International TRIZ Conference 2023

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THE INTERNATIONAL TRIZ OFFICIAL ASSOCIATION

TU Graz

Graz, Austria

September 1, 2023, 4:20 p.m. – 5:00 p.m. CET

Keynote speech

TRIZ in digital transformation projects: real-world applications

Digital transformation is expected to radically improve business operation and delivery of value to customers. However, about 70% of digital transformation projects fail due to multiple reasons. At EPAM we use TRIZ to rethink and redesign business and technological processes to enable successful digital transformation for our clients. The presentation summarizes our experience of applying TRIZ in different industries leveraging on such technologies as IoT, Digital Twin, Machine Leaning, and Generative AI.

Speaker: Georgii Martsinovskii

Georgii Martsinovskii, innovation consultant at EPAM Systems, has 25 years of experience in TRIZ-based innovation for the world leading companies. He has started using TRIZ at Invention Machine Corp. and has honed his skill through many dozens of projects in different industries. During the last 7 years he has been working with EPAM merging advantages of TRIZ approach with cutting-edge IT technologies to create innovations at the edge of business/technology/UX. He has PhD in physics and received more than 30 patents.

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