



SPICON 2011

SPIN Chennai's Annual Conference

'Innovation in IT Processes – the engine for growth'

Rain Tree Hotel, Anna Salai, Chennai-18

29th & 30th April 2011

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MANAGING RISK



**"Innovation distinguishes between a leader and a follower." -Steve Jobs**

**"What's likely to kill you in the new economy is not somebody doing something better, it's somebody doing something different" -Michael Bloomberg, "Winning at the Intersection of Fear and Opportunity", Business Week**

**"Pursuing incremental improvement while rivals reinvent the industry is like fiddling while Rome burns"  
-Gary Hamel , "Strategy as Revolution," Harvard Business Review**

### **Background**

Innovation is the key to long-term, sustained growth. This really is the new imperative. The Society of Management Accountants calls 'Innovation', fundamental to the quest for profitable, sustainable growth. Peter Drucker, probably the most insightful management guru ever, deems it one business competence needed for the future. Fortune magazine's advice to companies who want to be named to its Most Admired List: "Innovate, Innovate, Innovate".

Logical/linear thinking and rule-based analysis will remain important, but are no longer sufficient to succeed in the global economy. As the global playing field becomes increasingly level, creativity and innovation will be the most important factors in establishing and maintaining a competitive advantage. Organizations must place greater emphasis on right-brain functions: artistic, big-picture thinking and focusing on out-of-the-box solutions.

An Innovation-driven approach would help Indian IT and ITES companies to not only improve their market share but also combat competition effectively. This two-day conference focuses mainly on how IT and IT Enabled Services companies can use the power of Innovation and the right brain approach to accelerate their growth engines for achieving greater business results.

### **Inauguration and Keynote Address**

#### **Dr Sam Pitroda**

- Chairman of India's National Knowledge Commission
- Adviser to the Prime Minister of India on Public Information Infrastructure and Innovations

### **Primary Objectives**

Everyone realizes that Innovation is the need of the hour. However, there is no forum wherein a company or its people can learn the actual innovative practices of most successful companies, excepting some research seminars where only future directions of innovation are discussed. This conference plays a very vital role in demystifying the various concepts of innovation for IT and ITES companies, with hands on implementation details on how successful companies have achieved the results by disciplined implementation of such concepts.

The conference is aimed at promoting awareness and interest in the area of innovative IT practices among the Senior Managers, Project Managers, Quality Managers, Functional Managers and the practitioners of IT and ITES organizations.

Experts in the field of Innovative IT practices will be sharing their knowledge, expertise and best practices with the delegates at this conference.

## SPICON 2011 Advisory Board

- Dr. Bala Balachandran, Professor, Kellogg School of Management., USA
- Dr. Sandhya Shekar, CEO, IIT Madras Research Park
- Dr. L. N Rajaram, Expert Software Consultants Ltd
- Mr. K K Raman ,Executive Director, Advisory Services, KPMG
- Mr. Navyug Mohnot, CEO, QAI
- Mr. Navneet Bhushan, Founder/Director, Crafitti Consulting

## Conference Programme

### Day 1 : 29 Apr 2011

Topic	Speaker
<b><i>Inauguration &amp; Key Note Address: "Innovation: The Engine for Growth"</i></b>	<b>Dr. Sam Pitroda</b> , Advisor to the Prime Minister of India on Public Information Infrastructure & Innovations
<b><i>Power Panel:</i></b>  <b>"Need for innovative processes in IT Companies"</b>	<b>Mr. PWC. Davidar, IAS</b> , Principal Secretary, Govt-IT, Government of TN <b>Mr. Arun Jain</b> , Founder ,Chairman & CEO, Polaris Software <b>Dr. Sandhya Shekhar</b> CEO, IITM Research Center,
<b><i>TRIZ - Theory of Inventive Problem Solving</i></b>	<b>Mr. Navneet Bhushan</b> , Founder, Crafitti Consulting, Bangalore
<b><i>Inventive Problem Solving for Customer Value Creation – case study</i></b>	<b>Mr. Raja Bavani</b> , Technical Director of Software Product Engineering (SPE) group, MindTree
<b><i>Theory and Practice of Innovation</i></b>	<b>Dr. LS Ganesh</b> , Professor, Department of Management Studies, IIT Madras
<b><i>Innovation Framework</i></b>	<b>Dr. Sandhya Shekhar</b> , CEO, IITM Research Center
<b><i>Measuring and Managing Innovation</i></b>	<b>Ms. Mahua Roy Chowdhury</b> , Managing Partner, Solomon & Roy, Mumbai
<b><i>Improvement vs innovation – Panel Discussion</i></b>	<b>Dr. Rajaram</b> , CEO, Expert Software System <b>Mr. V. Kannan</b> Vice President, HCL Technologies <b>Mr. Navneet Bhushan</b> Founder, Crafitti Consulting <b>Mr. KK Raman</b> Executive Director, KPMG

### Day 2 : 30 Apr, 2011

Topic	Speaker
<b><i>Implementation Innovation - challenges, solutions and approach</i></b>	<b>Mr. Navyug Mohnot</b> , CEO, QAI
<b><i>Panel Discussion: - "How to identify opportunities for innovation?"</i></b>	<b>Mr. M. Rajamanickam</b> , SPIN Chennai <b>Mr. Aditya Bhalla</b> , Head, Innovation Practice, QAI <b>Mr. D. Subbu</b> , CEO, Difiance Technologies

<b><i>innovative IT Project management practices</i></b>	<b>Mr. Tathagat Varma,</b> Head, Corporate PMO and Business Operations, Yahoo! India.
<b><i>Innovative Software Engineering (Requirements Design, Coding &amp; Testing)</i></b>	<b>Ms. Vijayalakshmi Gopal,</b> Head, Corporate Tools Group, TCS
<b><i>Innovation for the Innovator - People Practices that drive an Innovation Culture</i></b>	<b>Mr. Bhaskaran Srinivasan,</b> Former Director, Philips India
<b><i>Watts Humphrey Award - Paper presentations</i></b>	<b>Mr. R.Srinivasan</b> ,GM – Technology,, Ramco Systems. <b>Mr.M.Raghuraman</b> Quality Specialist, Ramco Systems. <b>Ms. Elizabeth Koshy,</b> Head, SEPG, iGate. <b>Ms. Manjusha Gupta</b> Delivery Assurance Group, Cognizant Technologies.
<b><i>Innovation with Virtualization</i></b>	<b>VMWare (Speaker to be identified by VMWare)</b>
<b><i>Panel Discussion: – “Institutionalizing Innovation culture in an organization”</i></b>	<b>Mr. Rajaram</b> , Principal Research Analyst, Infosys labs <b>Mr. Tathagat Varma</b> Head, Corporate PMO and Business Operations, Yahoo! India. <b>Mr. Bhaskaran Srinivasan</b> Former Director, Philips India <b>Mr. Chandrasekaran</b> , CEO, Infycareer
<b><i>Valedictory Function</i></b>	

## Pre- Conference Tutorial

### One-day Tutorial on TRIZ FOR SOFTWARE INNOVATION

Genrikh Altshuller, a Soviet Union naval patent officer after Second World War, started a systematic study of patents – his aim was to find out what makes a successful invention. He asked a basic question, “Can there be an algorithm for inventing?” His search led him to develop a unique methodology called Theory of Inventive Problem Solving (acronym TRIZ in Russian). TRIZ discovered technological evolutionary laws that surprisingly can be used to predict the possible future paths of a technical system.

#### Session Facilitator

Navneet Bhushan (Navneet) is a founder-director of Crafitti Consulting. Navneet has more than two decades of experience in the fields of Defense Research, Information Technology, Intellectual Property and Management Research. He is a leading expert, researcher and consultant on Innovation Management and has built a variety of frameworks, methodologies and techniques to craft innovation in business and technology contexts. He has authored more than 55 technical research papers and is an invited speaker at various International and National Journals, Trade Magazines and Conferences.

#### About

**Crafitti ([www.crafitti.com](http://www.crafitti.com))** Consulting is an innovation consulting firm in the business, science and technology space. Crafitti uses a co-crafting approach to facilitate innovation in various enterprise contexts with the help of powerful frameworks, techniques and tools, honed over the years through research, experimentation and grassroots application.

**DATE** - 28th Apr 2011

**TIME** – 9:00am to 6:00pm

**VENUE** – Henry Maudslay Hall, Anna University, Guindy

### Half-day Tutorial on INNOVATION MANAGEMENT & SEVEN CORE SKILLS of INNOVATORS

The program will share the challenges encountered in Innovation management and the structured and systemic framework for enterprise level Innovation deployment to increase the predictability and success rate of innovative solutions. The program will introduce participants to the core skills that are inherent in all of us and provide hands-on practice on real-world problems.

Additionally you get: 1 module of international certification program MATRIZ Level 1 by International Association of TRIZ.

#### Session Facilitator

Aditya Bhalla (Aditya) is the Innovation Practice Head, QAI Global and President of TRIZ Association of Asia. Aditya has a cross-functional work experience of over 14 years in the areas of Process Architecture, Process Improvement, Process and Product design, and Project Management using principles and practices of Innovation, Lean, and Six Sigma. Aditya has facilitated over 300 projects spanning different industry segments and has trained more than 1300 people on areas related to Innovation, Lean, and Six sigma.

**DATE** - 28th Apr 2011

**TIME** – 1:00pm to 6:00pm

**VENUE** - Conference Hall, First Floor, Anna University Alumni Centre, Anna University, Guindy, Chennai – 600025 (Opposite to the Girls Hostel and Behind the MBA Department)

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[Advisory Board](#)

[Speakers](#)

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## Registration

### Conference Fees

- INR 5000 for non-members
- INR 4500 for members of SPIN, Supporting organizations and Students / Faculty

### Pre-Conference Fees

One day Session (TRIZ FOR SOFTWARE INNOVATION) **with lunch** - INR 1500

Half-day Session (INNOVATION MANAGEMENT & SEVEN CORE SKILLS of INNOVATORS ) **with lunch**- INR 1000

**For queries regarding registration, contact**

V.Vinayaga Murthy@+919880179408, email: [murthy\\_vv@yahoo.com](mailto:murthy_vv@yahoo.com) /[admin@spinchennai.org](mailto:admin@spinchennai.org)

DD / Cheque drawn in favor of " **SPIN Chennai** " along with **Registration Form** to be sent to :

SPIN Chennai c/o Ramkumar Ramachandran,

159, Beracah Road, Flat # 301, Sangam Apartments, Kilpauk, Chennai - 600 010.

## Supporters

