



SLB InnovateX PitchFest

Or: How to gamify creativity, citizen development and make people learn.

By Dag Myrdal

VP SBN Norge | shortlisted participant in the SLB competition



Norway

2100 Ansatte

30+

Nasjonaliteter

8

Lokasjoner i Norge

Entity	Employees	Revenue / Scale	Locations
SLB	~119,000	\$36.3 B (2024 revenue)	~900 facilities in 120+ countries; 154 office locations
OneSubsea JV 70% SLB 20% Aker 10% Subsea7	~11,000	>5M boost/compression hours; leader in subsea tree install. Full subsea delivery.	Oslo, Houston, Bergen, Moss, Celle, Leeds, Aberdeen, Barrow, Taubaté, Macaé, Basra



Traditional ideation...



Train «citizens» and ask for ideas

Training leaves a lot of people eager to do «something».

Managers get overwhelmed .

Ideas are hard to approve when unfocused:

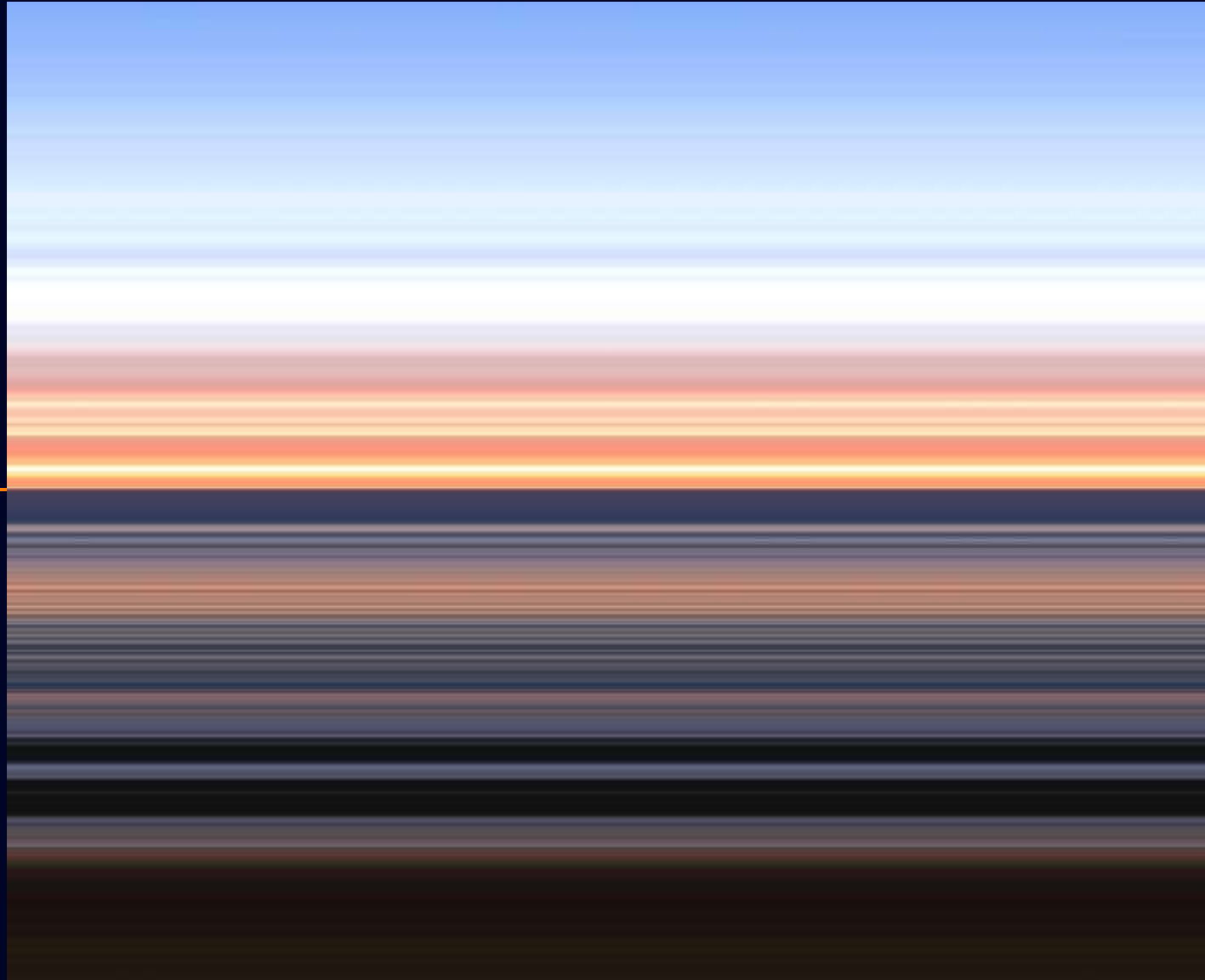
- «somebody else» need to do something
- Certain expense, uncertain reward
- «I have this idea or software that I want, and I try to find a fitting problem».
- Feedback deadlock, no budget.
- Managers not daring to accept...

=> **Demotivated people**



Turn it around

**Making citizen development with SAP fun ,
competitive and rewarding for employees...**





How to motivate?

People do not get demotivated by failing a song contest.

Everybody want to follow a TV show...

Gamification

Theory:

Gamification is defined as the process of incorporating game-like characteristics into traditionally non-game scenarios. This approach aims to make activities more engaging and enjoyable by applying elements such as points, badges, leaderboards, and challenges.



Sorting socks?

Psychology experiments and actual games show that :

- People are more motivated sorting socks in a mobile game than in the real world despite the fact that after the job done on a screen, none of your socks are actually sorted.

The reason:

- In the game you always get positive feedback, while in the real world, your partner or children only occasionally recognize and appreciate the effort(!)



The background is a dark blue field filled with a complex network of thin, light blue lines and small dots, creating a sense of digital connectivity and data flow.

We Have
INNOVATED
With Purpose



Where Human Spirit Meets Infinite Possibilities

Creating With Courage. Challenging Status Quo. Inspiring Limitlessly.

Being Fearlessly Human



InnovateX PitchFest



Ideation

Several topics and categories

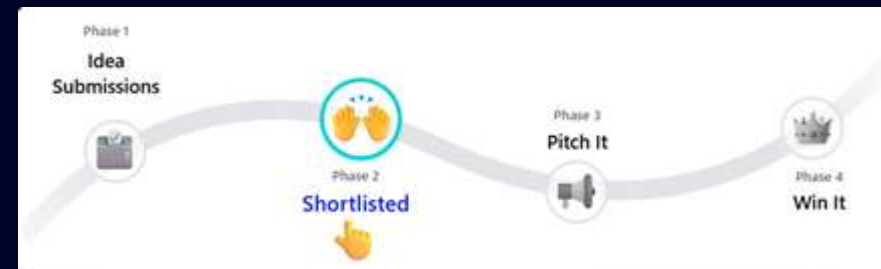
Business case development

Massive training opportunities

Collaboration

Talent Pool

«The pitch»



Enterprise challenges

Challenges with enterprise level sponsors

The screenshot displays the 'Enterprise Challenges' section of the InnovateX PitchFest 2025 website. The page features a navigation bar with 'Ideate', 'Prototype', and 'PitchIT' tabs. Below the navigation bar, there are nine challenge cards arranged in a 3x3 grid. Each card includes a category, a title, a description, a heart icon with a count, and 'View More' and 'Submit Idea' buttons.

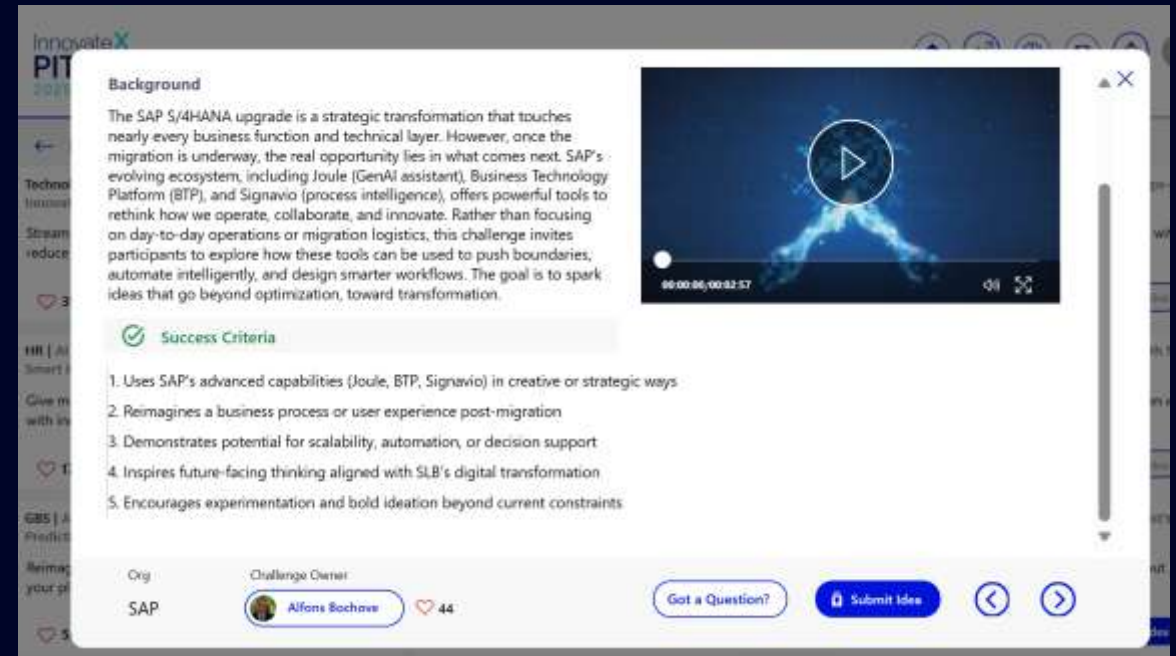
Category	Challenge Title	Description	Heart Count
Technology	Smarter Product Development: Aligning Innovation with Execution	Streamline the New Product Development (NPD) cycle, reduce delays, and align cross-functional teams	39
S&OP	Less Time Logging, More Time Winning	Make demand planning effortless for Sales, under 10 minutes a day, no disruption	25
Operations	Seamless Handshake: Rethinking the Ops-Supply Chain Connection	Fix the daily friction between Ops and Supply Chain with smarter coordination	50
HR	AI Compensation Health: Empowering Managers with Smart Insights	Give managers a team-wide view of pay equity, powered with insights and recommendations	17
Cyber Security	Trust, But Verify: Tackling Cyber Threats with Intelligence	Detect insider threats and social engineering without compromising trust or productivity	26
SAP	Beyond Migration: Reimagining the Future with SAP S/4HANA	De-risk and speed up SAP migration with automation and smarter onboarding	44
GBS	AI-Powered GBS: From Reactive Support to Predictive Intelligence	Reimagine GBS as a smart, predictive experience; this is your playground to create the future with ServiceNow	50
DES	Accelerating Software Innovation	Cut dev time and cost across the Software Development Life Cycle (SDLC), boosting quality and developer satisfaction	35
Futurism	Designing for the Unimaginable: A Futurist's Playground	Imagine bold solutions that feel impossible today, but could shape the world of tomorrow	45

Beyond Migration: Reimagining the Future with SAP S/4HANA

How might we harness the full potential of SAP S/4HANA to reimagine business processes, unlock new capabilities, and inspire future-ready solutions?

Success Criteria

1. Uses SAP's advanced capabilities (Joule, BTP, Signavio) in creative or strategic ways
2. Reimagines a business process or user experience post-migration
3. Demonstrates potential for scalability, automation, or decision support
4. Inspires future-facing thinking aligned with SLB's digital transformation
5. Encourages experimentation and bold ideation beyond current constraints





Training

Theory

Ideas

Training

Make even losers the winners

Explore the Pathways

Whether you're just starting your journey or looking to sharpen your skills, our curated Virtual Trainings are designed to guide you through the innovation process. Get ready to explore a collection of Degreed Pathways that will equip you with the tools and techniques to think, create, and innovate fearlessly. These pathways are self-service and are the perfect way to jumpstart your InnovateX journey.

Here's what's available to you right now:

 Ideation Discover frameworks to generate bold, strategic ideas that stand out.	 Innovation & Design Thinking Learn how to think like an innovator and apply design thinking to real challenges.	 Leading Innovation For managers and team leads: foster a culture of innovation in your group.
 Empower your work with GenAI Understand GenAI, its potential, and how SLB is starting to use it.	 Prototyping Learn how to bring your ideas to life through low-fidelity prototypes.	 Presentation & Pitching Build compelling business proposals and pitch with confidence.
 Build MVP	 User Validation & Testing	 Driving Adoption

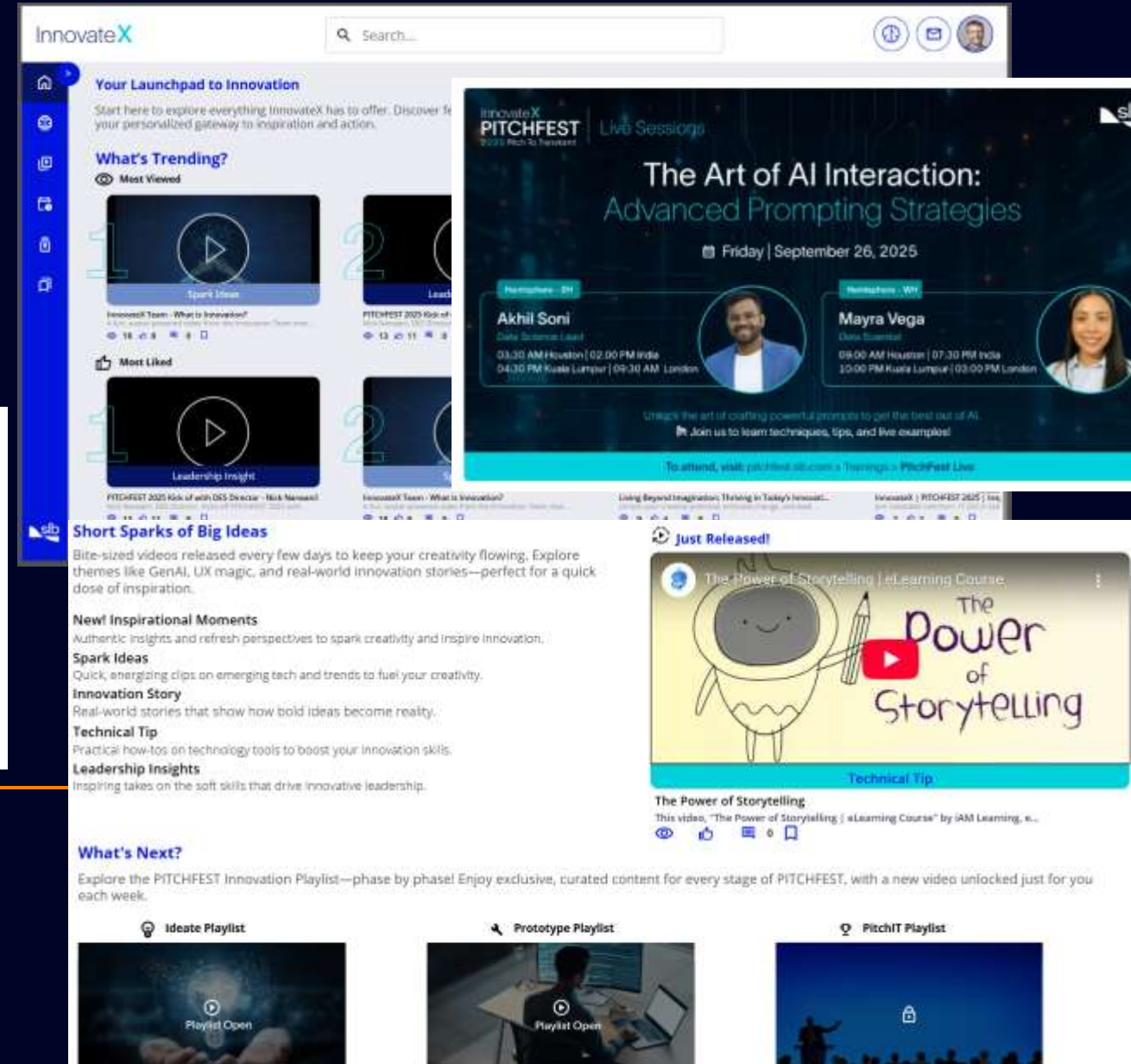
Training

The use of the competition to boost training is quite staggering – and inspiring.

The **Training Module** is now live in the **PITCHFEST App** — your one-stop hub for learning, inspiration, and skill-building.

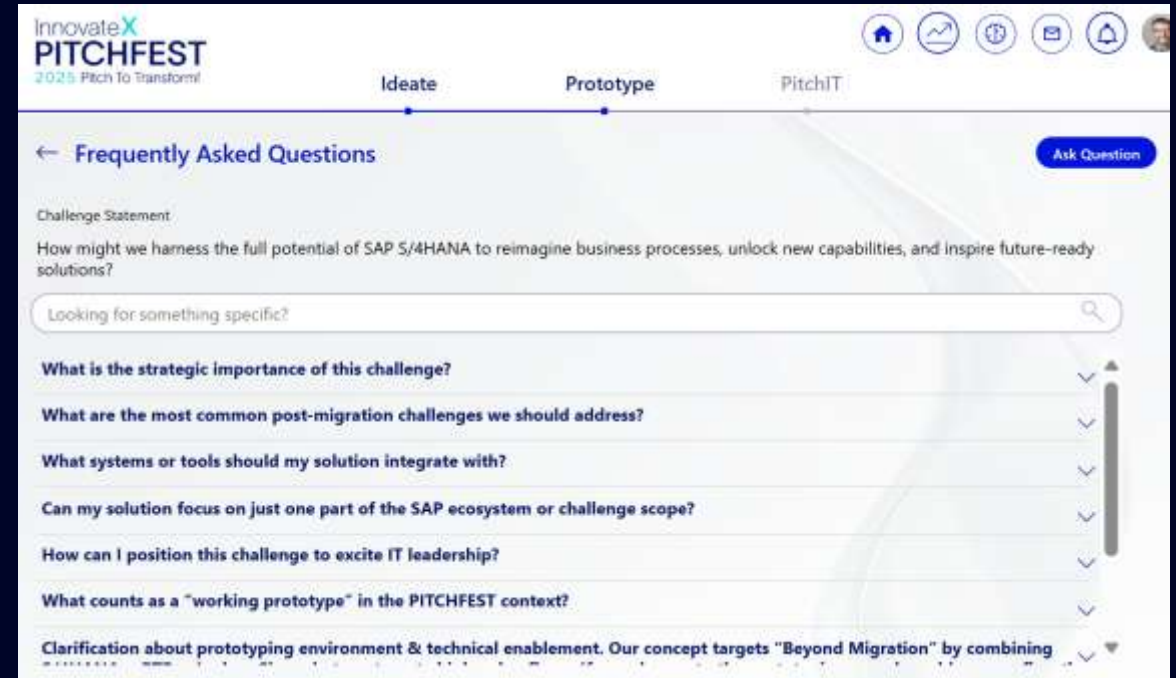
What's Inside:

- **Skill Station:** Master tools like Power BI, GenAI, Power Apps, and more.
- **Innovation Bites:** Bite-sized videos to spark ideas and build confidence.
- **PITCHFEST Live Sessions:** Join live sessions with tech leaders and innovators.
- **Innovators Spotlight:** Meet the minds behind bold ideas.
- **My Collection:** Track your progress and personalize your learning journey.



Questions

Connecting enterprise SAP experts with teams participating in the challenge



Keep interest up

Dashboard to show progress and competition



Shortlist

Score breakdown

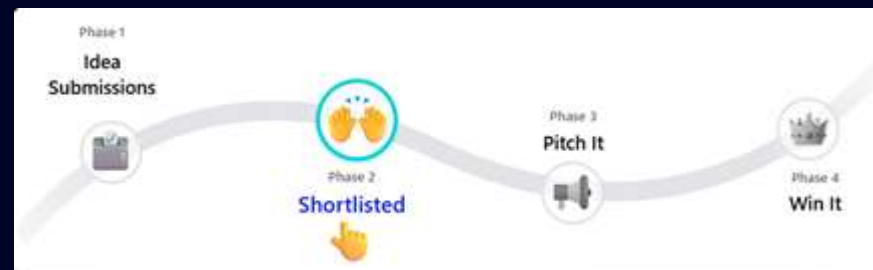
Clarity & Relevance

Innovation & Technology Use

User Needs & Use Cases

Feasibility & Scalability

Impact Potential



 **My Ideas**

Idea 1630

 2

 **Beyond T-Codes: Joule AI MRP Exception Manager**

Submitted On

Submitted By

09/08/2025

Dag Hakon Myrdal

Status

Shortlisted

Joule AI MR...

S/4HANA Ja...

Joule AI MR...

Phase-2 Acc...

Challenge

Beyond Migration: Reimagining the Future with SAP S/4HANA

Idea Description

SLB is now *live* on S/4HANA PNP, yet planners still clear MRP exceptions *one-by-one* in T-codes or excel with *little foresight* into % of customer orders delivered by the promised date/time and with the exact quantities requested / cost / capacity and *minimal info* on external disruptions (ports, tariffs, weather, commodities).

Today we're running on T-codes mindset, and analyzing each exception individually, like checking stock levels, supplier lead times, downstream impact. Only then we make isolated decisions without full business context.

Want to participate but don't have a team or a fully formed idea yet?

Talent Capital is your space to shine. Whether you're looking to join a mission, pitch yourself, or offer your expertise — this is where creativity meets opportunity.

Talent Capital

Choose how you want to participate:

- Pitch Yourself to find a team
- Request a Skill to complete your team
- Offer Support as a mentor or advisor

Plan Your Video

Decide what you want to convey in your video. You have **1 minute max**, so make it count! You can script it, storyboard it, or go with your intuition — just be authentic.

Record Your Video

Use Teams (solo meeting) or your phone's selfie mode — whatever feels natural. Show your personality, your excitement, or your past work — it's your pitch!

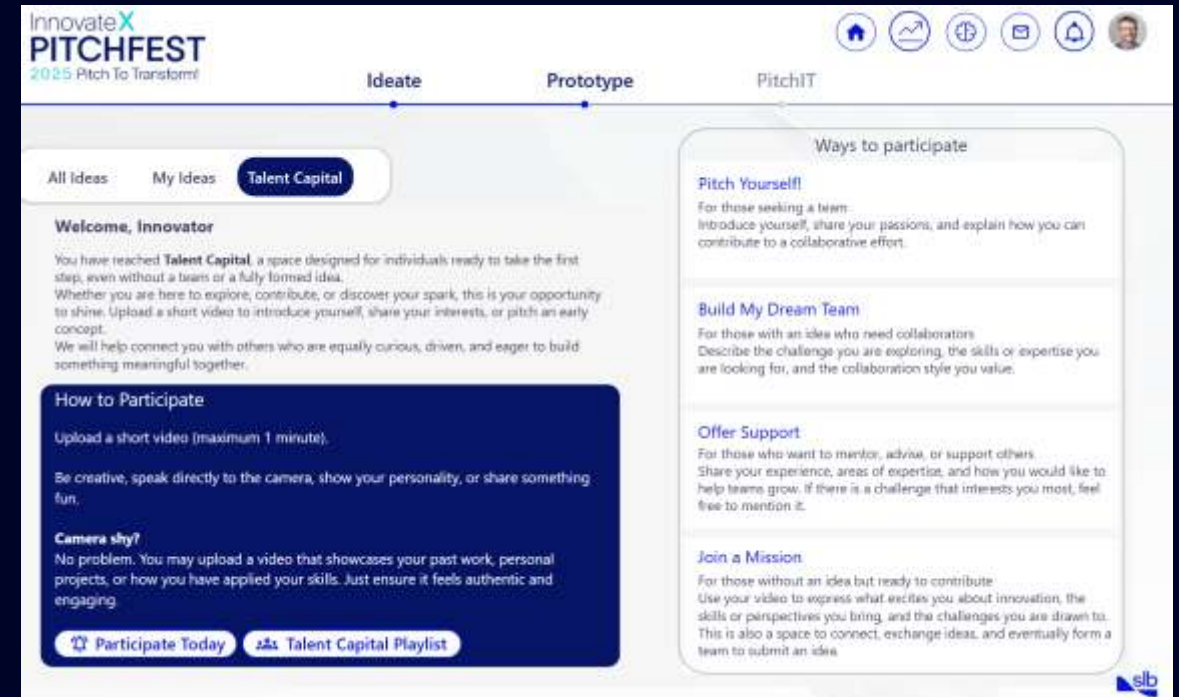
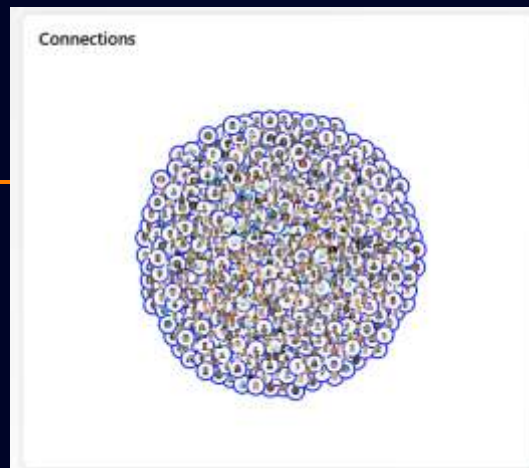
🏆 *Pitch Fest is a team sport* - use Talent Capital to find your path, your people, and your purpose. Share your story, connect, and let your talent shine.

Engaging talent

Many might be experts in UX design, logic, info but not the leader or creative person.

«Talent capital» is where ideas and talent has a meeting place – as it says here: this is the place for people that may be camera shy and just want to be in on the fun.

People not shortlisted were all encouraged to help other teams:



The prototype and business case

The hard part is to create a summary pitch, prototype, wireframes and a business case that convince the judges this is feasible and worthy of funding...

PITCHFEST – Prototype Template

Prototypes transform conceptual ideas into tangible, testable models. It bridges the gap between vision and execution by validating functionality, usability, and design assumptions early in the development cycle. A well-crafted prototype aligns the solution with user needs, technical constraints, and business goals, reducing risk and accelerating informed decision-making.

1. User Journey Map (Agnes, Ryan & Michelle)

Outline the key actions, decision points, and flow of the user experience.

Purpose: Validates usability and helps visualize how users interact with the solution.

2. Look & Feel Sketch / Mockup (Maria)

Create a visual representation of the tool using Figma, PowerPoint, or similar tools.

Purpose: Helps communicate layout, navigation, and user experience.

3. System Architecture Overview (Dag Hakon)

Provide a high-level diagram of system components, data sources, APIs, and platforms.

Purpose: Demonstrates technical feasibility and integration points.

4. Integration Sequence Diagram (Dag Hakon)

Detail the step-by-step flow of data and system interactions, including latency expectations.

Purpose: Clarifies system behavior and performance requirements.

5. Technical Assumptions & Feasibility Notes (Dag Hakon)

List assumptions, known blockers, and dependencies.

Purpose: Helps assess readiness and identify risks.

6. Code Snippet or Logic Test (Maria)

Include a small piece of working code to validate a concept (e.g., query, API call, algorithm).

Purpose: Tests feasibility and demonstrates technical depth.

7. User Validation Summary (Agnes, Ryan & Michelle)

Summarize feedback received from users or stakeholders and how it influenced the design.

Purpose: Shows iteration and responsiveness to feedback.

8. Security & Compliance Snapshot (Dag Hakon)

Identify any data privacy, security, or regulatory considerations relevant to your solution.

Purpose: Ensures responsible innovation and helps anticipate potential blockers related to compliance.

Suggested Content: Type of data handled (e.g., personal, sensitive, operational), Compliance requirements (e.g., GDPR, HIPAA, internal policies), Security measures or considerations (e.g., encryption, access control), Any known risks or mitigation strategies



Ideate

July 30, 2025 to
September 07, 2025



Prototype

September 22, 2025 to
October 20, 2025

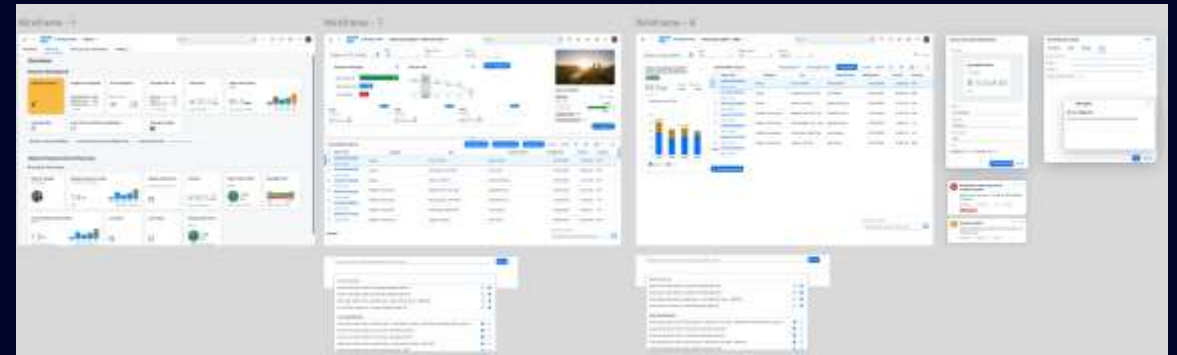


PitchIT

November 19, 2025 to
November 20, 2025

The prototype and business case

To guide the process, there are multiple steps to go through – SLB is definitely not giving it away easily:



Ideate

July 30, 2025 to
September 07, 2025



Prototype

September 22, 2025 to
October 20, 2025



PitchIT

November 19, 2025 to
November 20, 2025

The Pitch

Take the stage - Transform the future

Present your idea live to our CIO and leadership team for a chance to win funding and bring your solution to production. It's your moment to shine, inspire, and make real impact.

Winners at the live event receive USD 100 000



From Spark To Spotlight

Follow the three phases of Pitch Fest 2025 and turn your boldest ideas into real-world impact.



Presenting the digital InnovateX team

- Innovate continuously
- Govern Smartly
- Build Trustworthy Data
- Think Sustainably

Welcome

At InnovateX, we believe innovation isn't just about technology—it's about people. It's about the courage to ask "what if?", the creativity to imagine new possibilities, and the collaboration to turn bold ideas into real impact.

We're here to spark that spirit across the organization. Whether you're exploring a new idea, solving a complex challenge, or simply curious about what's possible, InnovateX is your partner in making it happen.

We're building something dynamic, authentic, and responsive to the needs of our people and our business. Innovation is a journey, and we're walking it together.

Welcome to the space where ideas grow, experiments thrive, and transformation begins.

InnovateX Team

 Rupesh Rajan Digital Engagement Manager	 Alan Chai IT Innovation Technologies and ...
 Silvia Juliana Senteno Flores Business Innovation Lead	 Gina Paola Roman Meza Digital Cell Engagement Lead
 Jennifer Figley DES Communications Strategy ...	 Abhishek Gajbhiye Innovation Analyst
 Rani Kumari Umesh Singh Digital Cell Catalyst	 Fabrice Malconier Innovation Champion

Our Way Of Thinking, Every Day

These principles reflect how we approach challenges, collaborate across teams, and create meaningful impact. They guide our everyday decisions, fuel our creativity, and shape the way we solve problems—with curiosity, courage, and purpose.

Innovate Continuously



We experiment, learn, and grow because innovation is not a one-time event, but a mindset. Be bold, challenge assumptions, and embrace curiosity. Every idea is a step forward when we learn from it.

Govern Smartly



We focus on what matters most by aligning innovation with structured, scalable, and purposeful processes. Smart governance ensures that creativity leads to meaningful, lasting impact.

Build Trustworthy Data



We act with integrity by grounding innovation in accurate, transparent, and ethically managed data. Trustworthy data empowers confident decisions and responsible progress.

Think Sustainably



We deliver today and tomorrow by designing solutions that support environmental and social well-being. Sustainable thinking ensures our innovations benefit both people and the planet.

**“ Creativity is intelligence
having fun.”**

↳ *Albert Einstein.*

Thank you

«Imitation is the sincerest form of flattery»

↳ Oscar Wilde

