ITONICS



SUCCESS STORY

CISCO TECHNOLOGY RADAR

Fostering innovation with technology foresight

Facts & Figures

Cisco is a global market leader in the IT and technology sector. When it comes to the development and linking of networks or the automation and integration of IT-based products and services, Cisco – with its more than 30 years of experience – is the enabler in an increasingly digital world.

Founded in San Francisco in 1984, this company today has a global headcount of more than 74,000 employees working at more than 380 locations. Cisco constantly seeks to transform how people connect, communicate, and collaborate.

Innovation is an integral part of the Cisco DNA. With 25,000 engineers, more than 19,000 patents, and leadership positions in 18 different IT categories, Cisco already enjoys a rich history of high-tech innovation. Cisco has successfully managed to stay one step ahead of the competition.

This success is largely owed to Cisco's unique method of structuring, classifying, evaluating, and visualizing novel technologies. In particular, this approach aims at an early identification of new technologies and trends, enabling a transparent and strategic decision-making, and promoting innovation.

>30 years of experience	**25,000** engineers	**19,000** patents	**380** locations worldwide

"Cisco Technology Radar is a technology foresight methodology and publication aiming at early identifying and tracking novel technologies and trends emerging outside of Cisco."

– Sylvain Baron, Corporate Strategic Innovation, Cisco

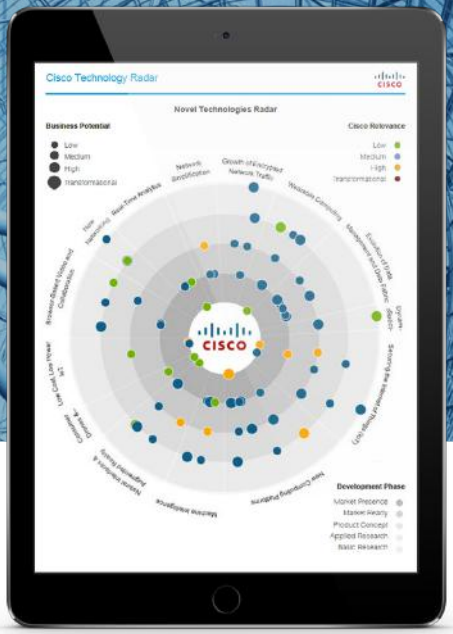


Figure 1: Cisco Technology Radar

THE CHALLENGE

Speeding up technology foresight to stay at the cutting-edge of innovation

Market situation

- The pace of **technological change** is faster than ever
- **Technological innovation** is expanding other industries' technological frontiers
- **Lowered costs** of technological innovations
- **Lower barriers** to technology access through a hyper-connected world
- **Increased venture capital** is speeding up innovations in IT

THE MISSION

Speeding up technology foresight to stay at the cutting-edge of innovation

Cisco's situation

- **Cisco's unique method** of collecting, structuring, evaluating, and visualizing information on novel technologies in place
- **Time-consuming process** to connect all the information and link them to different business units
- **Missing integration** of Cisco's worldwide technology scouting team into a seamless technology foresight process results in a delayed identification of new technologies
- **Big data volumes** and the integration of a worldwide scouting community could not be handled with previous software solutions

OBJECTIVES

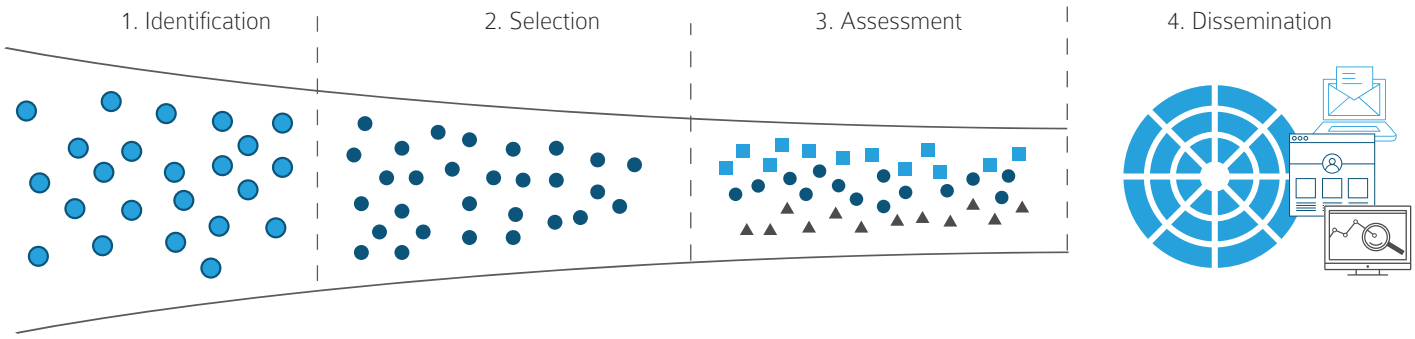
Cisco was looking for a powerful tool

... to digitize and optimize the already existing methodology,
... to accelerate the existing technology foresight process, and
... to identify technology-related threats and opportunities earlier than the competition.

THE SOLUTION

Cisco Technology Radar based on ITONICS Radar

Cisco Technology Radar based on the ITONICS innovation platform supports all technology management phases and activities from technology identification to selection, assessment, and dissemination.



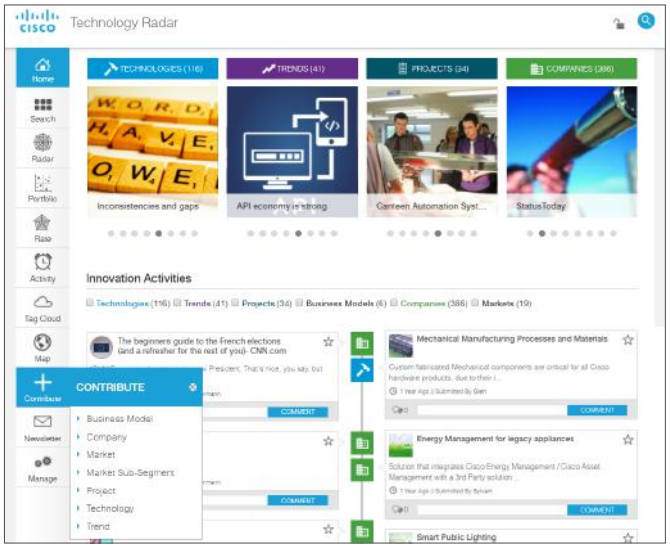


Figure 2: Overview of all innovation activities

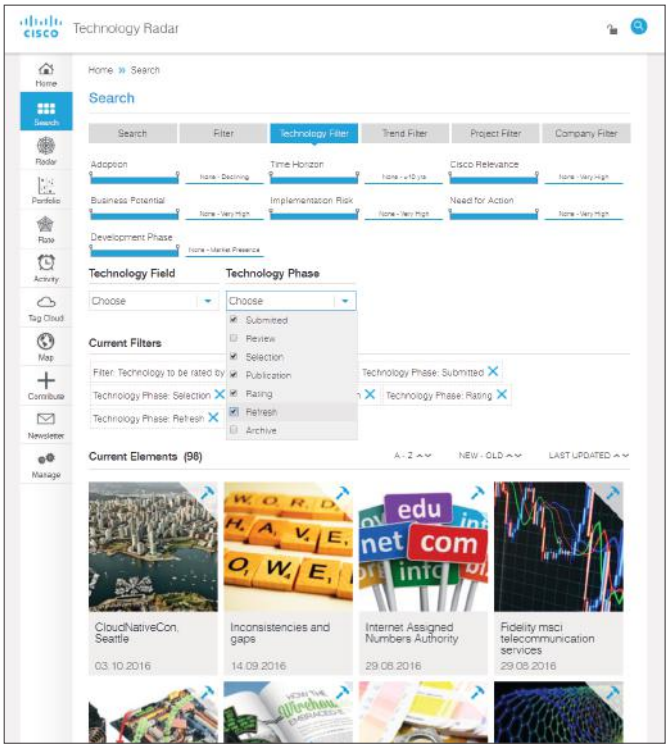


Figure 3: Search and filter functions within the Cisco Technology Radar

1. Identification phase

More than 150 technology scouts from all across Cisco have submitted over 400 entries in the last six years to Cisco Technology Radar. If the scouts stumble upon a web page about an exciting technology or a hot startup, they can use a simple web form to submit it directly from the browser.

2. Selection phase

A panel of experts evaluates the identified technologies straightforward with regard to two criteria: technology impact and novelty. Those technologies showing a high level of impact and novelty are moved to the assessment phase of the technology foresight process.

3. Assessment phase

In this phase, technology experts review and analyze the technologies and assess them in a very detailed manner. Assessment criteria are for instance relevance, business potential, need for action, implementation risk, development phase or time horizon.

4. Dissemination phase

Every quarter the Cisco Technology Radar team publishes the results of the Cisco Technology Radar in a newsletter, website, and PDF report. The PDF report is automatically generated by the system and gives detailed information on the maturity and the business impact of each technology. The generated insights feed into Cisco's innovation programs such as internal innovation, innovation centers, and concrete strategic actions like investment opportunities.



"Cisco operates in a world of increasing market volatility and globalization. With the Technology Radar we found a solution to effectively and efficiently manage novel technologies to maintain and enhance our competitive position."

– Sylvain Baron, Corporate Strategic Innovation, Cisco

Figure 4: Cisco Technology Rating

THE RESULTS

Cisco's global "go-to space" for technology management

Digitization and optimization of the existing methodology

- With ITONICS Radar, a **collaborative platform** fully tailored to Cisco's workflows and needs on the basis of the existing methodology was created within just a few weeks' time.
- The Cisco Technology Radar is the **"go-to space",** a single point of contact for technology management and further stakeholders.

Acceleration of the technology foresight process

- More than **150 technology scouts** worldwide are tracking over 200 technologies, 20 trends and 300 companies.
- A **simple technology submission process** accelerated the identification phase of new technologies and trends and linked the scouting results directly to the radar platform.
- Technology scouts can easily share their insights which allows for a radical scalability of a **worldwide scouting community**.

Identification of technology-related threats and opportunities

- Technology experts can pool their knowledge and assess the identified technologies in a **collaborative manner**.
- All information is published through a **quarterly report**. The report is a fundamental part of Cisco's technology intelligence, aiming at capturing and delivering information on technical trends, opportunities and stimulating internal and external innovation programs.

Outlook: Innovation programs

- Another decisive part of Cisco's future innovation management process is the focus on internal innovation challenges.
- As Cisco Technology Radar evolved, based on the ITONICS platform, Cisco implemented a company-wide cross-functional innovation competition called ***"Innovate Everywhere Challenge"*** to unlock the entrepreneur in employees and help bring their venture ideas to market.

150+	**200+**	**20+**	**300+**
technology scouts worldwide	observed technologies	observed trends	observed companies

About ITONICS

ITONICS is the leading provider of software solutions and services in innovation management. Founded in Nuremberg in 2009, the company employs around 100 people at four locations.

In addition to its headquarters in Nuremberg, ITONICS has offices in Germany (Berlin), the USA (New York) and Nepal (Kathmandu). ITONICS' end-to-end approach enables an integrated innovation process on a single web-based collaboration platform.

With the modular software suite, companies can design and manage their entire innovation strategy. By combining profound industry know-how and scientific expertise, ITONICS creates the conditions for the development of disruptive innovations and sustainable strategies.

Large and medium-sized companies worldwide rely on ITONICS including Audi, CISCO, DZ Bank, INTEL, PepsiCo, Siemens and Total.

Why ITONICS

- **Strategic approach:** The ITONICS methodology and tools link strategy, innovation, and execution and can be managed by a small team.
- **Perfect match:** The customizable software modules can be configured to your individual needs. We guarantee the perfect fit to already existing best practices within your organization.
- **Partnership for excellence:** Bring your innovation management to the next level! Our best practice workshops, periodic health checks, benchmarks, and training sessions guarantee a sustainable and world-class innovation management.
- **Global engagement:** We manage and operate global open innovation challenges and enable worldwide technology and trend scouting projects. You can trust our vast industry expertise that ranges from automotive to chemicals, defense, fashion, financial services, and FMCG to governmental agencies and research institutes.
- **Trust:** As a leading provider of services and software solutions in innovation management the protection of your data assets is one of our major obligations. Getting certified in ISO/IEC 27001:2013 underlines this ongoing endeavor.
- **24/7 support worldwide:** You can rely on our team of experts 24/7 and receive individual support and advice.

Our Customers



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