Innovation & Technology

Why innovate?
- Globalization, technological & knowledge revolutions
- Explore new business opportunities, expand existing ones
- Develop new & better products & services
- Improve processes, optimize costs, increase margins, make work more fun
- Improve Customer Experience, make Your Customers happy and increase revenue
- Become a great competitive Employer

What’s a good basis to Innovate?
- Positive & Courageous Culture, making mistakes is allowed, learning from them too
- Agile mindset & outside-in/inside-out strategy & zero to one approach
- Smart Innovation Process & Exploit- and Explore-Structure
- Awareness & Knowledge about Trends and Technologies within the industry
- Using cooperation methods like Socratic

Approach
1. Opportunity Identification
2. Ideas & Concepts
3. Value creation
4. Realization

Technologies drive Innovation
IoT, AI, AR, VR, just to name a few, have the potential to transform your business. Take advantage of the opportunities that new technologies offer. We have the Technology Experts who are strong in analyzing business opportunities but also in the conception and in realization of projects.

Deliverables
- Coaching creative methods and support to successfully develop and realize innovation objectives.
- Market research analysis to provide a basis for decision making in relation to your industry or business area.
- Use cases with new technologies that positively impacts the value chain of your business model
- Design thinking, business model design, Value stream management or business case development methods to validate innovation ideas.
- Project management techniques like design sprint and scaled startup to organize and structure the creative process to develop a prototype or MVP (Minimal viable Product) in a given timeframe and budget range.
- Implement an appropriate and applicable Innovation Process, including training, an ongoing review and a continuous improvement cycle.

Challenges
- Strategic
  - Unclear Goal Setting
  - Economic factors
  - Monitoring & maintain
- Cultural
  - Impatient leadership & lack of commitment or participation
  - Change Resistance and worry
- Commercial & Legal
  - Terms & conditions
  - Intellectual property right
  - Laws & Regulations
  - Purchasing & Procurement
- Operational & structural
  - Unclear Processes & responsibilities
  - Suitable communication & collaboration
  - Evolving technology & trends
  - Replacement of Legacy systems

Benefits
- Time to market organization
- Modern culture & values
- Creative & collaborative work environment
- Efficient value creation ecosystem
- Innovative & adaptive corporate portfolio
- Awareness about technology & trends
- Smarter decision making
- Increased customer satisfaction
- Improved brand recognition & value
- Increased competitiveness & market share

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How we contribute
- Own EPFL Innovation Lab
- All necessary roles from a single source, such as innovation manager, analysts or business developers
- Practical tips within the challenges fields
- Involvement of experts for the advising on matching technologies and products
- Deliver innovation knowledge & methods as well as innovation approaches & frameworks
- Support innovation mindset by providing creativity techniques
- Inclusion of a Trend & Technology Radar that gives a cross-industry & panoramic view of trends in your business environment

Why does it matter?
In a permanently changing world, innovation has become a top priority for business leaders. Finding out what and how to innovate is not easy. Innovation management brings clarity and a clear basis for the decision-making process. Leveraging the collective considerations and Ideas of your collaborators and stakeholders allows you to identify, develop and implement the most valuable innovation for your organization.

Innovation is the essence of the sustained success of a business. Those who evolve over time tend to be the best. However, if not properly organized, innovation projects can lead to failure, loss and frustration.

Customer Project examples
- Selmoni
  Digital & IT-Strategy
  We were able to bring clarity to the multifaceted and complex processes and plans. The future investments in digital technologies were defined and structured and the measures to enable IT were determined.
- Customer Centric Analytics Strategy
  In collaboration with their marketing department, we are currently developing a customer-centric analytics strategy. The goal is to improve their marketing analytics capabilities and generate an end-to-end customer journey by combining CRM and Digital Marketing Technologies.
- E-channel Strategy for Customer Touchpoints
  Based on new trends and technologies, we have developed an e-channel strategy for the customer contact points and defined a project portfolio for its execution.
- HUBER+SUHNER
  IT- & Data Strategy
  The IT and data strategy was the basis for the introduction of a central document archive and the foundation for the implementation of the intranet in 8 languages and 12 countries as well as the fundament for the digital processes.