



# openBerlin Cisco Innovation Center

## An Open Innovation Platform

### Strategy and Objectives

At openBerlin we lead co-innovation in action together, along with a vibrant ecosystem of partners, to create business and technology solutions that unlock opportunities and markets at the speed of rapid prototyping. The focus of openBerlin is on manufacturing, logistics and transportation.

What we do is reflected in our 3 strategic guiding principles:



From Years  
to Weeks



From Corporate  
Driven to  
Market Driven



From Closed  
to Open

We help local and global organizations improve business outcomes by making the most of smart data and digitization. As an innovation center and workplace for customers, partners, startups, universities and open developer communities, we do this in three ways:



Demonstrating how to solve business problems and helping to create new markets and transformational digital business opportunities



Rapid solution and product prototyping



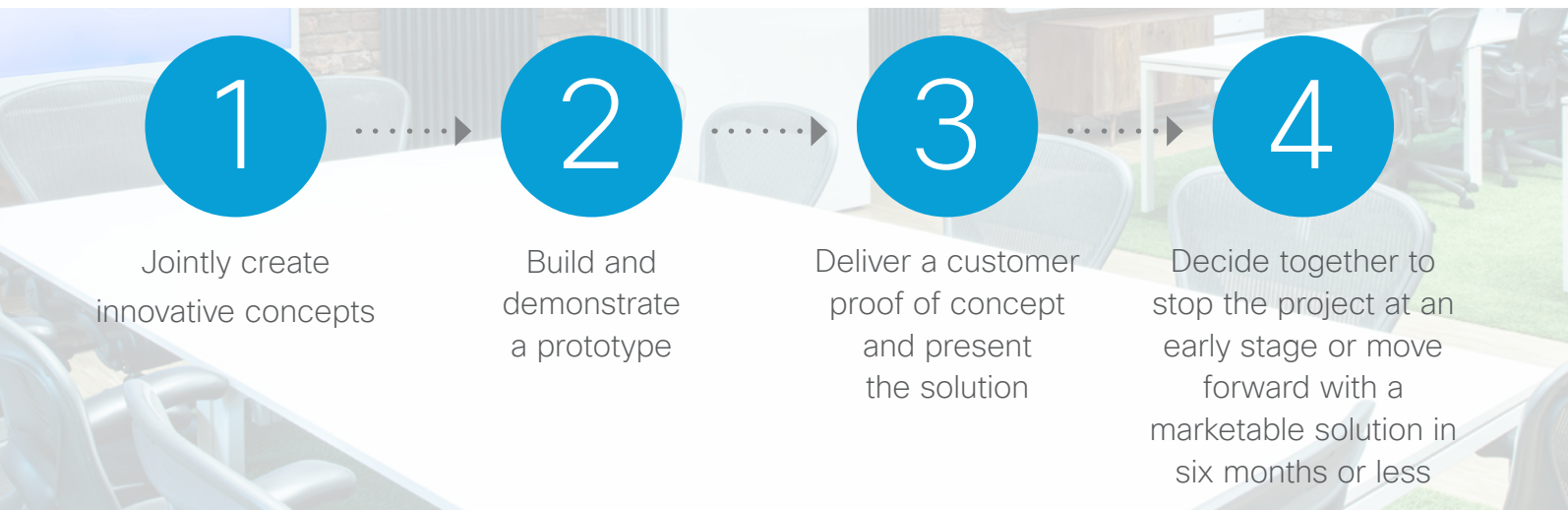
Research and investments

## The Co-Innovation Process

The center has a Think Tank, software and hardware development spaces, and demonstration areas where customers, partners, startups, academia and developer communities can create new ideas, concepts and technologies. It also houses a micro factory, dedicated to the development of industrial IoT solutions.

In a Co-Innovation Process, Cisco experts develop new ideas and solutions in collaboration with ecosystem partners.

### openBerlin Four Step Process of Co-Innovation



## The Advantage of Co-Innovation

Innovation can be risky, but failure to embrace risk and move forward can mean extinction. openBerlin reduces the risk of Innovation by:



Sharing risk through open collaboration between customers and the Cisco ecosystem, bringing together a diversity of capabilities, ideas and market experience.



Establishing win-win relationships from the start and working together for mutual success.



Implementing rapid prototyping, which accelerates the evaluation of value and viability and enables you to either win fast or kill the project at an early stage.



Focusing on core strength and need areas of IT+OT, as well as key verticals for maximum impact.

Interested in engaging with innovative partners and companies? Contact us:



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[www.openberlin.in](http://www.openberlin.in)