



# SUCCESS STORY

## THE INNOVATION POOL OF THE BAVARIAN COOPERATIVE BANKS

Fostering strategic innovation projects and leading them to success

**The financial sector is creating unprecedented numbers of innovative products and service. It is an increasing challenge for banks to keep up with innovation management at such a rapid pace. Speed, transparent networks and an effective use of resources are necessities.**

The Genossenschaftsverband Bayern e. V. (GVB) has represented the interests of Bavarian cooperatives for over 125 years. Its 1,242 members consist of 236 Volksbanken and Raiffeisenbanken as well as 1,006 companies. They are bundled within a central advertising fund (ZWF) that supports marketing and sales.

A novel innovation platform promotes the exchange of project innovations between separate banks. By sharing their respective projects, solutions, and approaches, banks are capable of learning from each other.

New and exciting projects of the Bavarian Volksbanken and Raiffeisenbanken are being gathered within the ZWF Innovation Pool since June 2018 and collectively developed further. The aim of this online platform (based on the innovation software from ITONICS) is to bundle information within a comprehensive innovation portfolio and provide it to all member banks. The GVB will additionally support and accompany selected projects on their road to marketability.

### Challenges:

- How can innovations of Bavarian credit cooperatives be collected and presented transparently so as to expose gaps and synergies within the innovation portfolio?
- How can additional work be avoided through interbank cooperation and exchange?

**+450**

active users

**+130**

individual banks involved

**+70**

projects live

**3**

innovations centrally accessible for all banks



“With the ZWF Innovation Pool, we have created an innovative and active platform that has attracted more than 450 active users and boasts more than 70 live innovations. Together with ITONICS as our technical partner, we will continue to develop the platform.”

Martin Magnet, Online-Marketing Consultant, GVB

# THE SOLUTION

An interbank innovation platform to bundle leading-edge innovation activities

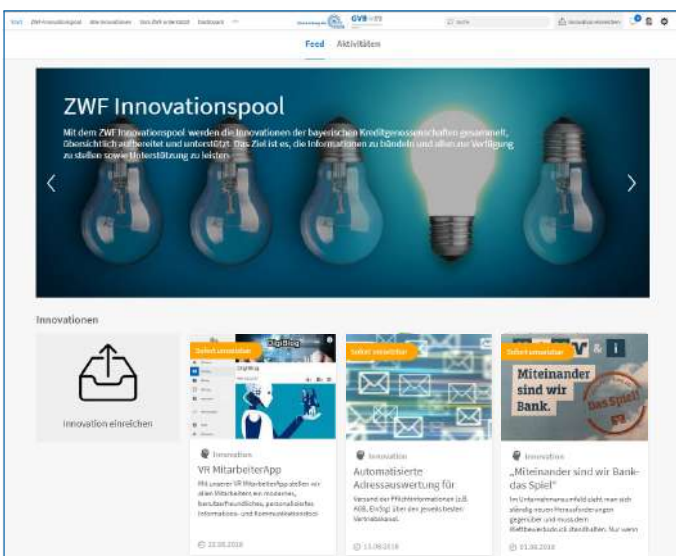


Figure 1: The ZWF Innovation Pool Start Page

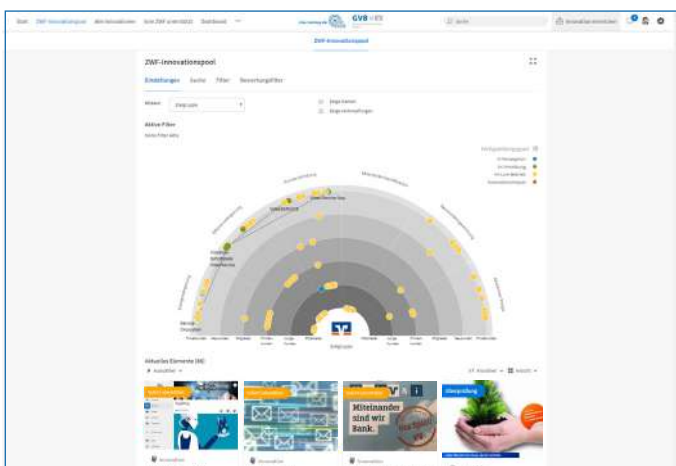


Figure 2: Innovation Radar with assessed projects

## 1. Submit projects

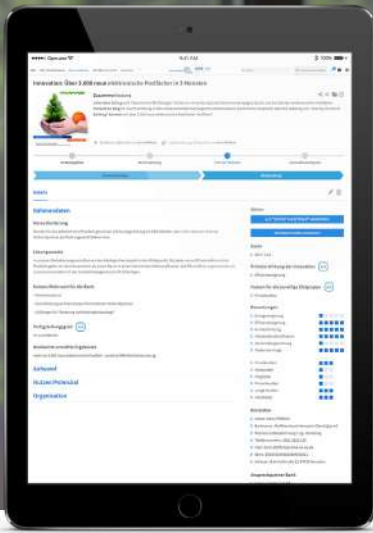
Executives as well as employees of the Bavarian Volksbanken and Raiffeisenbanken may propose projects for publication via the ZWF Innovation Pool. Innovators must present comprehensive information concerning added value for the bank, necessary human resources and benefits for the respective business divisions.

## 2. Evaluate projects

Submissions are visualized according to target group, main goal, and stage of completion on a project radar. A total of six main goals are defined: revenue growth, increased efficiency, customer retention, employee identification, customer acquisition, and a modern image. Various filters such as implementation period or running costs enable detailed searches.

## 3. Make innovations accessible

90 % of all submissions are complete innovations, while the other 10 % require further support (e.g. technical infrastructure or communication) during development and marketability. Furthermore, selected innovations are made available to all banks for direct use.



“The platform offers us the necessary inspiration and networking to increase our innovation activities internally. The database bundles the combined knowledge of all cooperative banks and decreases efforts in the further development of our projects.”

- Moritz Stigler, Head of Strategy, Staff and Culture, Münchner Bank eG

Figure 3: Detail page of an innovation

# THE RESULT

Communication tool and impulse generator for more transparency and better networking

## Transparency

- More than 450 users from over 130 banks are active on the collaborative platform. There are more than 70 innovations live.
- Three of the submitted projects are readily available to all banks for immediate use. These help save costs and improve customer benefits.
- The ZWF Innovation Pool supports the Bavarian Volksbanken and Raiffeisenbanken in detecting gaps and synergies within their innovation portfolio.
- The platform functions as a catalyst for innovation activities across institutions.

## Networking

- The innovation platform has evolved into an important communication tool within the GVB, on which one can network and exchange ideas.
- Banks can gain insights from existing solutions of others, hence saving efforts on developing their own solutions.
- Simultaneously, the innovation providers receive valuable feedback from other cooperative banks, ensuring constant advancements of their own projects.

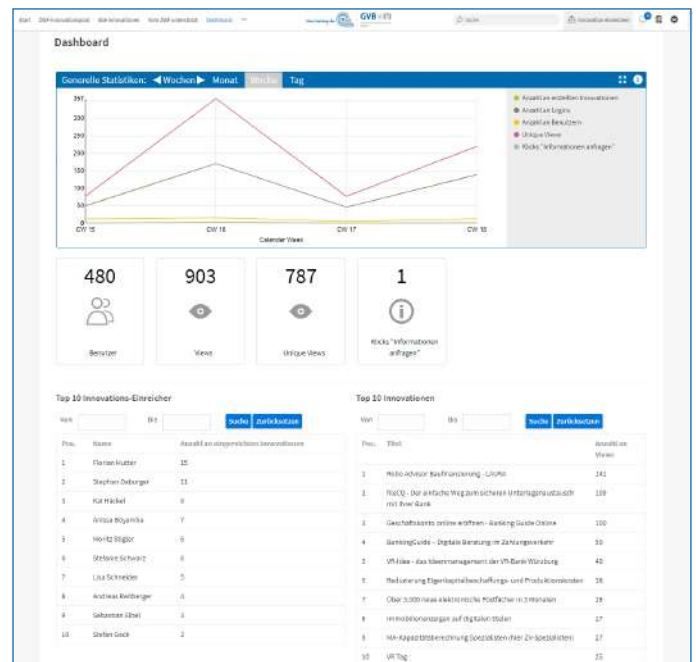


Figure 4: The ZWF Innovation Pool Dashboard

## OUTLOOK

The Innovation Pool is growing and will be developed consistently. Further cooperative associations will join the platform. Together new projects will be brought to market maturity. The integration of gamification elements is intended to further increase user motivation and interaction.

## 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.

## 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

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.

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



### Germany

#### Nuremberg

Emilienstr. 9  
90489 Nuremberg  
T +49 911 600 60 550

#### Berlin

Wallstr. 15a  
10179 Berlin  
T +49 30 577 02 200

### USA

#### New York

80 Pine Street, Floor 24  
New York, NY 10005  
T +1 212 7523011

### Nepal

#### Kathmandu

Hanumansthan, Anamnagar  
Kathmandu 44600, Nepal  
T +977 1 4239294