

Ideological Introduction to Innovations

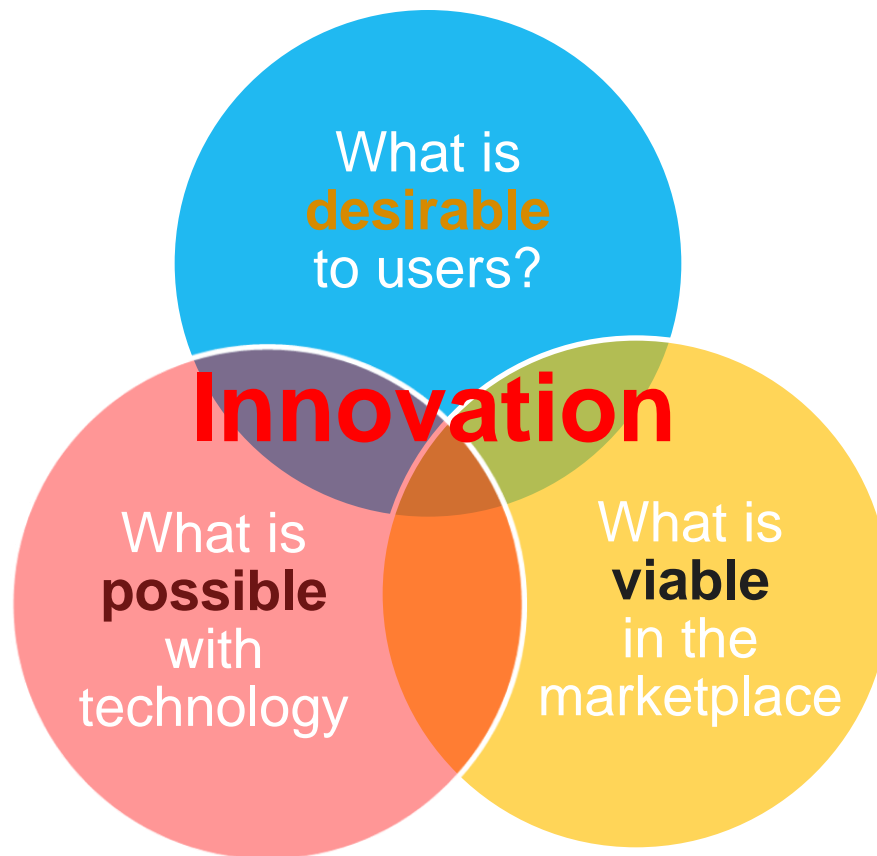
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What is Innovation About?



„Innovate or Be Left Behind“



How to Innovate?

- Listen
- Be open
- Co-operate
- Use your potential fully
- Let others show their talent and creativity
- Do not think about the profit in the first place
- Use multiple sources of innovation
- Challenge the assumptions
- Welcome failures
- Execute



ICT Industry as a Catalyst for Innovations

- Information and communication technologies influence everyone's life all over the world
- ICT companies invest into R&D and innovation as the key element of success
- ICT companies employ highly educated people
- ICT innovation allows other industries to grow

IT Economic Impact and Microsoft Footprint, CZ highlights



- 2007 IT spending: \$4.1 billion (92.8B CZK); software spending: \$0.8 billion (18.5B CZK)
- 2006-2011 annual IT spending growth: 8.5%; software growth: 9.4%
- IT spending as a percent of GDP: 2.8%, compared to 2.5% worldwide
- 2007 IT employment: 154,000
- 2007 Microsoft-related IT employment: 73,000

Source: IDC Economic Impact Study, 2007

IT Economic Impact and Microsoft Footprint – CZ highlights

- Czech Republic's IT sector will generate more than 40,000 new jobs from 2007 to 2011 and account for the creation of more than 700 new IT companies.
- Over the next four years, Czech Republic's IT industry will drive \$3.4B (76.3B CZK) in new tax revenues and contribute new revenues of \$3.7B (83.4B CZK) to GDP.
- Software spending represents 20% of the total Czech Republic IT market, while 54% of IT employees, in industry and the user base, are engaged in creating, distributing, installing, or servicing software.
- 48% of Czech Republic's 2007 IT employment stems from the Microsoft ecosystem.
- For every CZK of Microsoft revenue in Czech Republic, almost 10 are generated by other companies in the Microsoft ecosystem of hardware OEMs, software companies, and channel and service firms.

Source: IDC Economic Impact Study, 2007

Microsoft and Innovations

- Investing more than 7 billion USD every year
- Locating Research and Innovation Centers all over the world
- Supporting local economy and IT industry (Unlimited Potential – Citizenship activities)
- Building partners ecosystem
- Cooperating with partners and helping them to grow
- Training highly qualified IT specialists

Key Areas in Microsoft R&D Investment

- Full Software + Services vision – opposite to the „cloud computing“, SaaS and Web 2.0
- Ongoing development of user interfaces and new equipment (Personal Computing vs. Personal Computers)
- Mobility
- Interoperability and security
- Fully integrated solutions

Local Economy and Innovation Support

- Microsoft European Center for Mobile Technologies in Prague
- Student competition “Imagine Cup”
- Microsoft IT Academy at “Silicon Hill”
- Project with The Technical University in Ostrava
- Citizenship activities
 - Safer internet initiative
 - Partners in Learning

Innovation Through a Co-operation

- Voices for Innovation (Hlasy pro inovace) program is a global online community of organizations supporting software innovation throughout the broader ecosystem.
- The initiative was launched in the Czech Republic on 16th January 2008.
- To date 1,600 partners have been recruited into the program globally.
- It is a community of partners and other smaller businesses wanting to promote a positive public policy environment to enable growth and prosperity for the technology industry.
- Key policies: education, workforce development, intellectual property protection, and R&D investment by the government.
- Members share their business stories with government officials to give them understanding of how we operate and succeed.
- More information and registration:

www.voicesforinnovation.org



Microsoft Innovation Center

- In a close co-operation with the South Moravian Innovation Centre (Jihomoravské inovační centrum - JIC)
- Will be open on 21st February 2008 in Brno
- To boost incubation of mainly IT companies and to help advancement of innovations and innovative enterprise
- The key role will have educational programs, seminars and availability of latest technologies

Microsoft | Innovation Center



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