



## EXCELLENT INNOVATION MANAGEMENT

### SECURE SUCCESS FOR INNOVATIVE PROCESSES, PRODUCTS AND SERVICES

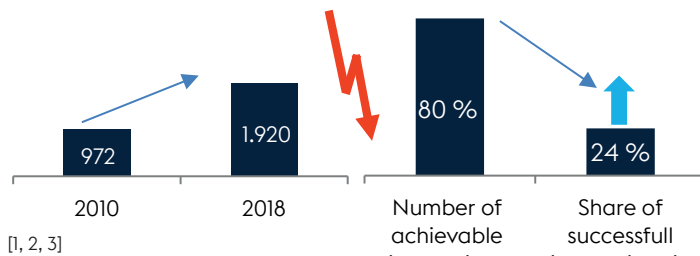
#### ENHANCE YOUR INNOVATION SUCCESS

Excellent Innovation Management is more important than ever to become successful in business. Innovative processes, product ideas and services do not reach market acceptance as a consequence of insufficient Innovation Management. The main challenges are:

- Increasing pressure to innovate
- Declining half-value time
- Decreasing market transparency

New products and services lose market acceptance more than ever. For 24% of the companies, the innovation potential is not fully utilized.

R&D Expenditures in Bio. Euro



[1, 2, 3]

[1] ECD Publishing; Perspectives on Global Development 2010: Shifting Wealth; 2010  
 [2] Magazine: R&D – 2018 R&D Funding Forecast; 2018  
 [3] Arthur D. Little Innovation Excellence Studie 2004

## OUR BENEFITS

Delivering clear and measurable results to our clients is core of our DNA. We support our customers to effectively improve their innovation capability.

- Assessing innovation capability
- Conducting innovation workshops
- Improving innovation processes and structures

#### SAMPLE RESULTS OF PROJECTS

- > 20% less R&D planning time as far as savings in process time with digital planning tools
- > 15% faster analysis and decision making with the usage of applicable digital tools



## EXCELLENT INNOVATION MANAGEMENT

Six steps of excellent innovation management



### Problem definition & market potential analysis

- Perform an innovation/organisation assessment
- Identify problems
- Cluster product ideas
- Identify customer leadership, requirements and trends
- Abstract demand and actions



### Idea generation

- Market research and analysis
- Brainstorming ideas
- Document and visualize ideas



### Idea selection

- Select requirement criteria
- Compare technologies, services and product
- Potential performances



### Concept Development

- Develop and visualize innovative products & services
- Define unique selling points



### Concept evaluation

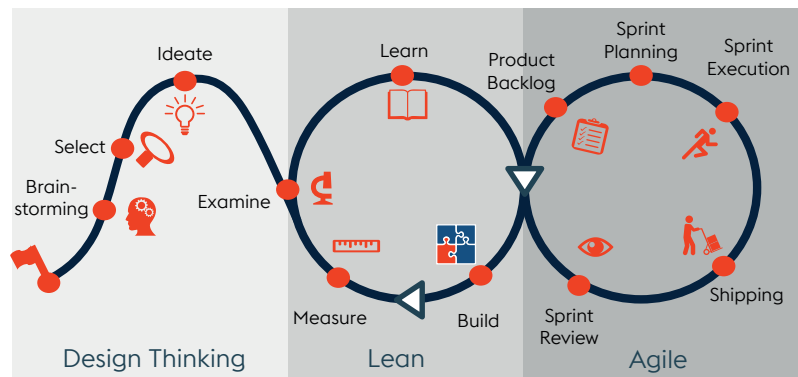
- Derive evaluation criteria
- Evaluate innovative concepts
- Document results and prepare decision making



### Roadmap planning

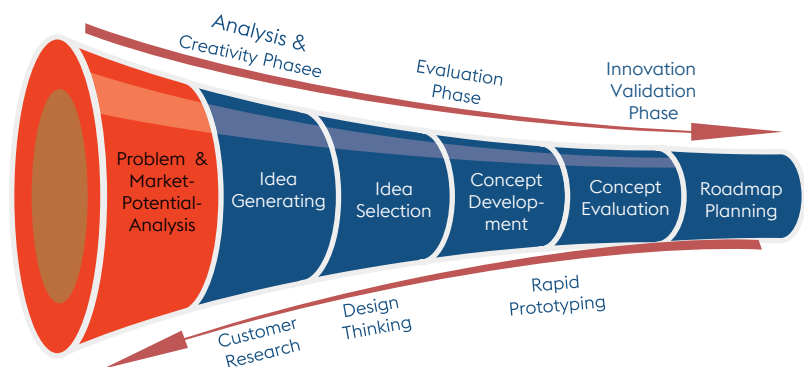
- Establish business case
- Develop innovation roadmap

## INCREASING INNOVATION PROJECT SUCCESS



[1]

The problem solving Innovation Process of AKKA considers six phases and process steps to enable market driven product development and innovative services.



### METHODS APPLIED

- Interview & workshop technique
- Market analysis
- Brainstorming
- Mind mapping
- Portfolio/matrix analysis
- TRIZ methodology
- Quality function deployment
- Business case writing
- Flag Stick Model

[1] Gartner; Enterprise Architecture and Technology Innovation Leadership Vision for 2017