



**INCREASE PROFITS THROUGH
IMPROVED PRODUCT
INNOVATION PERFORMANCE »»**

**LEVERAGING SUCCESSFUL PRODUCT
INNOVATION**

Our research has identified that organisations that have a product innovation improvement programme have a marked competitive advantage. Compared to other organisations, they achieve product launches 72% more frequently, meet product revenue objectives 33% more regularly and meet product cost targets 28% more often. Our opportunity assessment solution is your first step to drive this level of performance in your organisation.

Our research shows Best-in-Class organisations deliver projects on time 72% more frequently than other organisations

The issues

Product innovation is the lifeblood of any organisation, driving competition, brand, customer relationships, profitability and cost. However in today's global economy, many organisations find that the challenges of meeting increasingly diverse market needs, shorter product lifecycles and increased global competition has exposed the lack of investment in product innovation capability. Result – high R&D costs, failure of new product launches, in life remedial action to fix cost and quality issues.

Our research has identified that Best-in-Class organisations that focus on systematically improving their product innovation capability are up to four times more effective at meeting launch deadlines, achieving product objectives and meeting development budgets.

Our solution

Atos Consulting recognise that given the complex multi-functional nature of product innovation and lifecycle management, organisations struggle to understand where to focus their improvement efforts.

Our six to ten week opportunity assessment enables organisations to identify the existing and required capability necessary to drive improvement in product innovation performance. The assessment provides a holistic, full lifecycle review examining:

- > The existing capabilities of an organisation to define, develop, launch and manage products
- > The areas where improvement will drive performance
- > The projects required to deliver improved performance
- > The benefits of implementing the improvements.

The benefits

Our opportunity assessment provides you with:

- > A rapid and objective assessment of existing product innovation capability across the organisation
- > An Opportunity to benchmark performance against Best-in-Class organisations
- > A Definition of a structured action plan supported by a clear, time-phased benefits case.

Our approach

Our approach has been developed from the experience we have gained delivering product innovation improvement projects and our research benchmark data identifying the practices of Best-in-Class organisations.

At the heart of our approach is the belief that product innovation performance is driven by four core organisational capabilities:

- > Full lifecycle innovation process
- > Multi-functional team working
- > Integrated information
- > Focused leadership.

Our delivery team have both in-depth industry and consulting experience across these four capabilities to ensure each one is assessed effectively. Our approach consists of four steps:

1. QuickScan assessment tool

We have developed a QuickScan assessment tool around these capabilities that systematically reviews organisations, using a structured questionnaire and performance benchmarks. This assessment identifies the focus areas requiring improvement.

2. Analysis of focus areas

We define how an organisation will need to improve in each focus area across processes, organisation, technology and business rules to meet their desired performance objectives.

3. Benefit definition

From past project experience, we have a clear understanding of the benefit levers of improved product innovation. We can rapidly build a benefits case around:

- > Reduction in R&D costs
- > Reduction of 'designed in' product costs
- > Reduction of 'designed in' operational costs.

4. Improvement plan

To ensure there is a clear pathway of improvement, a time-phased improvement plan is defined setting out the individual projects and the supporting governance structure required to deliver them.

Why choose Atos Consulting?

We deploy our full functional, strategic, operational and technology capability to systematically examine this complex issue.

We offer:

- > Experienced consultants with product innovation industry and consulting experience
- > A rapid, holistic approach focused on all stages of the product lifecycle
- > A structured QuickScan capability benchmarking assessment tool
- > A clear understanding of the benefit areas of improved product innovation and the capability to identify them in organisations
- > A track record of defining and delivering successful project delivery plans.

Next steps

For more information please contact the Product Innovation team on 020 7830 1944 or email supplychain@atosorigin.com