

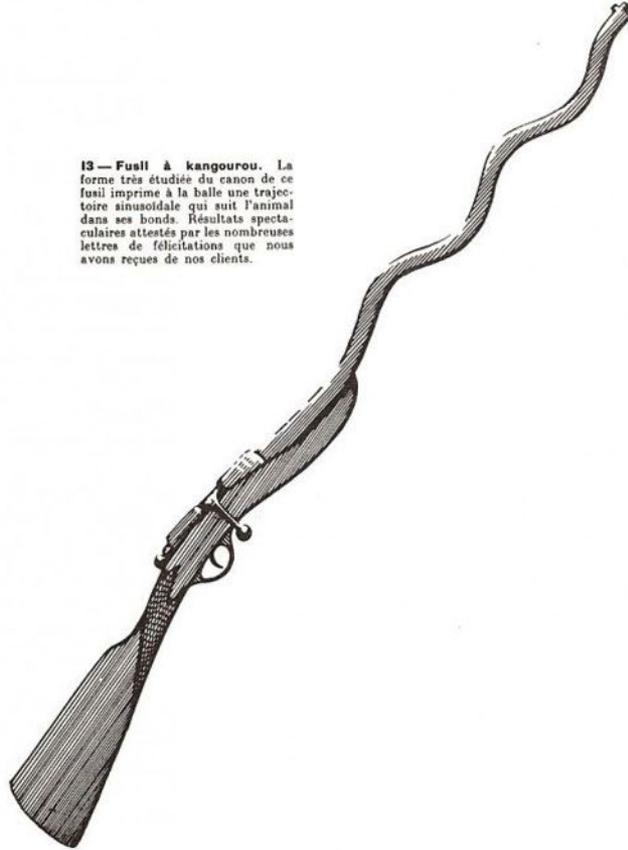
This is a special hammer. Its head is made of glass. Sometimes when you are doing DIY a metal hammer is too heavy handed. This hammer is for the very delicate hammering jobs.



Credit: Jacques Carelman

If you've ever been Kangaroo hunting you'll know how tricky it is. Because Kangaroo's jump. And when you fire a shot at the Kangaroo you often miss. The barrel of this gun is designed to solve this problem, it allows the path of the bullet to follow the trajectory of the bouncing kangaroo.

13 — Fusil à kangourou. La forme très étudiée du canon de ce fusil imprime à la balle une trajectoire sinusoïdale qui suit l'animal dans ses bonds. Résultats spectaculaires attestés par les nombreuses lettres de félicitations que nous avons reçues de nos clients.



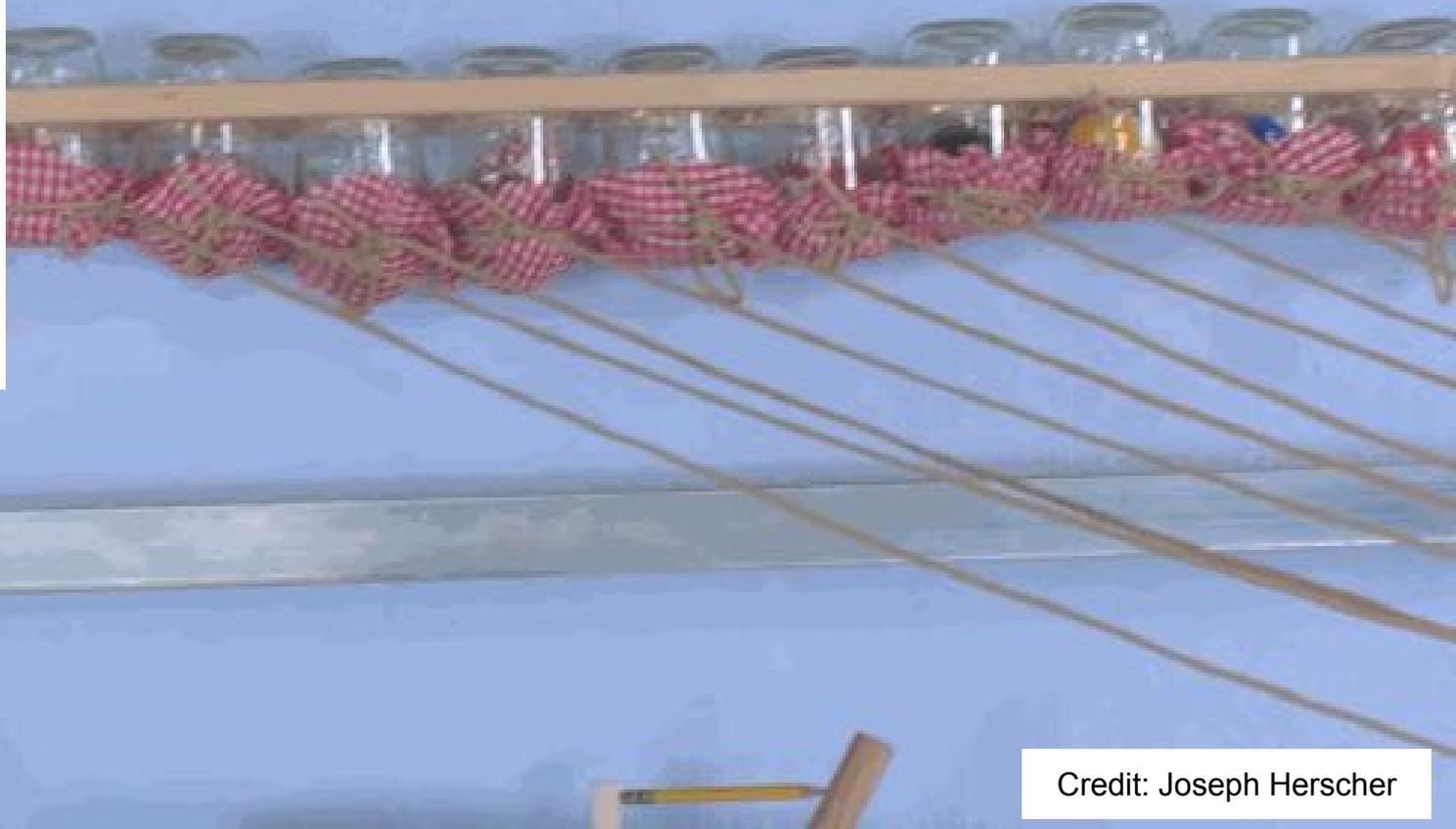
This is called the Masochist's Teapot. You can give it to the beloved masochist in your life. The promise of the teapot is first degree burn on your forearm each time you fancy a cup of tea.



Credit: Jacques Carelman

This is a Rube Goldberg machine to feed a man breakfast - a bite of toast with jam on it. A Rube Goldberg machine is a complex, confusing contraption that perform a simple task in a protracted way.

Because we all like doing things in a confusing and protracted way don't we? It's makes daily office life much more fun.



Credit: Joseph Herscher

If anyone has a problem chopping onions then this is the device for you. You fit the glasses before you start chopping and the small cups under each of your eyeballs will catch your tears and collect in the sponges at the end of the canals.



You know what it feels like when the tools you have to do your job are broken, if they misunderstand what you want to do with them, if they are painful, protracted or pointless - it's demotivating, inefficient, and unproductive.

Internal Products

“Help teams across FT be successful by giving them the right data, at the right time, and the tools they need to act on it.”

This year we are working in four distinct areas.

CRM, which stands for Customer Relationship Management, helping us find new customers and manage our relationship with existing ones.

CRM

Helping our sales and marketing teams find customers and manage our relationship with them.

Newsroom

Build tools for the journalists to tell their stories

Ads

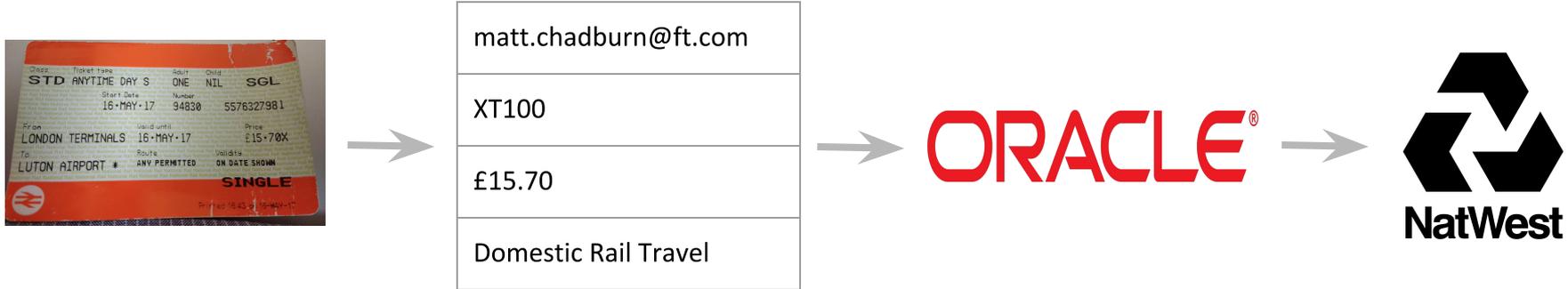
Help the ads team manage their sales & booking pipelines.

Employee Apps

Tools for a fitter, happier, more productive workforce

So in that spirit, it's quite simple to imagine a nicer expenses system. An app that lets you take a photo of your train ticket, extracts all the data that finance need, sends it to Oracle who then put the money back in your account. Very simple, very efficient.

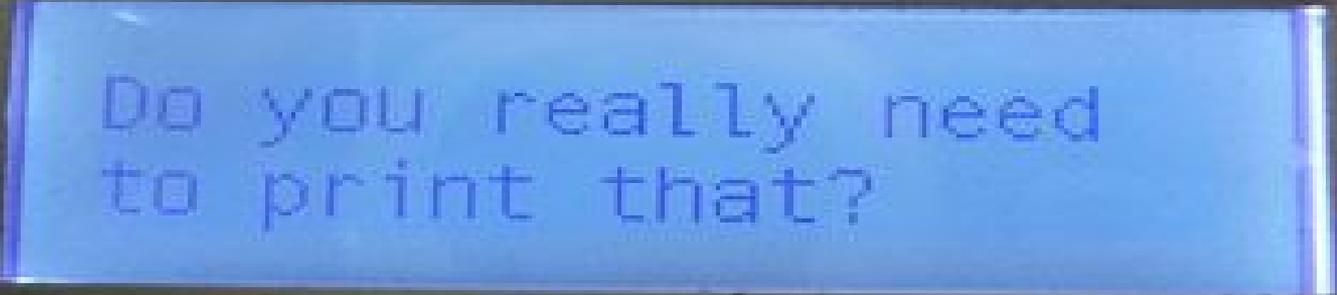
But we don't have that today. And there's many areas beyond expenses where I feel we can do this.



But beyond inefficiency, how about printer that nagged you to use less paper.

Tools can nudge people into the behaviour we want.

And that I think is the real prize.



Do you really need
to print that?

Products are designed to manipulate and influence your behaviour. Sometimes in an evil way, but mostly not in healthy, socially aware way.

Like our environmentally friend printer on the previous slide, and like speed radars that guilt you into driving slower, good tools shape what you do & how you do it.



Someone at McVities has positioned the 'tear here' strip four biscuits down.

So you open the pack - and take the top 4 and eat them - not three or two or one.

It's not an arbitrary decision.



So in that vein, over the next few months we are working on these sorts of problems.

An expenses system that
helps us **spend less money**

A newsroom that
understands its contribution
to engagement

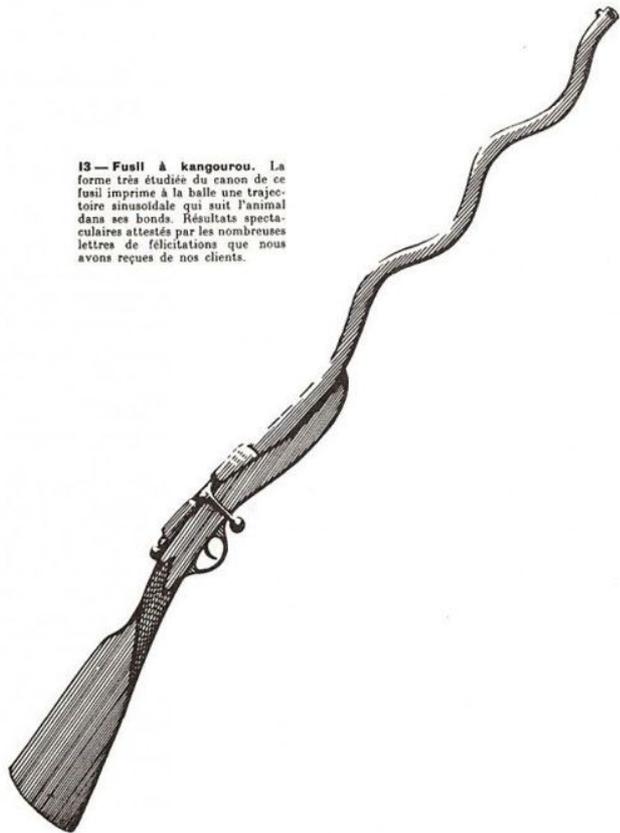
Marketing the can **react in**
real-time to our audiences'
behaviour

A service to decrease
the **cost and risk** of our 4k
suppliers

CRM that lets us build a
personal relationship with
each customer

Systems that give
systematic insight into our
sales processes

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