

INNOVATION INSIDE



2009 INNOVATION EXPO
VIRGINIA BEACH

Industry and Government Innovation

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New markets and new ways of doing things. The result of:

- ▶ Breakthrough thinking
- ▶ Disruptive technologies

Truestone Approach

- ▶ Communities of interest
 - Follow key technologies
 - Map to customer needs
- ▶ Seek customer traction
 - White papers
 - Briefings
- ▶ Build implementation capacity
- ▶ Create innovation offerings



Problem-Driven Innovation



The Manhattan Project



Air Traffic Control



ARPANET



The Apollo Program

Tackling complex initiatives with large resource requirements:

- ▶ Broad impact
- ▶ Urgent need to solve problem

Truestone Approach

- ▶ Create an innovation practice area
 - Hire SMEs
 - Build partnerships
 - Create methodologies
- ▶ Find our niche
 - Tailor approach
 - Create solutions base
- ▶ Respond to customer demand



Apollo XIII



MacGyver



SISA



SafeNet LAN Replacement

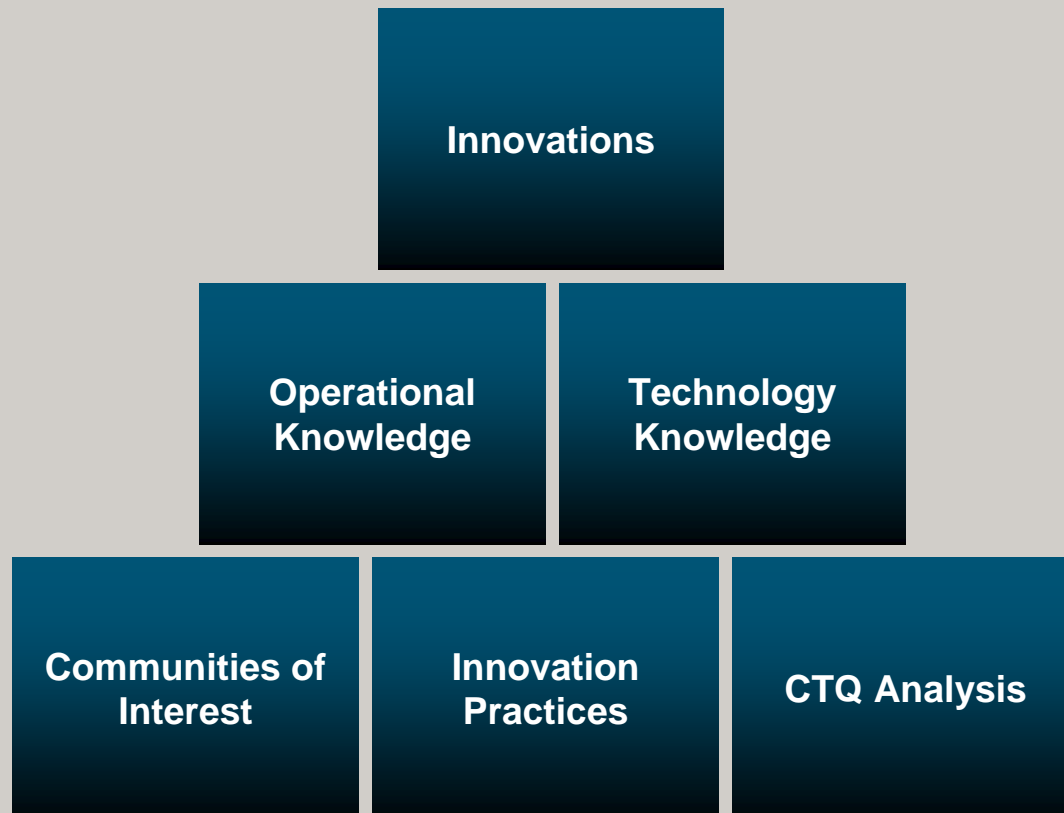
Innovation in operational environments

- ▶ Combine operational insight with innovative use of tools and techniques
- ▶ Develop practical innovations
- ▶ Deploy the winners on a larger scale

Truestone Approach

- ▶ CTQ analysis sessions
 - Identify root needs
 - Leverage operational expertise
 - Develop practical options
- ▶ Always focus on economics
- ▶ Leverage technology integration

Our Innovation Building Blocks



► Innovation is possible on many fronts

- Strategy and positioning
- Process
- Implementation
- Product/Solution
- Service
- Business model
- Industry

The logo for Truestone is presented in a rectangular box. The left portion of the box is a solid teal color, and the right portion is white. The word "Truestone" is written across the box in a serif font. The "True" part is white and set against the teal background, while the "estone" part is teal and set against the white background.

Truestone

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