system.
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In today's competitive environment, working with other organisations takes on more significance. It brings in an external perspective to understand and respond to your clients' needs. Needs that rapidly change. And what better way to achieve this than collaborative innovation. The potential is phenomenal.

Find out how to capture the power of collaborative innovation.

To register email: sparkevents@logica.com or call your Logica contact.

About SPARK Innovation Workshops

Your personal plan to activate innovation in your business

Our events are powered by interaction. We'll be hosting workshops that are specially tailored for your requirements. We will help you get to the bottom of your particular business concerns, and derive future aspirations. And work with you to develop ideas and gain insights, with the right balance of creativity and structure. We will explore ways to partner innovation into the market, and much more. Whether that's how you get closer to your clients. Or get solutions into markets faster. Or increase your profits.

By working together like this, you'll leave a SPARK Event with some very real results:

- Market and industry insights
- Objective insights into the challenges and trends that are most important to you
- Plans and go-to-market strategies to increase innovation in your business
- Set of innovative solutions to pursue
- Clear set of objectives and actions for joint implementation
- All this to give you that competitive edge. Through collaborative innovation.



Why Logica?

Because we're trusted by clients the world over to help energise businesses. To generate creative solutions to the most difficult business challenges that will keep you competitive, profitable and in tune with your clients' requirements.

That's something we've been doing for more than 40 years. So we're a safe pair of hands. With both the brains and the experience to help you develop a collaborative culture that will spark innovation over and over again.





Want to be a bright spark in innovation?
Get in touch today.

Registration questions
Email: sparkevents@logica.com

Payment questions
Email: sparkpayments@logica.com

Logica Innovation
www.logica.com/innovation

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