

DXC Technology Applied Innovation Hub

Innovate with purpose in a co-creation space

DXC Technology is a global company that leads the digital disruption cycle, by helping organisations thrive on change and accelerate their digital transformation.

We don't sell products – we deliver outcomes and solutions for business.



Our aim to **inspire, collaborate** and **deliver** innovation to our customers has led to the creation of the **DXC Applied Innovation Hub** – a world-first for DXC Technology.

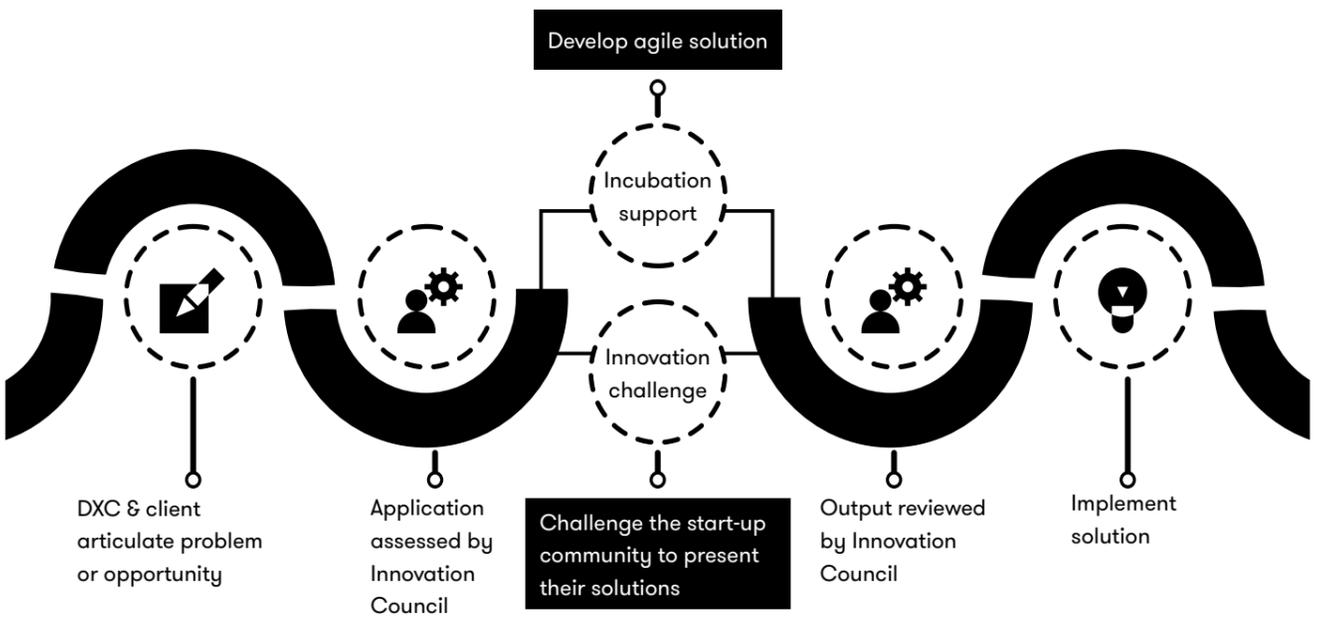
The DXC Applied Innovation Hub works with leading start-up community accelerators to bring together start-ups, scale-ups and technology partners to quickly solve business problems and explore new opportunities. We are not just talking about innovation – we are helping you apply it.

How does the DXC Applied Innovation Hub work?

- 1 Identify Problem or Opportunity:** DXC and our customers jointly identify a business problem, and mobilise a dedicated project team including best of breed technology and start-up partners.
- 2 Incubate and Innovate:** The project team works through an agile, 12-week program of open ideation, design thinking and rapid prototyping.
- 3 Commercialise or Learn Fast:** A clear set of measures in the identification phase means we understand what success looks like. If sprint designs don't meet the success criteria, they are quickly closed and re-assessed, preventing prolonged investment by the business.



See it in action



1. Sprint 1: 6 weeks	2. Sprint 2: 6 weeks	3. Post Program
<ul style="list-style-type: none"> ▶ User centred design ▶ Lean start-up methodology ▶ Understand the problem ▶ Develop and test initial solution hypothesis 	<ul style="list-style-type: none"> ▶ User testing to refine the proposition ▶ Design refinement ▶ First stage of proposition development ▶ Provide a high level prototype 	<ul style="list-style-type: none"> ▶ Commercialisation with DXC & client
<p>Post sprint presentation</p>	<p>Post sprint presentation</p>	

Realising the benefits

- ▶ A **collaborative partnership** which can rapidly solve complex problems and create new opportunities for DXC customers to change the way they do business.
- ▶ The ability to **harness the power of outside-in innovation**, leveraging the start-up community and emerging technologies, to work with customers to convert ideas into tangible solutions and outcomes.
- ▶ The opportunity for Australian entrepreneurs to access global markets and achieve their next stage of growth.

To learn more about the **DXC Applied Innovation Hub**, email au_aih@dxc.com

