



# Creating breakaway innovations

Philips Industry Consulting

**PHILIPS**

Unlock the



# creative power of your business



Start creating ideas that lead straight to business success. Our proven expertise in creative techniques and structured idea management allow you to generate inspired innovations that will delight consumers. We can help you all the way from concept to successful realization with knowledge, experience and hands-on project support.

Today's business environment is tough. Product lifecycles are ever shorter, products become commoditized ever faster, and open innovation gives businesses of all sizes access to cutting-edge technology. To be competitive – whatever your size – you need to be agile, creative, and continuously innovative.

But how do you generate a constant stream of ideas, then translate them into viable business propositions? Turning ideas into business success takes creativity and structure. That's where we come in. With deep experience and access to hundreds of specialists, we enable you to tap into a wealth of know-how from outside and within your organization. Our tailored processes produce ideas, solve problems and identify real opportunities.

What's more, we help you create or re-create a culture in which innovation flourishes, and where end-user insights lead to customer-oriented solutions. Creativity is no longer purely a question of luck; it's built into your business.

We help you:

- Ensure a stream of competitive innovations
- Generate ideas in a structured way that's right for your business
- Identify opportunities, develop and test concepts
- Manage innovation projects
- Create organizations and processes that foster creativity

# Real experience, real results



## Filling a product pipeline

The development manager of a domestic appliances business needed outside-the-box ideas and new concepts to broaden the market appeal of his products. We helped him define a structure for developing those ideas, from setting objectives to arranging and facilitating a series of creative workshops. Ultimately the customer generated over 450 ideas based on user insights in a series of short, transparent steps that senior management could follow. We then used functional models to help determine which of these concepts had most market potential.

**10 distinct product concepts have been verified and 6 patent applications filed.**





### Understanding a new market

Before launching a new web service, a start-up in the wellness industry asked us to help analyze the existing market landscape and test its own strategy. We arranged an InnoGame™ – a strategic role-playing game focusing on a pre-defined business arena. The InnoGame™ gave the customer a much greater insight into its competitors' products and what made its own service stand out from the crowd. And by exploring various scenarios, the customer could test the robustness of its product strategy and identify exciting features for future generations.

**The customer gained a clear view of the market / business forces on its product before launch.**

### Navigating an IP minefield

When a manufacturer in the personal care sector realized a key product was protected by interlinking patents belonging to a competitor, it approached us to find ways to avoid infringing those patents. Working with patent attorneys, we analyzed the existing patents and targeted creative techniques that would circumvent them. A multidisciplinary team including patent attorneys, the customer's engineers and our own specialists followed a structured way of working to create a list of concepts covering short- **and** long-term opportunities.

**Consequently, the customer brought a new product to market within a year with no IP issues.**





# Our services

## Ideation

Every business is unique, so we begin by understanding **your** goals and capabilities. Together, we define the scope and objectives for the solutions you want to generate or the problem you need to solve. We then develop a **tailored opportunity creation process** based on workshops and specially selected tools. These tools range from lateral thinking and TRIZ to ranking and decision support.

With extensive professional networks to call on, we can bring in experts as diverse as technologists, industrial designers and psychologists, adding a **multi-disciplinary stimulus to your thinking**. Our proven techniques enable you to dream again. You'll break out of established habits of thought to produce a selection of concepts relevant to your business strategy and easily translatable to your roadmaps.

## Ideas to Business

We streamline your existing innovation methods to ensure your new ideas migrate easily from concept all the way through to business. Rather than reinventing the wheel, we build on what already exists, integrating user, business, market and technology expertise – and combine this with fresh insight and know-how from our wide-ranging network. We build in consumer involvement from the start, through real-life testing, demonstrators and benchmarking. Moreover, innovation becomes a continuous activity, not something that ends when sales start.

## Patent mapping and circumvention

Knowing your intellectual property position is a key step in exploring an idea's potential or ways to reduce costs. We help you analyze the patent landscape, enabling you to work around existing competitor patents, strengthen your own patent position and identify areas where intellectual property does not yet exist.

**Philips Industry Consulting is part of Philips Innovation Services**

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