The Hypercube of Innovation for Business Objects v4.0

Complementary Innovator Cube
- Incremental Innovation
- Modular Innovation
- Architectural Innovation
  - Windows 95
- Radical Innovation

Customer Cube
- Incremental Innovation
- Modular Innovation
- Architectural Innovation
- Radical Innovation

Product Cube
- Incremental Innovation
- Modular Innovation
- Architectural Innovation
- Radical Innovation

Conceptor Cube
- Incremental Innovation
- Modular Innovation
- Architectural Innovation
- Radical Innovation

Core concepts
- Unchanged
- Changed

Linkage between core concepts & components
- Unchanged
- Changed