INNOVATIVE AND MANAGEMENT PRACTICES ON MICROSOFT

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ABSTRACT

Over the last 35 years, researchers have proposed many different forms of security policies to control how information is managed by software, e.g., multi-level information flow policies, role-based or history-based access control, data provenance management Etc. A large body of work in programming language design and analysis has aimed to ensure that particular kinds of security policies are properly enforced by an application. However, these approaches typically fix the style of security policy and overall security goal, e.g., information flow policies with a goal of noninterference. This limits the Programmer's ability to combine policy styles and to apply customized enforcement techniques while still being assured the system is secure. This dissertation presents a series of programming-language calculi each intended to verify the enforcement of a range of user-defined security policies. Rather than "bakein" the semantics of a particular model of security policy, our languages are parameterized by a programmer-provided specification of the policy and enforcement mechanism (in the form of code).The benefits and cost savings of the cloud are here now. Targeted at business and technology decision-makers and IT professionals, sessions will focus on educating attendees on how to identify and migrate appropriate work loads to the cloud. See demonstrations from best of breed partners – Nintex, Metalogix and Sitecore, hear real world project stories presented by your peers and check out the latest hardware at the Microsoft device bar. Organizations must innovate and find new ways to collaborate if they are to be successful in the world dominated by big challenges: Managing information overload and using the right data to make decisions, Employees accessing company data using multiple devices from outside the firewall.

Keywords: *Driving Innovation and Collaboration: Utilizing Mobile, Cloud, Social and Big Data to Achieve Success*

1.1 INTRODUCTION

Innovation is one of the primary drivers for growth and profitability in business today, sitting at the top of many corporate agendas. Companies have recognized that efficiency and world-class operational performance alone are not enough to create sustained competitive differentiation and advantage in today's challenging, global markets. Instead, consumers and businesses alike reward innovation.

Clearly innovation is highly dependent on corporate culture and the people involved. But innovation is also a process that can be managed and improved. Leading companies now recognize that structured innovation management approaches help them get the most out of the innovative potential of their people, customers, and partners.

Improving innovation starts with a strategy. The innovation strategy should address culture, processes, and enabling technology in a holistic way. Microsoft's Innovation Management Framework is designed to help companies develop a comprehensive, integrated approach to implement and support an innovation management strategy. This framework is repeatable reference architecture for innovation and is intended to allow companies to

share and learn about innovation management best practices and enabling technologies as a starting point for strategic discussions for their company's innovation management strategy.

The framework includes best practice processes and solutions that offer a strategic roadmap. The roadmap offers techniques that are proven through experience to improve innovation and innovation management performance. For example, the framework shares lessons learned from Microsoft's own innovation strategies and processes that help fuel innovation across the Microsoft enterprise. The framework includes best practice processes and solutions that offer a strategic roadmap. The roadmap offers techniques that are proven through experience to improve innovation and innovation management performance. For example, the framework shares lessons learned from Microsoft's own innovation strategies and processes that help fuel innovation across the Microsoft enterprise

2. RECENT INNOVATIVE PRACTICES IN MICROSOFT

"Some might think that 'innovation process' is an oxymoron, but you need a fairly structured process to drive innovation or you have little chance of collecting great ideas and no chance at bringing them to market," explains Ben Chamberlain of UMT. He also adds, however, that the process should be fairly light to not inhibit innovation.

As more CEOs realize that they lack an organizational competency for innovation, innovation is evolving into a mainstream management competency and discipline. The bottom line is that formalizing innovation processes improves business value. A benchmark conducted by Jim.

The Microsoft Innovation Management framework identifies five primaries

- ➢ ENVISION
- ➢ ENGAGE
- ➢ EVOLVE
- ➢ EVALUATE
- ➢ EXECUTE
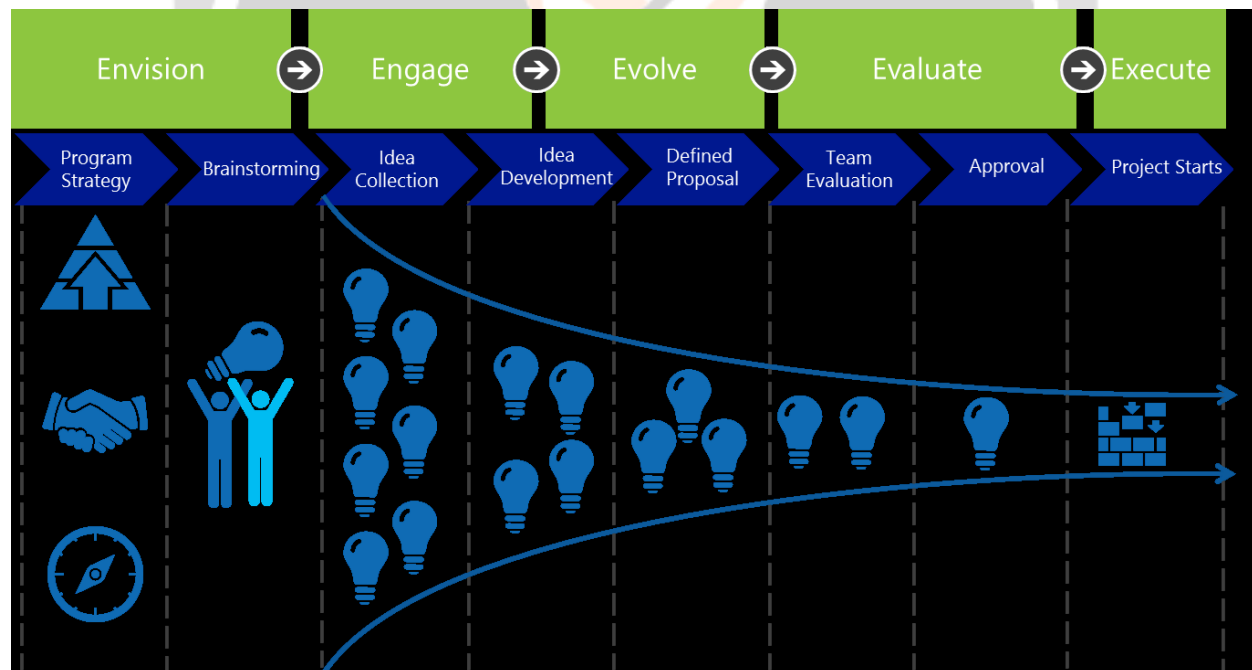
ENVISION

The first sub-process, "Envision," is a critical step in the Innovation Management process. Innovation is critical to achieving the goals of the modern business strategy. Accenture's Overcoming Barriers to Innovation reports that more than 60 percent of companies indicate that their organization's strategy is either totally or largely dependent on innovation. The Envision process should put in place the strategy and plan to achieve the innovation goals in the business strategy. Despite the importance of the innovation strategy, Capgemini Consulting Innovation

Leadership Study indicates that only 42 percent of companies have an explicit innovation strategy. This is a common failing and should be addressed by corporate leadership.

The innovation strategy starts right below the corporate strategy, taking growth targets and business goals from the business planning process to drive acquisition, IT, and product strategies. The innovation strategy should include high-level goals, high level areas to be funded for innovation and in turn should drive ideation and portfolio management processes. The strategy may also call out new innovation approaches or processes such as co-creation, open innovation, or others. These new collaborative, social approaches are starting to prove significant value in innovation.

ENGAGE

The second sub-process, "Engage," is the front end of innovation where ideas are generated, sometimes referred to as "ideation." In this process, companies engage employees, customers, and partners in an innovation community to capture and share new ideas. Formalizing engagement transforms it from a passive, unfocused, ineffective "suggestion box" to a proactive approach that effectively produces targeted ideas. The goal is to generate ideas that will drive new business value. As Braden Kelley of Business Strategy Innovation explains, "***The key in the engage processes is to get closer to the customer, what they desire, how they will make their lives better, and how your product will displace something***

EVOLVE:

The third process, "Evolve," takes the output of the engage process to the next level. In this process, companies evolve ideas– as individuals or as teams – to increase their quality and value. Soliciting and capturing ideas is not enough

One of the biggest fallacies of innovation management is that having a good idea is enough to ensure success. Most ideas serve as the seed from which a fully formed innovation grows. In order to get the most out of ideas, they need to mature. Developing them in a virtual team setting provides the medium to bring group-knowledge together and share it with subject matter experts, communities of interest, and others by discussing, commenting and contributing to concepts, which enhances their value through the power of collaboration. This is the way to get the most value from ideas. It is also a powerful way to identify initially compelling ideas that will fail to impress or recognize when the company is going down the same path they have before and should take advantage of past experience.

EVALUATE

Simply discussing ideas is not enough. "It's important to be able to organize, de-duplicate, and merge ideas and takes them to the next step in order to turn ideas into money," offers Newsgator's Markus von Asch off. At some point companies must identify the innovations they believe are candidates for further investment. Unfortunately, many companies are drowning in too many ideas. They want to use the "wisdom of the crowd" to provide some direction on where to focus. The goal is to take potentially thousands of ideas and turn them into a more reasonable number that you can evaluate. How can companies identify the top candidates? Social metrics from the Engage sub-process can be used to create a first-cut view of potential innovations. Social techniques can help prioritize a more reasonable number of candidate ideas to evaluate.

EXECUTE

Of course all of the best ideas, proposals and business plans in the world are of no value unless they can be turned into a reality. The "Execute" sub-process takes the input from the previous processes and executes a formal project to further develop the idea or commercialize it. "For products, the NPD process is as important as the ideation phase," offers Mark Field of PTC. "Companies should have a repeatable project management method and plan projects based on the deliverables to be completed.

3. FUTURE INFORMATION TECHNOLOGY IN INDIA

We are living in a world where technology is a crucial need of humanity. We are so used to today's technology that we employ its sources in our day to day life. It is evident from the fact that we are dependent on computers for everything we do and it has made our lives, easier and comfortable. This technology is the greatest boon to our society and one of the major industries in this regard is Information Technology. Information Technology has two subsets, namely IT services and BPO (business process outsourcing). This sector has been a major contributor to the growth of the economy of our country. It is evident in the fact that the contribution of this sector to India's GDP has grown from 1.2% in 1998 to 7.5% in 2012. This industry has emerged as an asset to Indian economy, in recent years. With the advancement in technology, this industry has made itself compatible, with

newest innovations. In late 90's, this industry was not very common in India, but with the increase in technology and innovation in India and owing to the fact that it was supported by global factors, this industry has boomed.

India has become one of the major IT jobs capitals of the world generating 2.5 million jobs. The youngsters are attracted to this industry because it has a bright future and offers high perks. Moreover, cities like Bangalore, Chennai, Kolkata, Mumbai etc. have emerged as the major IT capitals in India. Bangalore, the silicon valley of India is the major exporter of the IT services in India. Different IT parks have emerged in India and it is still growing, at a high rate. When we talk about careers in these IT sectors, the top companies are HCL, Tata consultancy services, Wipro, Infosys, and Cognizant.

When it comes to employment, this sector has made a major contribution, in India. Many fresher's who have completed their engineering are employed in this sector. The industry is growing faster than any other industry in India and it sustains the potential to make this country, a global IT superpower.

If we look at the future aspect of this industry, we can be sure that the IT boom is not going to subside any time soon. Today, India has a booming IT sector, with millions of qualified engineers, to fuel its growing needs. IT has spread its root from Bangalore to other cities of India and is connecting India with the world. India always has an advantage of dedicated workforce, who can interact in English. This provides them an advantage over China, but China is also taking measures, to reduce this void.

India is quite weak at initiating product development. However, the situation will change in coming years. Innovation is the key to development in this field. As research and development go hand in hand, it is very important for India to improve skills and research, which will provide a further impetus to the IT sector.

4. CONCLUSION

Innovation is being continually looked to as a means for businesses to stay successful and increasingly, to simply survive in competitive market driven economies. The terms innovation, innovation management and creativity are being used throughout business and politics. The companies that are able to build and manage their innovation potential are the most likely to succeed and profit in the ever faster moving economy of the future. To do so, they must develop a solid innovation strategy, create an innovation culture and develop and implement the best ideas captured through idea management processes. All of this must be supported by solid leadership at all levels and support functions. There is a great deal of research and information available that was not able to be included in this report. However, there are still topics which demand further study. One of the most promising fields of research seems to be the process of idea evaluation and selection .This stage in the development process is said to be critical in terms of an efficient and effective innovation management, both for product and service innovations. Concerning product innovations, a number of methodologies like AHP or New Product have proven to be helpful in screening ideas for new products. However, as the development of new services and new products differ, efforts to screen and evaluate new service ideas in a systematic way have been rather scarce (Kelly; Storey 2000). Finally, the authors would like to suggest a second promising aspect of research, which is closely linked to the process of idea generation and idea evaluation. It is the role that customers play in the service innovation process, especially in a business-to-business context. Questions of how this relationship differs from conventional business-to-consumer industries and to what extent customers should be integrated in the service development process aspects worthy are to address in further research.