An infographic by

The
EconomistIntelligenceUnit

Innovating

at scale:

Business model innovation in the UK

If the UK economy is to benefit from technology innovation, companies must be able to adopt the new businesses models that new technologies enable and necessitate. A survey of 200 leaders at large UK businesses, conducted by The Economist Intelligence Unit and sponsored by Rackspace, explored the state of business model innovation in the UK. Here's what it found:

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UK firms recognise business model innovation as a vital capability

> of respondents agree that business model innovation is a critical success factor for business

47%

agree that organisations that do not undertake significant business innovation will not survive.

MODERATELY

They are engaged in a process of near-constant business model evolution

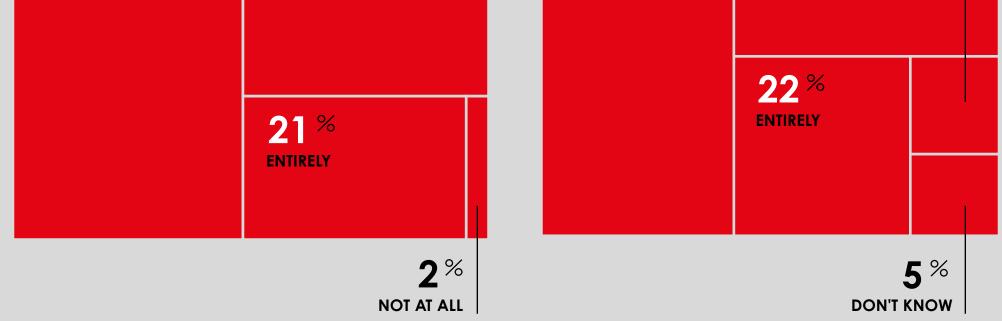
HOW LARGE UK COMPANIES HAVE CHANGED IN THEIR BUSINESS MODEL THE LAST THREE YEARS



HOW THEY WILL CHANGE IN THE NEXT THREE YEARS

42 % SUBSTANTIALLY

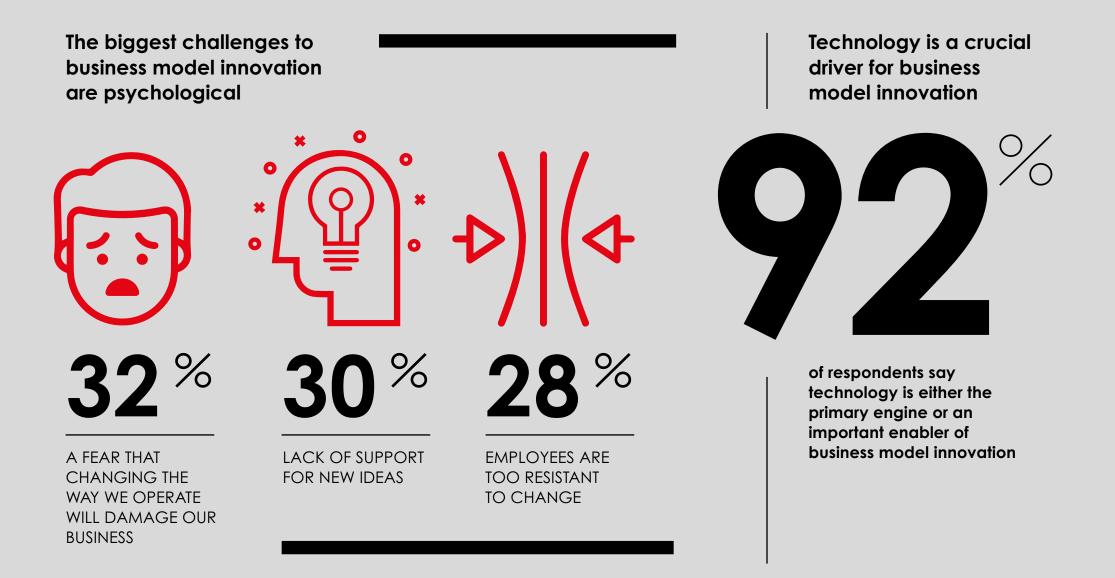




UK businesses are most likely to focus business model innovation on pricing and monetisation – and least likely to focus on sourcing and production

The focus of business model innovation in the last three years %

33	32	21	20	20	16	16	10
HOW WE PRICE OUR PRODUCTS AND SERVICES	HOW WE MONETISE OUR PRODUCTS AND SERVICES	HOW WE SELL OUR PRODUCTS AND SERVICES	THE KINDS OF CUSTOMER WE SELL TO	THE NATURE OF OUR PRODUCTS AND SERVICES	HOW WE SOURCE MATERIALS	HOW WE SOURCE LABOUR	HOW WE ACCESS PRODUCTION CAPABILITIES



UK businesses evidently understand the need for business model innovation, but the lack of focus on sourcing and production suggests they are superficial in their approach. And the psychological nature of the key challenges shows there is need for stronger leadership at large UK firms.

For more on business model innovation in the UK, visit [ARTICLE URL] Sponsored by:



