



SUCCESS STORY

AI-POWERED TREND AND TECHNOLOGY MANAGEMENT

How Lear Innovation Ventures is leveraging AI to spot opportunities in foresight & innovation

Lear is a global automotive technology leader in Seating and E-Systems, enabling superior in-vehicle experiences for consumers around the world. Lear's world-class products are designed, engineered and manufactured by a diverse team of approximately 165,000 employees located in 39 countries. Lear is driven by a commitment to innovation, operational excellence, and sustainability.

The continuing story of innovation at Lear begins with the discipline of design focused on delivering products that drive solutions for the increasing expectations of the end consumer.

Lear aims to make every drive better by providing the technology for safer, smarter, and more comfortable journeys.

Headquartered in Southfield, Michigan, Lear Innovation Ventures (LIV) aims to advance mobility innovation in the automotive industry. Focused on product, process and business model innovation, LIV intensifies activities around the autonomous, connected, electrified, and shared mobility trends.

The LIV ecosystem is varied and vibrant, ranging from leveraging Lear's entire global team, to collaborations with world-class businesses, to connecting with outside partners from the startup, accelerator and incubator, design and venture communities.

In partnership with ITONICS, LIV shapes the culture of AI-powered signal sensing and data-driven decision making to continually invent, innovate and evolve new capabilities and products.

>3,700

weak signals scanned

118

trends evaluated

108

technologies evaluated

12

key trends and technologies identified

“In a highly dynamic business and technological setting, recently exacerbated by the COVID-19 pandemic, proactive decision making, foresight and innovation management become even more crucial. Using ITONICS’ AI-enabled platform, we aim to enhance strategic alignment across business units and preemptively develop rigorous capabilities, products, processes, technologies to continuously future-proof our business.”

– John Absmeier, Chief Technology Officer, Lear Corporation

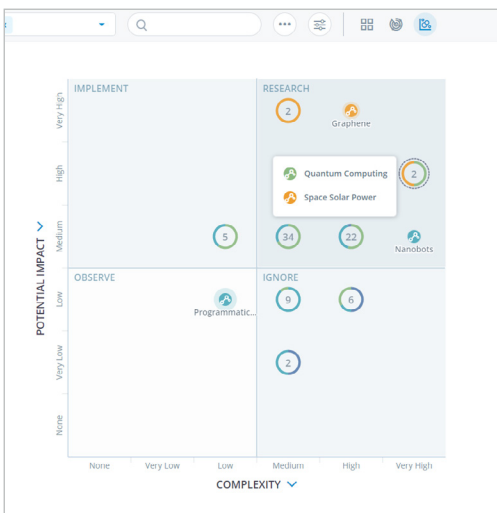
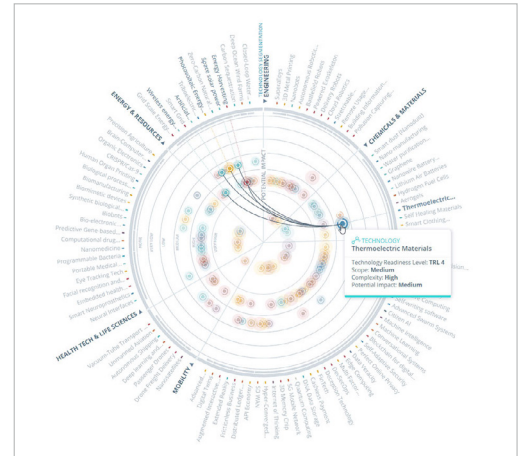


THE CHALLENGE

Integrating an AI-enabled platform into the innovation ecosystem

Initial situation

- Need for the right systematic approach to scan and monitor emerging technologies and insights
- Need for a digital platform for strategic alignment and collaboration across experts and business units
- Necessity to accelerate the innovation and foresight culture inside the corporation
- Need for an AI-based tool for emerging signal scanning, evaluating and processing



Objectives

- Make signal sensing an integral part of strategic alignment and collaboration
- Establish an early-warning system for AI-enabled scouting and monitoring of emerging trends, technologies, blind spots and insights
- Foster synergic alignment and transparency across business units LIV Global Strategy, Global Advances Engineering, Global Innovation teams and domain experts
- Set up a standardized internal approach to scout, evaluate and process signals and technologies on a regular basis

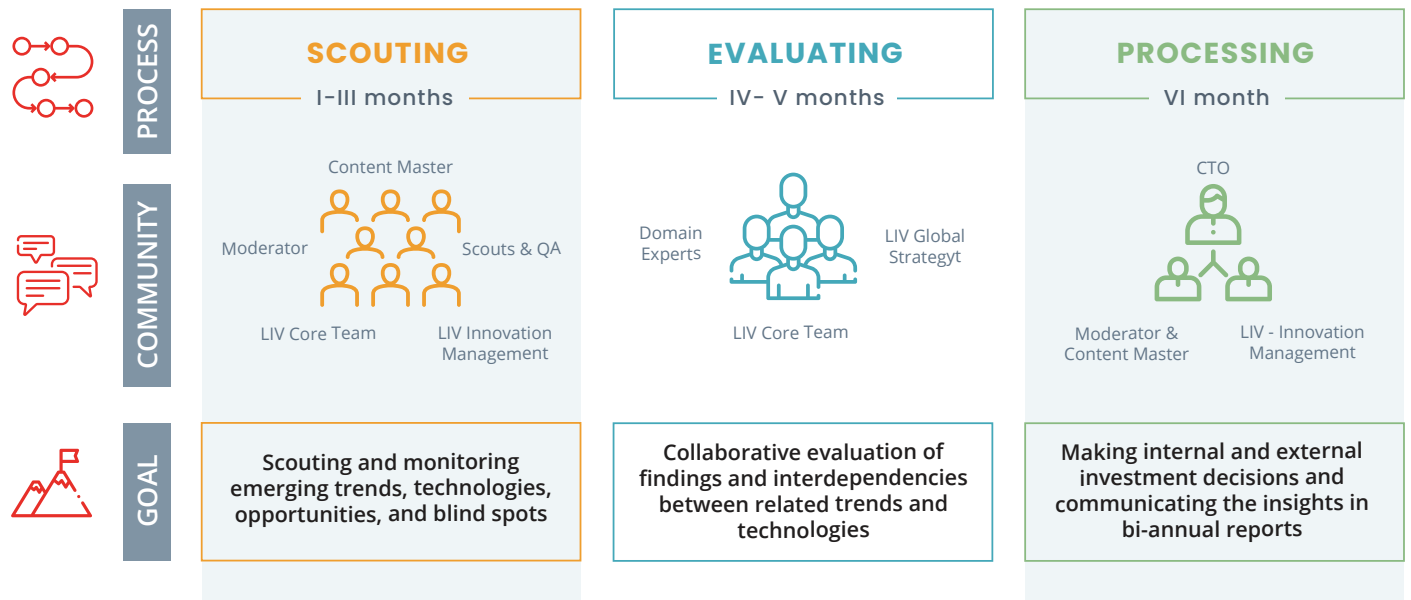
THE MISSION

Achieve tangible business impact and enhance robust decision making through streamlining an AI-powered early warning system to scout and monitor emerging trends, technologies, startups and blind spots

THE SOLUTION

Contextualizing AI with scouting, evaluating and processing

LIV is leveraging AI strategies, focusing on AI-enabled scouting, evaluation to influence strategic business and technology decisions to meet the future expectations of its customers. AI is contextualized at LIV using three-tier approach: **Scouting, Evaluating and Processing**.



LIV Systematic Innovation Management Process

Scouting

Powered by ITONICS' AI-enabled Insights module and Radar views, the scouting phase involves continuous monitoring of emerging trends, technologies, opportunities and blind spots. Supported by AI-powered algorithms the monitoring of high volume time-series input, such as news reports, academic research and patents, is done to identify gaps and blind spots. This stage allows global engineering experts and innovation managers to discover the known unknowns.

Evaluating

Going beyond sensing, the domain experts of LIV Core Team and Strategy analysts collaboratively interpret and evaluate the AI-assisted signal, trend, technology discoveries. The collaborative evaluation is enabled through ITONICS platform. During the rating process, the most relevant technologies are selected for a deeper assessment. Using queries in the Insights module the relevance of those selected technologies is further investigated.

Processing

After the collaboration and evaluation phase, technology portfolios are created to drive action with the CTO of LIV. Strategic and data informed decisions are made to future-proof the business by investing in the company know-how, building partnerships with tech startups, enhancing collaborating across different business units, etc. The final insights are internally communicated to each business unit and stakeholder through bi-annual reports.

“Leveraging the ITONICS platform, at Lear Innovation Ventures, we managed to build a systematic approach to anticipate upcoming disruptions and actively seek for trends, emerging technologies or startups, weak signals and blind spots.”

– Florian J. Ammerl, Regional Innovation Manager, Lear Corporation

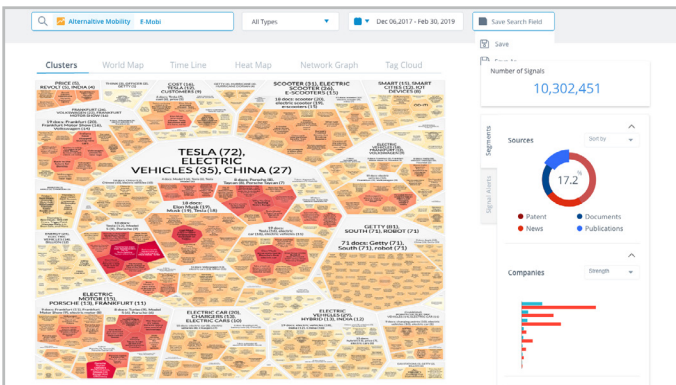
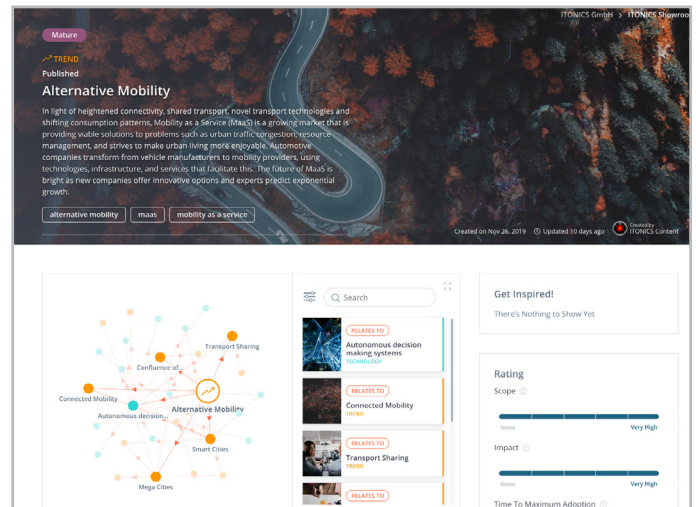


THE RESULTS

Achieving business impact with AI-powered solutions and a systematic approach

Driving insights at scale

- AI-based signal detection helps to cut through complexity and focus on data-driven decision making.
- Supported by AI-powered algorithms, a high-volume of input data is continuously scouted to detect signals and blind spots.



Catalyzing innovation and knowledge sharing

- Active engagement of all users helps to increase transparency and synergies across LIV departments, business units and domain experts.
- Cultural benefits of innovation are reinforced as various stakeholders are engaged to drive innovation inside the corporation.

Driving business outcomes with a standardized approach

- A formalized innovation process is set to scan, monitor, and evaluate emerging technologies, trends, insights and blind spots.
- Leveraging technology portfolios, key technologies and their internal know-how gaps are identified.

OUTLOOK

ITONICS as a cloud-based platform will continuously support Lear Innovation Ventures to drive tangible business value through accelerating innovation in the corporation.

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 technology and trend scouting projects. We have an extensive 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