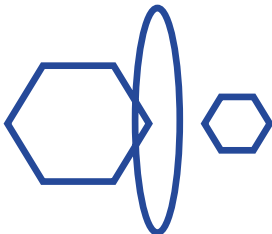



DEMATERIALIZATION AND VIRTUALIZATION

In this activity, you will identify the products, services or processes you think are ready for innovation in your organization.

Rapid Application Learning Activity Worksheet	
<p>While watching the video <i>Dematerialization and Virtualization</i>, you learned how these two Hard Trend Pathways to Innovation will help you identify and develop new game-changing opportunities.</p>	
<p>Dematerialization</p>	<p>Dematerialization allows us to find new ways to add value by reducing the size of many of the tools we use and the products we rely on by reducing the amount of material it takes to build them while improving their capacity and performance. You can find new ways to innovate by asking the question, “What would have greater value if it were smaller in size?” Knowing that we have the ability to increasingly make anything smaller becomes a powerful innovation strategy.</p>
<p>Virtualization</p>	<p>Virtualization allows us to create on-demand services. Software can be virtualized, so you don’t have to own, host, or manage it. Payment is made for the number of users who use the software. This is known as Software-as-a-Service (SaaS). Salesforce.com was an early example. We can also virtualize services such as collaboration, as well as any IT infrastructure including servers, private clouds, and networks.</p>
<p>Activity #1</p> 	<p>Considering dematerialization, how can you increase the value of your products if they were made smaller?</p>
<p>Activity #2</p> 	<p>Considering virtualization, is there a hardware, software or process that would save you money and allow you greater flexibility if it were a service?</p>