

Business on the Road: A Look at Innovation

RW3's CEO, Bruce Nagle, recently attended the HSM World Innovation Forum in New York. This event brought together thought leaders and world renowned visionaries in the field, to explore the role of innovation in today's highly competitive, global marketplace. Content included such topics as Disruptive Innovation (as a platform for growth), future impact of innovation on customers, needs, global resources and value creation, and the future of technology, strategic innovation in a global world.

Thought provoking and deeply inspiring, Bruce share some highlights with our RW3 team:

- Find a way to envision and predict 2015, then determine **deliverables** and **business strategy** to move your business in that direction
- Robotics and sensors will be key; auto-piloted vehicles will account for 50% of all auto miles driven by 2030
- Focus on creating an **experience** for customers, rather than just a product
- Build an 'ecosystem' to scale up/down quickly and tap into other resources and expertise to achieve it -- case studies showed a 50% reduction in costs in 30 days!
- "Next Practice vs. Best Practice" - what is new that can differentiate you?
- Figure out how to connect the Sales Rep to the Consumer

How does your company use innovation to its advantage? RW3's IT and Development teams are continually working to bring innovative new offerings to our customers, while optimizing value and costs to provide the most benefit possible. Check with your account manager, or call 800.444.5793 for more information on how RW3 can help your business reach & identify the "next practice."