

Now

Innovation research

Future

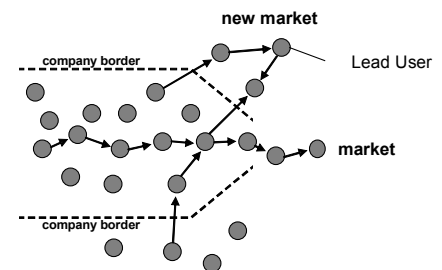
innovation research

INNOVATION SEEN ON THE SUNWATER-FACTORY

In times with a high grade of unsecureness and stagnancy, it is more than important for many companies not to flop with their Innovations. So being innovative is no guarantor for a successful Company's Management. A new product can become a flop more faster than ever before. In consequence it seems to be more necessary that Firms organize their Innovations in an open way. To structure these Open-Innovation Processes, it needs systemic and systematic tools.

Often, the Management is not clear about the dynamics, that Innovations can bring with. Companies often like their old and traditional ways how to solve problems. But this is not enough anymore in a fast and dynamic business reality. Within the framework of Open Innovation, it is necessary, that heterogeneous Members of the Companies (for example: warehouse workers, students, scientists, referees, advisors etc.) come together and bring their point of view into the innovation process.

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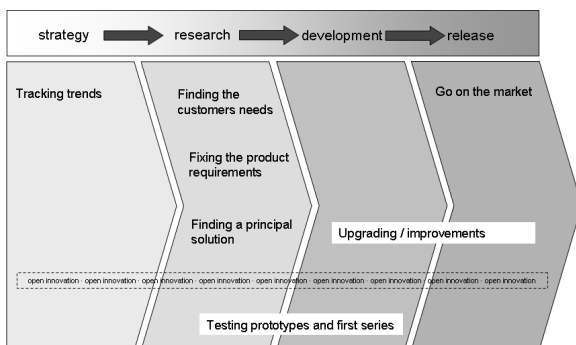
CONTENT

1. What is innovation
2. Why do we innovate?
3. Innovation enforcement
4. Challenge and Problems
5. Problem of Drinking Water
6. Sunwater-Factory
7. How we did innovate the Sunwater-Factory
8. Closed vs. Open Innovation
9. Discussion / Ideas / Questions

Why do we innovate?

Saving the companies future
Product life cycle
Activities of Relaunching / Reintroduction
Life extension activities

Analyzing Trends / Benchmarks
Usage of Planning-, Evolution- and Introducysystems (Balanced Scorecard)
Make the development of new Products to a chieftheme? (chief driven innovation instead of user driven innovation)
Analyzing- and benchmarking tools



Open Innovation: Customerorientation and Customerintegration within the Innovationprocess

- Eric van Hippel: Lead-User-Construct und Customer-Active Prardigm
- User as source for Innovation
- Kooperative and common Problem solving between producer and customer
- Complex search- and solution process (Reichwald / Piller)
- Henry Chesbrough -> criticizes the inside view in the innovation process
- The research department does not have the view over the borders
- Not-Invented-Here syndrome -> disaffirmation of Innovation, which can not be attributed to the own research department but from external suppliers
- Knowledge mobility -> Patentquestions in Open-Innovation

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