



# SUCCESS STORY

## INNOVATION IN THE CONSTRUCTION INDUSTRY: A DIGITAL INNOVATION PLATFORM FOR IMPULSES, IDEAS & PROJECTS

### HOW LEONHARD WEISS WAS ABLE TO SET UP AN INNOVATION ECOSYSTEM WITHIN 2 YEARS USING ITONICS' INNOVATION PLATFORM

The know-how and creative potential of one's own employees are among the most important sources of innovation for any company. This makes it all the more demanding when several locations and departments work together on developing novel ideas and implementing solutions. The establishment of a company-wide innovation culture becomes the central driver for effective innovation projects.

LEONHARD WEISS, as a full-range provider of construction services, is one of Germany's most productive and successful construction companies. The 4th generation family business was founded in 1900 purely as a track construction company. Since then, an innovative, mid-sized consortium with over 5,500 employees has developed, operating in all sectors of construction. Employees are spread over more than 20 locations in Germany.

The knowledge exchange of new ideas and solutions between individual locations and sub-sectors is of utmost importance for the innovation capability within the construction company.

Since 2014, LEONHARD WEISS has had a centralized idea management system called 3i (Idea, Initiative, Innovation). This system has been supported since 2017 by the ITONICS digital innovation platform. The **EINZ platform** (Entwicklungs- und Innovationszentrum = development and innovation center) has since evolved into the central and company-wide place to go for matters concerning exhibition scouting, ideation, and innovation portfolio management.

**1,815**

active  
users

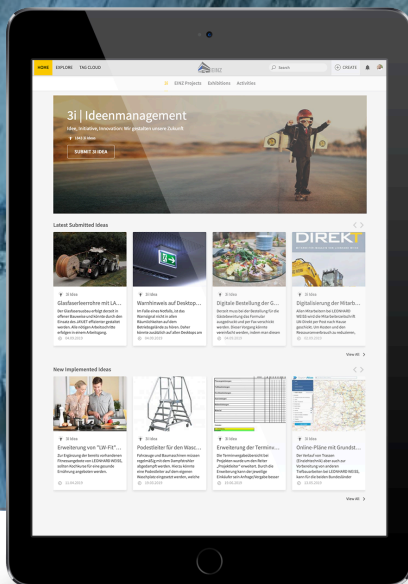
**+800**

submitted  
ideas

**250**

implemented  
ideas





**“The *EINZ platform* is a multi-location innovation community. Every employee has the opportunity to submit ideas and trends, contribute to their realization and thus help shape the future of the company. We are delighted to have found an agile partner in ITONICS. The product gives thousands of employees in the company the opportunity to drive innovation forward.”**

**— Simeon Eichmann, Head of Research and Development, LEONHARD WEISS**

Figure 1: *EINZ platform* landing page

# THE CHALLENGE

## A DIGITAL AND MULTI-LOCATION IDEA MANAGEMENT SYSTEM

### Initial situation at LEONHARD WEISS

- Idea management system 3i centralized in 2014, SharePoint technology for administration
- Multi-location and interdisciplinary knowledge transfer of new solutions
- Consideration of all ideas (from product proposals and occupational safety to machine development)
- Full-time support by an employee, further 100 employees assist by evaluating ideas
- Approx. 350 proposals submitted manually each year via SharePoint on proprietary system
- Lack of effective administration, transparency and communication of new ideas as well as implemented solutions

### Requirements for new system

- **Modular and future-oriented**  
The new system should be web-based, cross-platform and allow device-independent access.
- **Easy-to-use for all employees**  
The new system is characterized by a high degree of user friendliness and personalized visualization and evaluation for all employees.
- **Integration into existing systems**  
The new system should be integrated into the existing IT infrastructure of LEONHARD WEISS.

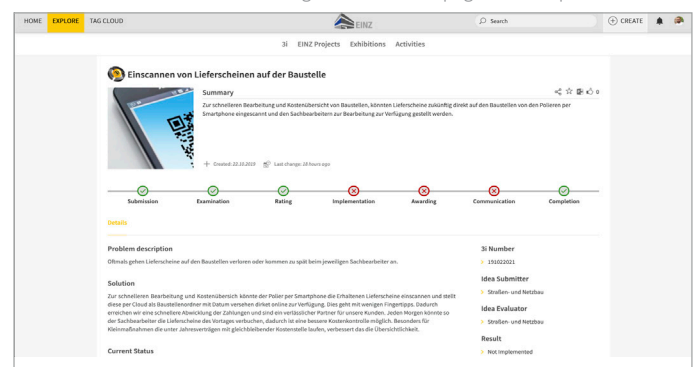
**MISSION:** A digital innovation management for enhanced efficiency, effectiveness, employee satisfaction, and administration

### OBJECTIVES

**A new solution should:**

- reduce administrative work.
- increase and automate communication with idea creators and evaluators.
- enable the exchange of realized ideas across all departments.

Figure 2: Detailed page of an implemented idea



# THE SOLUTION

## A COMPANY-WIDE ONLINE PLATFORM FOR POOLING INSPIRATIONS, IDEAS, AND PROJECTS

The **EINZ platform**, developed and operated by ITONICS, consists of an exhibition scouting tool, an idea platform and a section for development and innovation projects (EINZ projects).

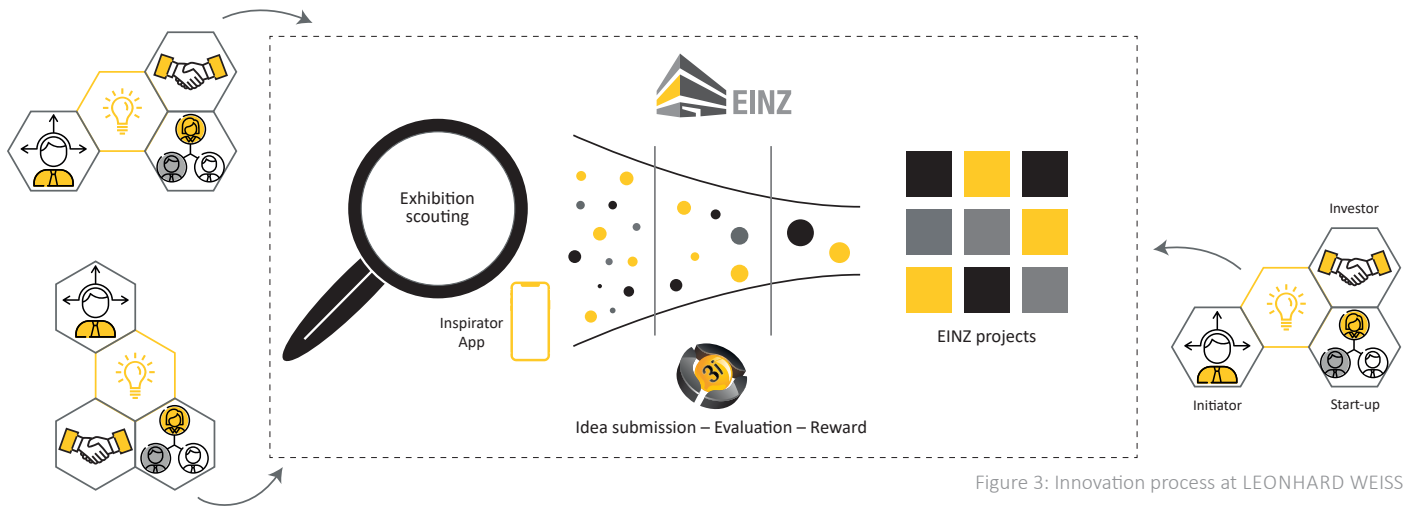


Figure 3: Innovation process at LEONHARD WEISS

## MOBILE EXHIBITION SCOUTING

With the ITONICS Inspirator App, the newest trends, innovative inspirations, and products are scouted at various events and conferences and bundled in a system for each conference. In this way, new impulses can be quickly and easily fed into the platform and suggestions for new ideas and initiatives can be created.

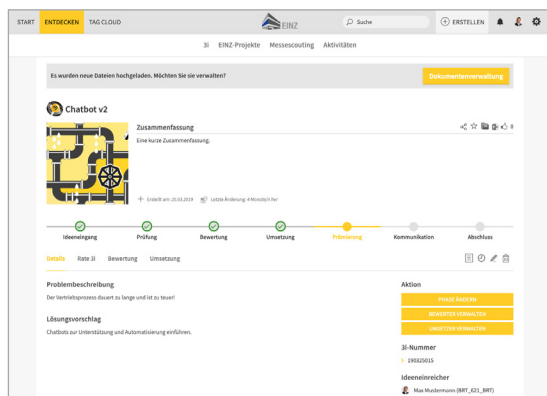


Figure 4: Detailed page of a submitted idea

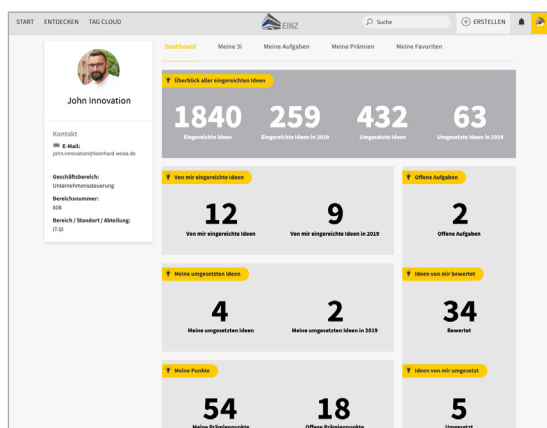


Figure 5: Dashboard for monitoring innovation activities

## 3I IDEA, INITIATIVE, INNOVATION

### 1. Submitting an idea

New ideas and suggestions for improvement can be uploaded directly to the platform by one or more contributors at any time and regardless of the topic. The submission can be combined with a concrete problem description, a suggested solution and further attachments such as videos and pictures.

### 2. Evaluating an idea

The idea evaluators are experts from a corresponding subject area. The evaluations depend on the type and scope of an idea and can range from a rapid evaluation to a standard evaluation in the system.

### 3. Rewarding an idea

On the basis of an internal algorithm, reward points are awarded for implemented ideas. Depending on the scope and implementation effort of an idea, it is further coordinated on the **EINZ platform**, communicated to the community and transferred to the project pipeline for implementation.

# THE SOLUTION

## A COMPANY-WIDE ONLINE PLATFORM FOR POOLING INSPIRATIONS, IDEAS, AND PROJECTS

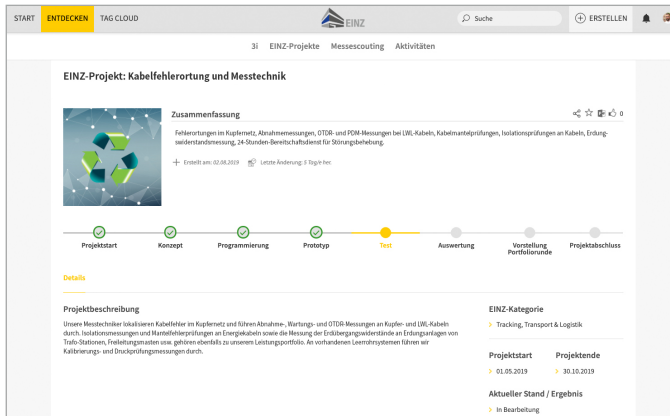
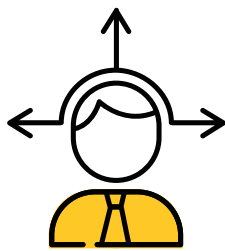


Figure 6: Detailed page view of an EINZ project

## EINZ PROJECTS (CENTER FOR DEVELOPMENT AND INNOVATION PROJECTS)

The **EINZ platform** is designed to support all business areas in the evaluation and integration of new developments. This allows to start an innovation project from scratch with the overall aim to implement innovative concepts or prototypes in the company. Investors (usually managers) support the implementation of the internally founded start-ups.

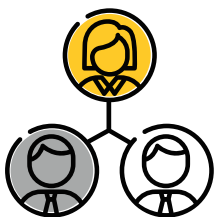


### Different stakeholders on the EINZ platform

The *initiator* discovers new solutions or comes up with an idea. He or she uses elements such as **exhibition scouting** and **idea management**.



The *investor* offers resources during the **realization of projects and solutions** – including for example, construction sites and test environments, contacts and budgets. He also functions as **multiplier** and actively introduces new solutions into the company.



The *start-up* **coordinates, controls, and implements the projects**. Team members actively search for experts and partners who can support and accelerate the project. They also ensure projects are visible within the right business areas.

“Together with LEONHARD WEISS, we created a system that is both easy to use and completely maps the internal idea management process, exhibition scouting as well as innovation projects. The created transparency of potential synergy effects creates a foundation for new innovation.”

– Pascal Schrepfer, Project Manager Innovation, ITONICS



“The digital innovation platform bundles knowledge, creates cross-departmental networking and provides important impulses to increase company-wide innovation abilities at LEONHARD WEISS. Our experts now have the chance to collectively drive ideas and projects more effectively.”

– Annemarie Pertl, Idea Manager, LEONHARD WEISS

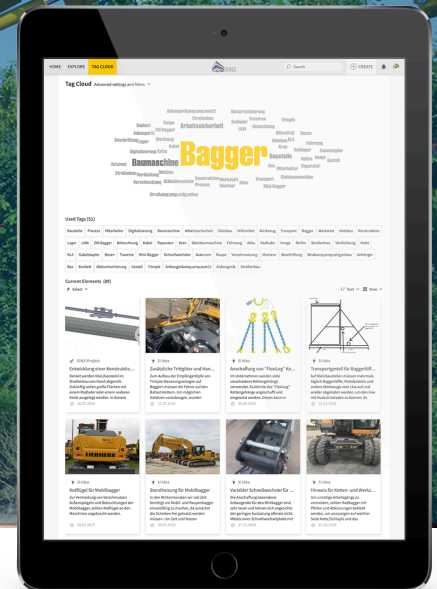


Figure 7: Innovation term cloud

# THE RESULT

## A TRANSPARENT KNOWLEDGE AND IDEA EXCHANGE – INTERNALLY DRIVEN, EXTERNALLY INSPIRED

### A future-oriented, digital platform

- A comprehensive innovation platform was built within **2 years**, on which **ideation**, **exhibition scouting**, and innovation projects can be mapped digitally.
- More than **1,800 users** are active on the **EINZ platform**. **800 ideas** have been submitted (**250 realized**) since the go-live.
- All **administrative tasks** regarding idea management have been **reduced** to a minimum.
- A company-wide knowledge database has been created for better **collaboration** and a stronger **knowledge transfer** between locations and teams
- Employees are encouraged to **actively engage** in the **development** of the company.
- **Usability** and **automated status updates** increase **employee motivation** to actively participate in innovation management.
- A **dashboard** enables **continuous performance management** and controlling of all ideas and innovation management activities.

### Communication across locations

- The new approach created a **sustainable innovation program** along with an **innovation-promoting culture**.
- The platform cultivates a more **transparent cooperation** as well as **synergy effects** between different business units.
- The platform serves as **incentive** of **companywide** innovation activities.
- **Mutual exchange** and **idea appreciation** enhances employee satisfaction.
- **Exchange** between idea evaluator and idea provider has been **automated** and **increased in a sustainable way**.
- The **communication of realized ideas** has been strengthened in all areas.

## OUTLOOK

LEONHARD WEISS and ITONICS will continuously optimize and jointly improve the **EINZ platform**. In order to increase user satisfaction, the user experience and user interaction will be refined in the upcoming months.

## 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

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