Presented by:

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Dated:

Course Code

Managing Innovation in Organizations

INTRODUCTION

- Google is an American based multinational company
- Specialized in services and products that are related to the internet
- Major portion of the profits of the company are derived from AdWords
- AdWords is specifically designed for online advertising that assists its users in placing their advertisement close to the search results

Source: (Jeff, 2011)

BACKGROUND

- Founded by Stanford PHD graduates Larry Page and Sergey Bin
- Jointly, they own around 14 % of the company's share and have 56% of the voting power
- Google was incorporated as a private limited company on 4th September 1998
- It was incorporated as a private limited company on 4th September 1998. The company shifted its headquarters to Mountain View, California and nicknamed it ''Google Plex".
- August 2015. On 2nd October 2015, there was massive restructuring in the company with google becoming the leading subsidy of Alphabet and the parent company for the Googles internet interests.

Source: (Spector, 2012)

Major Products

- Google Docs
- Gmail
- Google +
- Google Chrome
- Google Photos
- Google Hangouts
- Google Maps

Source: (Google , 2016).

Major Products

- Google Earth
- Android
- YouTube
- Google Books
- Google Images
- Google Play Store

Source: (Google , 2016).

INNOVATION MANAGEMENT

Innovation Potential

- The innovation potential of a company is an amalgamation of physical, human, financial, leveraged and intellectual resources.
- In order to realize the potential to innovate, the employees are encouraged to not only act but also think like entrepreneurs (Steiber, 2014).

Twenty Percent Time

- The engineers in google are made to invest at least one day a week on the side projects which are outside their scope or field.
- The employees of google who are working under the 20% policy, quite often work in collaboration ending up creating a small startup within the company (Copeland & Savoia, 2011).

Launch Test and Feedback

- Internal labs as well as the two external excess programs help the innovators in the company with not only market exposure but also visibility
- Startups have the inbuilt tendency that they move at a faster rate and have the capacity to take a lot of risk as compared to large company.
- In order to integrate innovation in the company's system, google has the philosophy of "launch early and iterate" (Copeland & Savoia, 2011).

SUCCESSFUL INNOVATIONS AT GOOGLE

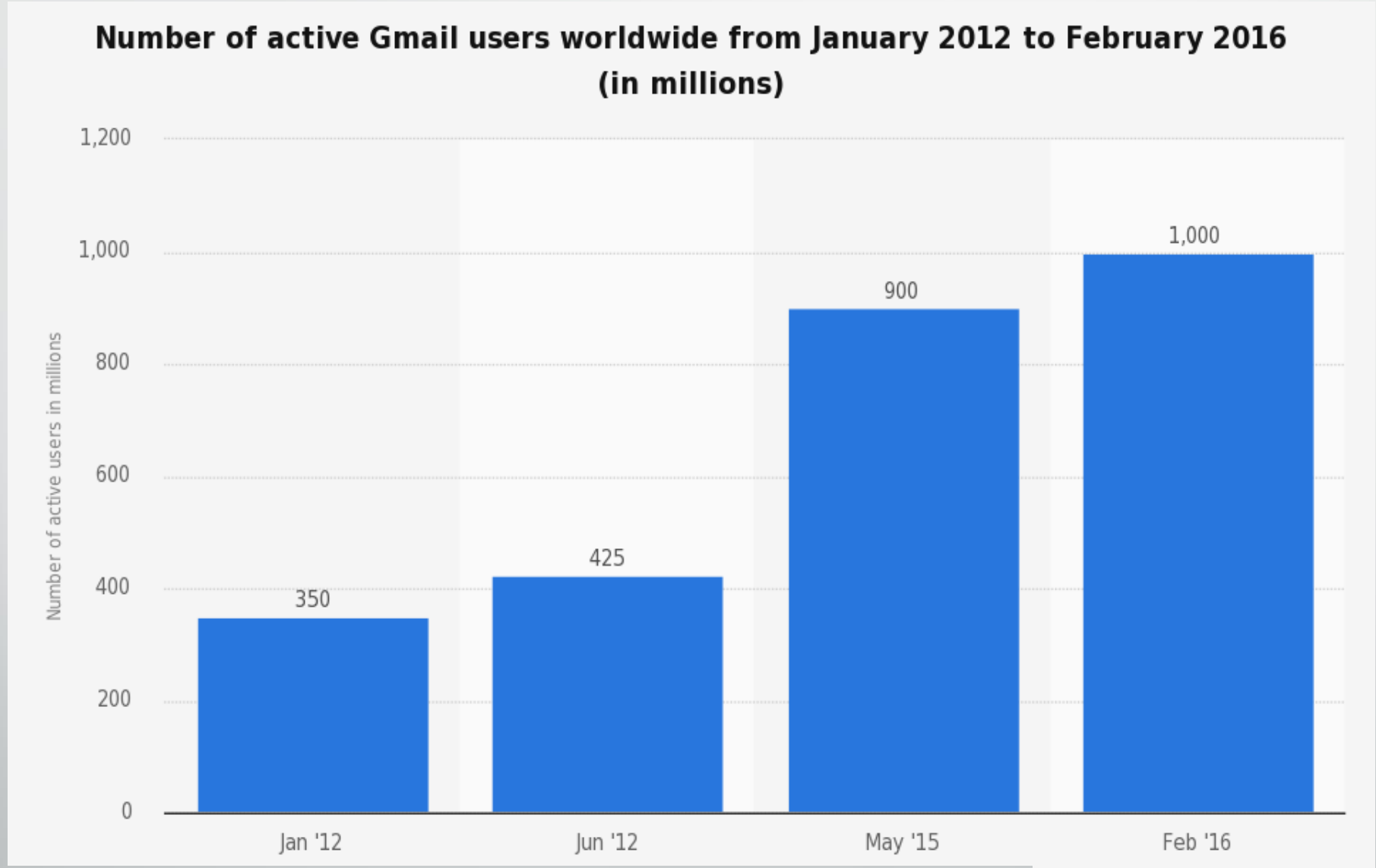
Google Maps

- Desktop Web Mapping Service that allows map viewing and give directions
- Launched on 8th February, 2005
- Competitive advantage was "fast search of location"
- 81.1 million of iPhone and Android users used Google Maps in 2014
- Source: (Forrest, 2014).

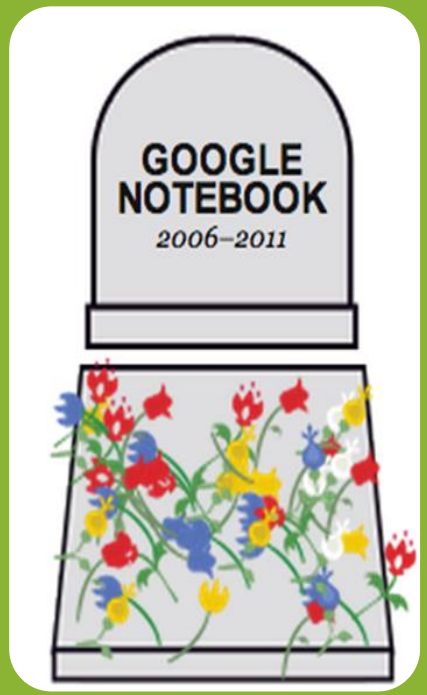
Google Mail (GMAIL)

- A free, advertising supported webmail service with support for email clients
- Announced to be public on 1st April, 2004
- Competitive advantage was "memory space and centralization" of 1GB, chat forum and classic search bar
- GMAIL's users rose from 425 million in 2012 to 900 million in 2015
- Source: (Baldassare, 2014).

GMAIL


Number of active Gmail users worldwide from January 2012 to February 2016
(in millions)
Number of active users in millions
1,200
1,000
800
600
400
200
0
350
425
900
1,000
Jan '12
Jun '12
May '15
Feb '16
Sources:
TechCrunch; Google; The Next Web
© Statista 2016

GOOGLE GRAVEYARD – SYMBOL OF FAILURE



GOOGLE Notebook

- Google Notebook was a browser based application that allowed users to cut, paste, save and share texts, links and images from the web to a personal notebook.
- In September 2011, Google discontinued Google Notebook and focused its efforts on Google Docs.
- Source: (Thomas, 2011).

GOOGLE GRAVEYARD – SYMBOL OF FAILURE

GOOGLE Health

- Google Health was a personal health information centralization service to manage as well as store health records
- Introduced in 2008 and died in 2011.
- Idea was to merge separate health records into one central database for health practitioners
- Flopped due to lack of widespread adaption
- Source: (Lee, 2013).

FUTURE PRODUCT
GOOGLE SELF DRIVING CAR

- Google has demonstrated its own drive-less car with conventional controls including steering wheel
- The self-driving car has two seats, a screen displaying route and a top speed of 25mph (40km/h).
- It has array of sensors allowing the vehicle computer to determine its location and surrounding.
- The car has about $150,000 in equipment including $70,000 LIDAR system.
- The car has no pedals, brakes, gas or steering wheel and is 100% autonomous.

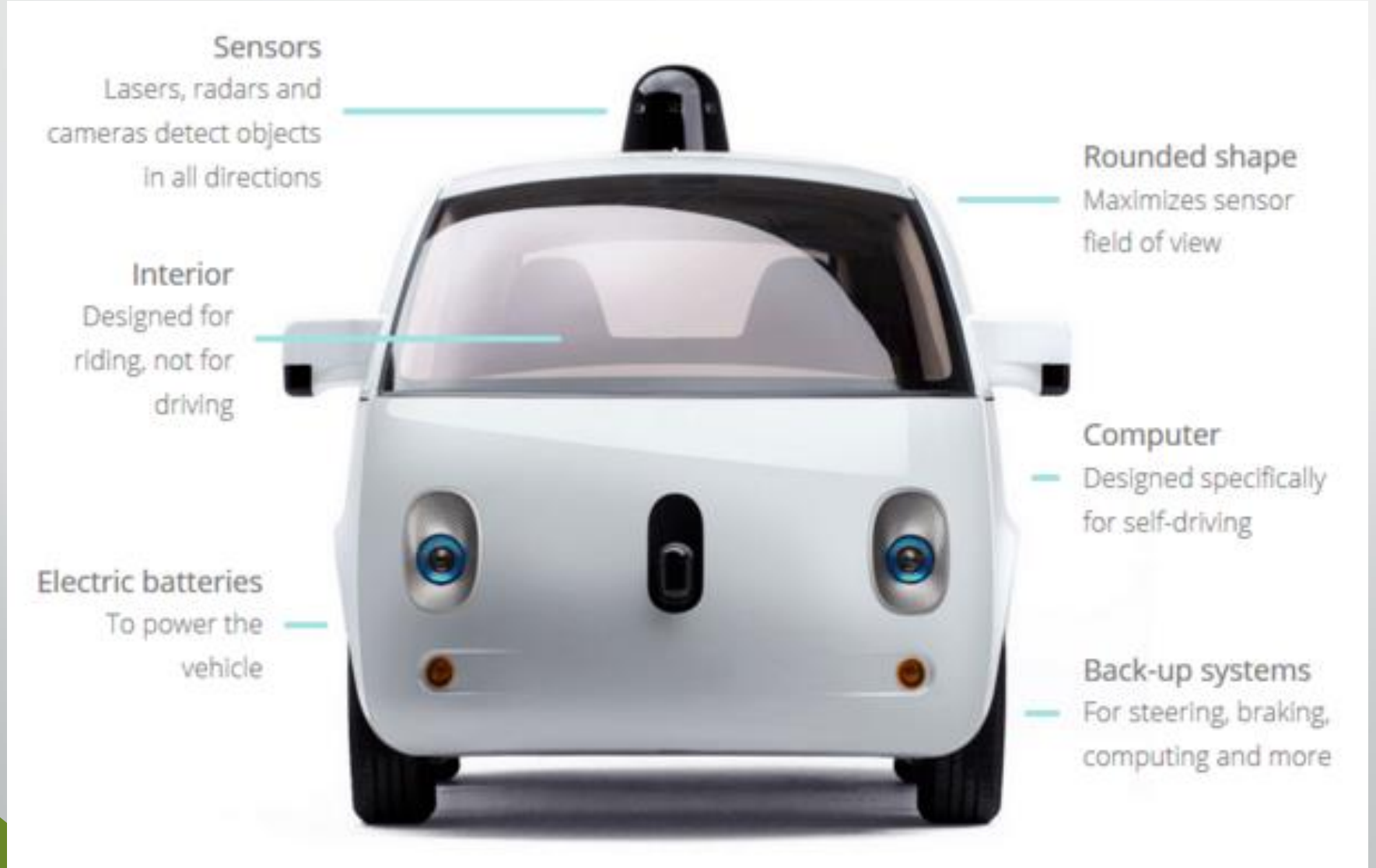
Source: (Bailey, 2014).

TIME FRAME OF GOOGLE SELF DRIVING CAR

First Prototype	• The Self-driving project was announced in 2010 • In May 2014, Google presented first prototype without wheels and pedals and unveiled a fully functional prototype in December 2014. • In August 2014, company tested its prototype in heavy rain and snow.
Second Prototype	• In January 2015, Google announced its prototype to be publicly available • In June 2015, Google announced testing of its second prototype in Mountain View, California
Final Model	• Final model will be on road by 2020. • By end of 2020, 10 million cars are expected to be on road

Source: (Greenough, 2015).

FEATURES OF GOOGLE SELF DRIVING CAR



BENEFITS OF GOOGLE SELF DRIVING CAR

SAFER ROADS AND LIVES

- KPMG estimated that the self driving car will be able to reduce deaths by 2500 from 2014 to 2030 (Greenough, 2015).

COMPETITORS OF GOOGLE SELF DRIVING CAR

Toyota

- By 2020, Toyota envisions highway driving that leaves the hard part to the vehicle—not the driver. Hence it has joined the race in manufacturing self-driving cars like Tesla and Google (Bailey, 2014).

UBER

- Uber has envisioned fleets of autonomous vehicles that will combine the convenience of not having to drive yourself with the flexibility of a scaled-up and always available Uber-like taxi service — and without the cost of hired drivers
- Self-driving cars are now on the roadmap for not only nearly every car maker, but for ride-hailing giant Uber (Cardinal, 2016).

FUTURE RECOMMENDATIONS

INVASION OF PRIVACY

- Applications such as Gmail and google search has enhanced the problems of privacy.
- This Is because of the fact that the searches that are done in the past are recorded and the inbox that are delete are retained.
- Through the improvement of relationships with the customers as well as the advertisers and also through developing software that protects the privacy of its users in the internet, google can gain more goodwill in the future.
- (Smith, 2014)

E-COMMERCE SERVICES

- In future, google can offer more e-commerce and e-business services which can help the customers to connect easily with the sellers.
- A search engine can be developed with its prime focus on shopping that can easily connect traders and merchants with their customers.
- The search engine should target the shopaholics at national as well as the international levels.
- (Obaidat, 2012)

IMPROVING COMMUNICATION

- Google should also work on improving the communications with its users.
- The customers all over the globe have the access of internet on their cell phones which has created a huge surging market.
- This has made it important not only to implement but also to take advantage of the recent acquisition of the company, AdMob, through which google will be able to equip itself with data which will be available on cellular applications.
- (Keating, 2015)

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