

Industry-Academic Collaboration – A Successful Case Study

BNY Mellon & IVI Innovation Partnership Programme (IPP)

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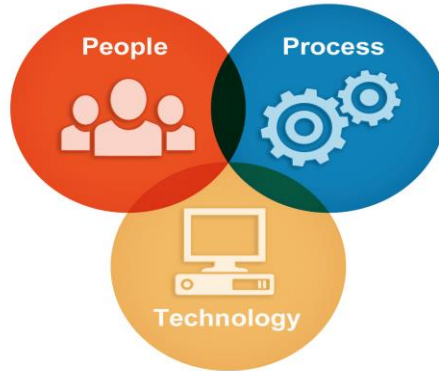
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Agenda

- Background
- Research Partnership
- Outcomes
- A New Research Paradigm
- Final Word

Background

Capability Excellence



IT-CMF
IT CAPABILITY
MATURITY FRAMEWORK™



Research Partnership

- Enterprise Ireland's Innovation Partnership Programme (IPP)
- Twin aims:
 - ✓ Develop insights and tools to support and accelerate transformation programme
 - ✓ Contribute to practitioner and academic knowledge

Outcomes & Benefits

- ✓ Expanded and strengthened reach and impact of the CX programme geographically and organisationally
- ✓ Raised the profile of participants across the global organization
- ✓ Insights gathered served as an input to strategic decision-making
- ✓ Increased knowledge and expertise of participants
- ✓ Publications and presentations within organization and wider ecosystem
- ✓ Academic conference publications
- ✓ New tools and knowledge specific to organizational context

Research Partnership

Focus & feedback

BNY Mellon

- Real world knowledge and expertise
- Insider knowledge of the business challenges
- A sense of urgency to find solutions



Research

- New perspective and insights
- Research & design tools and methods
- Formalise knowledge and lessons learned

Value

Practice Improvement Model (PIM)

Stage 1

Vision & Engage



1. Articulate vision and objectives
2. Craft stakeholder comms
3. Engage stakeholders

Stage 2

Measure & Focus

PC Management: Setup and management of desktop PCs, laptops, and terminals

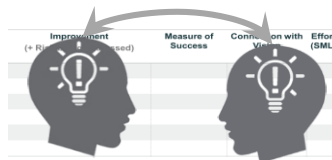
- Select the users that best describe current and target PC Management in the EMER region

Level:1	Level:2	Level:3	Level:4	Level:5
System OS Images and App Images	Programs well developed	Inventory reference sets complete	Inventory reference sets complete	Inventory reference sets complete
Network support helpdesk and management	Network support helpdesk and management	Network support helpdesk and management	Network support helpdesk and management	Network support helpdesk and management
Current	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Target	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Identify improvement focus
5. Establish baseline
6. Run online survey

Stage 3

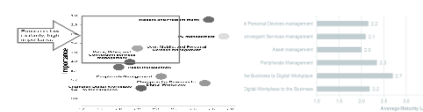
Collaborate & Improve



7. Improvement workshop
8. Roadmap & benefits map
9. Act, reflect, adjust

Stage 4

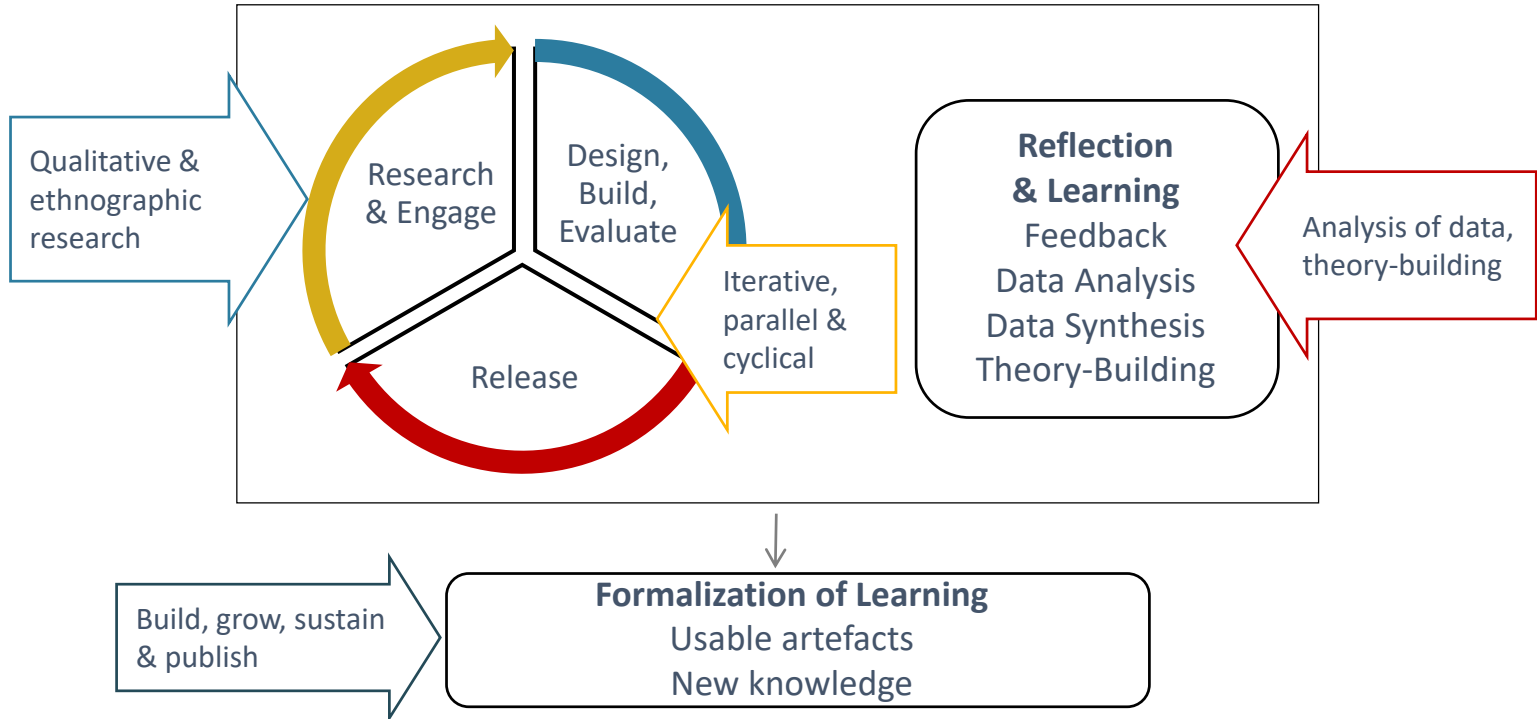
Measure & Learn



Learnings, actions, backlog, updates, communications

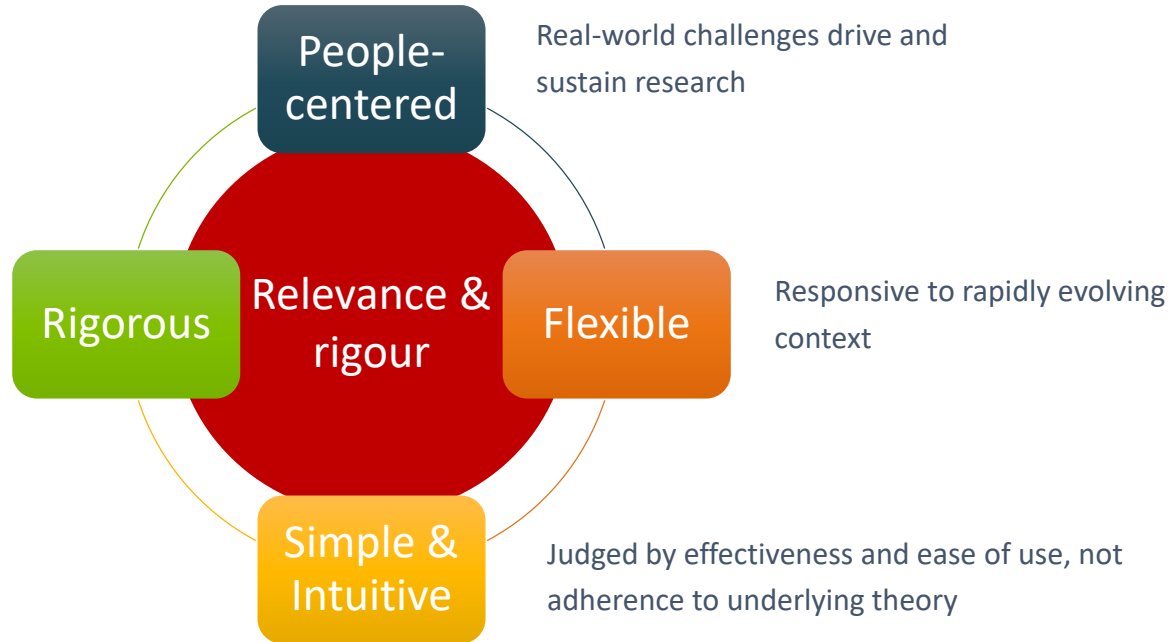
10. Measure against baseline
11. Retrospective workshop
12. Adjust plan and comms

Agile ADR – A new paradigm



Engaged Research

Systematic approach to research and knowledge, drawing on wider social science disciplines



Final Word

- *To last another 235 years we need to stay relevant*
- *Industry academia relationships can be a strong opportunity to deliver this innovation*

Thank you!

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