

# CASE STUDY

## DERIVING BUSINESS OPPORTUNITIES BASED ON FOOD TRENDS

How DMK established a high-performance Trend Management using ITONICS Radar and ITONICS Inspirator

### ABOUT DMK GROUP

**With around 7,700 employees at more than 20 locations in Germany, the Netherlands and other international hubs, Germany's largest dairy cooperative processes milk into food of the highest quality.**

The product portfolio ranges from cheese, dairy products and ingredients to baby food, ice cream and health products. Brands such as MILRAM, Oldenburger, Uniekaas, Alete and Humana have earned the trust of

consumers at home and abroad, making the company an established player in its home markets and selected target markets around the globe.

As one of the largest suppliers to the German food retail industry with a total revenue of 5.6 billion euros, DMK Group is one of Europe's leading dairy companies.

**7,700**  
employees

in

**100**  
countries

generate

**€5.6 bn**  
annual revenue



"Structured trend management forms the basis for the development of innovative concepts that consumers want. That is why we were looking for the ideal partner to support us in innovation management in order to make scouting, networking, and evaluation of trends even smarter".

– Kristin Mitlewski, Innovation Manager / Corporate Strategy, DMK Group

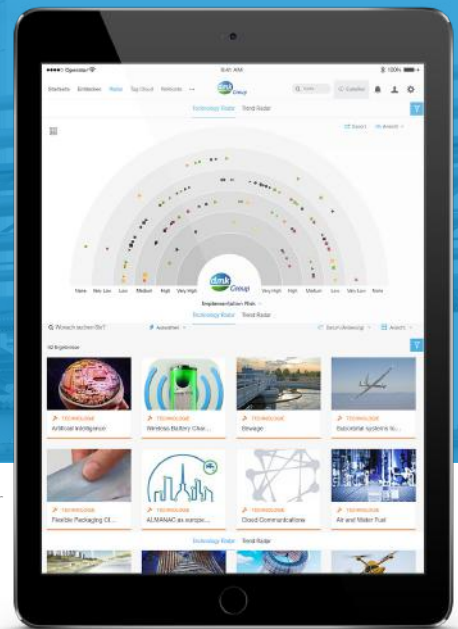


Figure: ITONICS Trend Radar

## THE CHALLENGE

Early identification of business opportunities based on relevant food trends

### Market situation

- Fierce international competition
- Volatile milk price
- New food trends on a daily basis
- Changing customer habits and needs
- Upcoming technologies become a game changer

### CLIENT'S MISSION

Early identification of business opportunities based on relevant food and technology trends

### Internal situation

- Limited resources for trend management
- Time-consuming aggregation, evaluation and documentation of scouting results
- Manual trend scouting activities
- Knowledge sharing within the trend scouting community needs improvement
- No integrated network of internal trend scouts



#### Objective 1

Establishing an integrated trend management process from trend scouting to business opportunities



#### Objective 2

Developing an efficient trend scouting network consisting of internal trend scouts

# THE SOLUTION

## DMK's new optimized trend management process supported by one collaborative online platform



Trend scouting



Aggregation, evaluation and documentation



Recommendations for business units

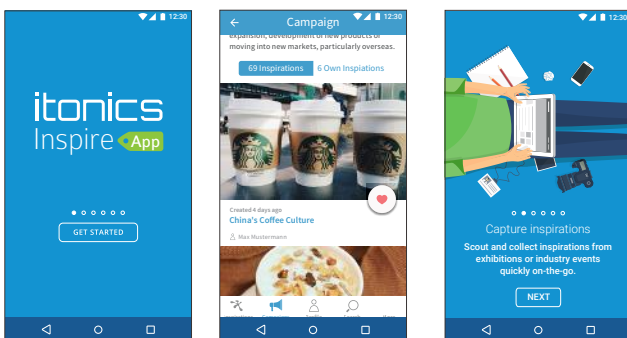


Figure: ITONICS Inspirator App

### Trend scouting

Trend scouts continuously collect trends or inspirations e.g. from trade fairs, exhibitions or industry events. As a documentation tool, the DMK trend scouts use the mobile application ITONICS Inspirator. The app was able to leverage the internal trend scouting process.

### Aggregation, evaluation and documentation

The trend scouting results are automatically linked to the collaborative online platform ITONICS Radar where they are aggregated to weak signals and trends. The trend knowledge can be updated, shared, communicated, discussed, evaluated and analyzed within the trend management unit. The trend evaluation and analysis are the basis for the opportunity space identification.



Figure: ITONICS Trend Radar

### Recommendations for action

The DMK trend management then advises the business units on identifying new opportunity spaces based on the trend evaluation and analysis. These will provide a basis for the development of new products for a wide variety of business areas.

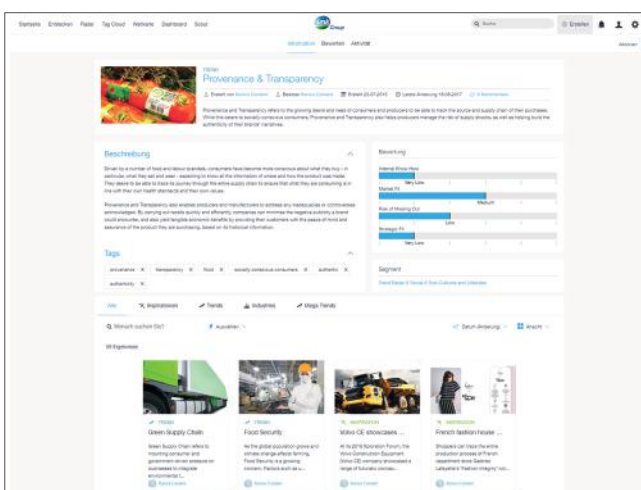


Figure: ITONICS Trend Detail Page

## DMK Trend Management

**Barbara Siegert**

Head of Innovation / Corporate Strategy

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Innovation Manager / Corporate Strategy

**David Reinhardt**

Manager Innovation & Digital / Corporate Strategy

“Crucial for the success of our project was ITONICS’ expertise in trend management. We were not just looking for a software partner, but for someone who is familiar with the topic and who we can trust.”

– Barbara Siegert,  
Head of Innovation / Corporate Strategy, DMK Group

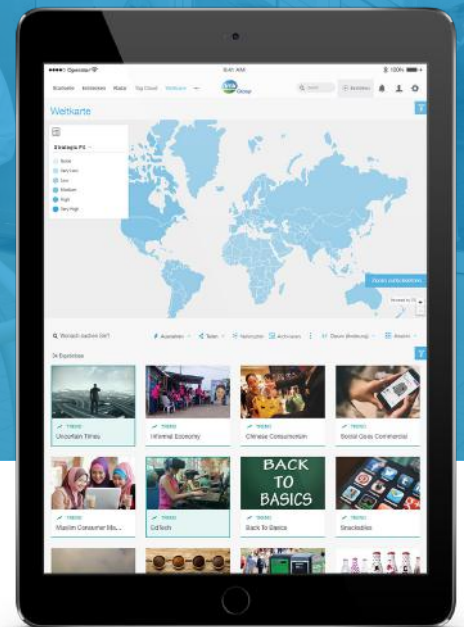


Figure: ITONICS Trend Radar

# THE RESULTS

## DMK's new high-performance trend management

### Results objective 1

**Establishing an integrated trend management process from trend scouting to business opportunities**

- Reduced time to collect, aggregate and analyze trend knowledge
- Better and faster recommendations on business opportunities for the individual business units based on profound trend knowledge
- A small team can now manage the entire trend management of the DMK with the help of the collaborative online platform by ITONICS

### Further advantages

- DMK actively uses the trend inspirations for innovation workshops to boost creativity
- Establishment of a common language for trends and innovations across all departments
- Linkage of trend management process to the DMK business units
- Visibility of trend and innovation management within the company

### Results objective 2

**Developing an efficient trend scouting network consisting of internal and external trend scouts**

- Successful integration of internal trend scouts that collected more than 2,000+ relevant inspirations within defined campaigns
- Increased accuracy for the trend identification thanks to the integration of external and internal trend knowledge
- Accessible trend knowledge for the whole community and resolution of individual data silos

### Outlook

- DMK is constantly improving the trend management process especially when it comes to the automation and the visualization of trends.
- Therefore, together with ITONICS, two research projects are in place to investigate the potential of big data analysis and crowdsourcing in the context of trend management.

**2.000+**  
inspirations

in

**5**  
food trend  
areas

## 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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