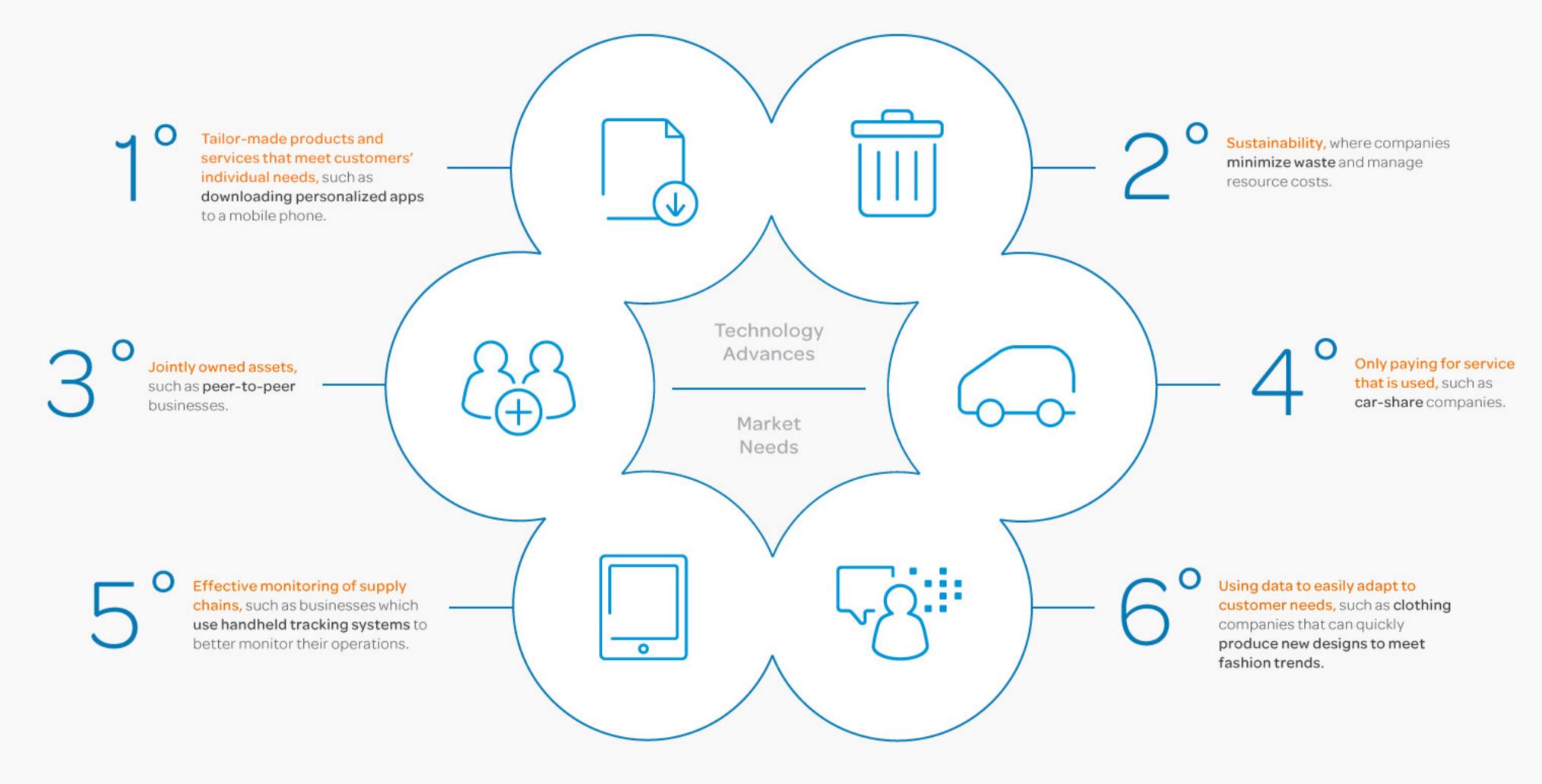
Six Degrees of Innovation



AT&T commissioned a study by the University of Cambridge Judge Business School to help companies innovate and make the most of technology The results show that innovation happens
where companies have one or more of six business
model traits – "Six Degrees of Innovation"

The study also shows how new technology and market demand combine, resulting in business innovation



Utilizing one or more of these six business model characteristics allows companies to be poised for success.