Meaningful innovation occurs at the intersection of a clearly defined problem statement and deep & powerful insights which highlight the pathways for innovation.

**UST INNOVATION PODSTM**

To get to a meaningful problem definition and to explore solution pathways, UST takes a unique approach of a dedicated team of innovation leaders in your offices, walking in your shoes, trying to understand your problems. This team helps you redefine concepts and collect maximum amount of validated learning about your customers with the least effort. The concepts called Minimum Viable Concepts (MVC) will be available to you in 3 to 4 weeks. The MVCs can then be curated into Minimum Viable Products (MVP) in 12 to 16 weeks. The MVCs and MVPs are potential commercial outputs of the various solution pathways, that will help you validate the commercial upside before scaling up a solution. This is made possible through the UST ecosystem of Academic Networks, VCs, Innovation Centers, Global Research Labs, Open and Closed Hackathons and UST solution teams.

**OUR DIFFERENTIATORS**

1. UST’s ability to get deep consumer insights with our proprietary Design For Happiness (DFH) methodology and understand the “why” behind your problems
2. A focused team of Innovation leader, Domain leader and Design leader working with your business and IT stakeholders
3. Our investments through the UST Ecosystem to solve the acute talent scarcity to trigger innovation in a timely manner
4. Minimum Viable Concepts (MVC) in 3 to 4 weeks and Minimum Viable Products (MVP) in 12 to 16 weeks powered by UST’s ID3 framework, to quickly demonstrate & validate the commercial benefits of the solutions
5. “Agile Innovation” approach to accelerate success and ignite creativity
6. Our deep domain and personalized understanding of your problems

**PURPOSE OF THE UST INNOVATION PODSTM**

1. Help our clients arrive at meaningful problems definition aligned across all key stakeholders
2. Co-create & help orchestrate a suite of solution choices and jointly focus on prioritizing the ideal solution for the current problem
3. Demonstrate the commercial viability of the solution and co-author a commercial glide path to quickly scale & optimize the solution
4. Build a comprehensive Innovation Management Solution that complements and accelerates our client’s innovation capabilities

**Why UST as an Innovation Partner?**

We start with a meaningful problem definition and have the proprietary tools to quickly delve into the heart of the insights (Fidelity of insights) which lays the foundation stone for meaningful solution ideation. Our clients have access to an advantaged, industry leading ecosystem of experts & resources/tools which can be harnessed quickly & effectively to co-create solutions. We provide Turbo speed translation of insights & ideas (Solutions) into commercially viable MVCs & MVPs and can quickly & cost-effectively scale & optimize co-authored solutions to consistently drive competitive advantage for clients.

End Product:
Proprietary tools & consistent engagement & care to connect deeper with our clients & their consumers to help drive meaningful commercial innovation.

For more details, please contact innovation@ust-global.com
1. The largest managed health care company in the Blue Cross and Blue Shield Association.

Generating Deep Consumer Insights
Member Portal – Insights from a journey to register as a new member.

Converting the insights into Minimum Viable Concepts
2. One of the largest retailers in the world

The business problem to solve:
Within the logistics group, the existing processes required to identify carrier for tendering of loads which are in “Need Pick Up” state or to be picked up within 48 hours are inefficient.

4 Channels create the problem situation

<table>
<thead>
<tr>
<th>Auto assignment from Logistics Management Tool</th>
<th>Manual assignments to “need pick up” state</th>
<th>Fleet rejection after accepting assignment</th>
<th>If no carrier assigned to lane</th>
</tr>
</thead>
<tbody>
<tr>
<td>May take up to 2 hours resulting in 7,300 loads/year going to “need pick up” state</td>
<td>Average additional cost of $200 per load</td>
<td>An average of 9,000 loads/year gets rejected with &lt; 48 hours notice</td>
<td>Most of the loads are unassigned during the lane contract renewal period</td>
</tr>
</tbody>
</table>

The solution and its components

- Enhanced carrier tendering
- Timely insights via mobile
- Intelligent algorithmic analysis
- Eliminate ‘need pick up’ state
- Real time operation automation vs manual effort
- Seamless integration

The Value proposition

- Business Efficiency
  - Instantly accessibility to carriers
  - Significant productivity gain in matching an un-assigned load to a carrier
  - Identify & elevate the emerging carriers to preferred vendor group

- Digital Trail and Transparency
  - Complete audit trail and full transparency to the process of carrier and price discovery per lane.
  - Allows for trend analysis/analytics
  - Enhance contract bidding knowledge and outcome cycle.

- Executive Analytics and Insights
  - Analytical insights via a dashboard for all carriers, lanes and loads.
  - Improves decision making with ranking and trending data.
  - Flags the emerging carriers - trend analysis based traffic ranking

- Financial Efficiency
  - Conservative estimate of $3 Million/year in cost savings
  - Avoids potential over stocks due to load management delays

Level of Service GAIN
Productivity GAIN
Digital Trail/Audit
Advanced Insights
$3M/year Savings
Executive Dashboard

Traffic Coordinator Dashboard
ABOUT UST GLOBAL

UST Global is a digital technology services company that provides next generation digital solutions for Global 1000 companies. Our mission is to ‘Transform Lives’ using the power of digital technologies and the focus is on digital services and solutions. With a business model of ‘fewer CLIENTS, more ATTENTION’, UST Global strives for excellence in providing our clients with the best service and commitment to long-term client success.

Headquartered in Aliso Viejo, California, UST Global has over 15,000 associates operating in 25 countries across four continents. For more information please visit www.ust-global.com