Transformation Innovation is often the reason why a customer enters into a contract with a supplier – it's usually provided as part of the supplier's service offering and enables a customer to get from point A to point B.

Change Innovation is usually initiated by the customer on an ad hoc basis and the supplier will agree to provide the innovation where there is a coincidence of commercial benefit for the parties.

Incentivised Innovation is achieved by the implementation of new ideas initiated by the supplier to address the business objectives articulated by the customer. The key factor is the use of commercial levers to drive the behaviour of the supplier to deliver innovation.

Partnership Innovation is fostered by a dynamic relationship between the customer and the supplier where there are established ways of working. The business knowledge of the customer along with the technical expertise of the supplier enables them to jointly deliver business differentiating outcomes.