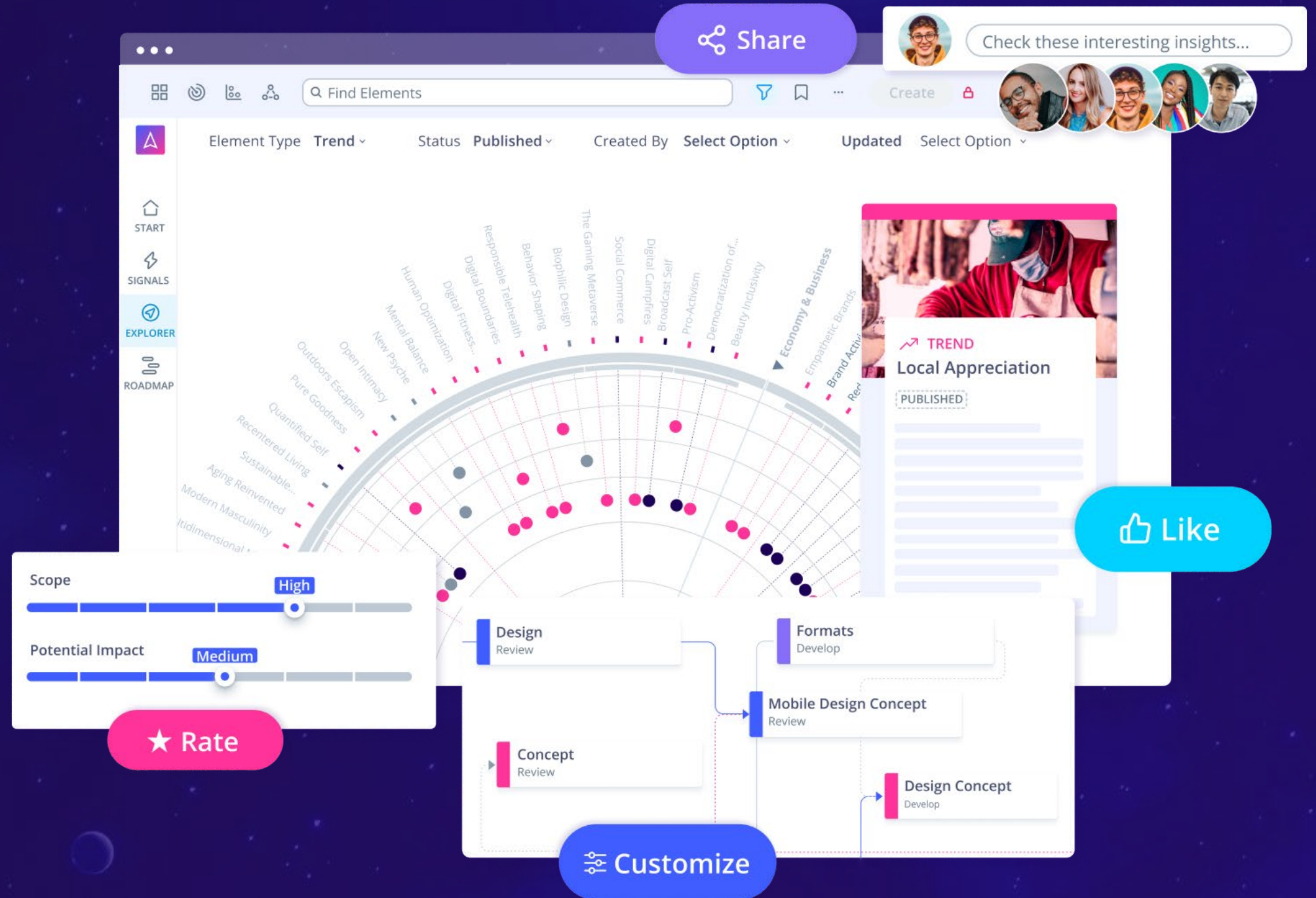




The Business Value of ITONICS

The #1 innovation management software. The Innovation OS is here to systemize all activities from strategy to execution, at scale. For teams that want to radically upgrade their innovation processes and capabilities.



Contents



- 01** For Environmental Scanning
- 02** For Continuous Foresight
- 03** For Strategic Portfolio Management
- 04** For Ideation
- 05** Build Your Innovation Success Story



15+

years working with
innovation rockstars



+1,000,000

users worldwide
on ITONICS



48

industries



“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**



“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**



“Using a collaborative platform, we were able to implement the Innovate Everywhere Challenge as an integral part of our innovation management and engage a world-wide community to team up and innovate together. We achieved a Cisco-wide cultural change and created an interconnected network of innovators.”

– Alex Goryachev

**Director of Innovation Strategy,
Cisco**



The only Innovation Operating System to advance your innovation pipeline from strategy to execution. ITONICS has the solution for all innovation phases, no matter what your use case is.

Environmental Scanning

Detect and analyze developments in your business environment early on.

- Identify new market insights
- Generate evidence
- Ensure market fit

Continuous Foresight

Understand the key drivers of change for your industry and respond proactively.

- Accelerate opportunity discovery
- Reduce risk
- Generate evidence

Ideation

Engage the crowd to enrich the funnel of disruptive ideas.

- Drive engagement and collaboration
- Generate and refine concepts
- Build your global innovation ecosystem

Open Innovation

Involve clients, external experts, startups, and potential partners to unlock innovation opportunities.

- Leverage an extensive pool of ideas
- Discover collaboration opportunities
- Manage submissions

Strategic Portfolio Management

Balance your portfolio and diversify your innovation investment risks.

- Gain transparency
- Reduce time-to-decision
- Ensure strategic fit

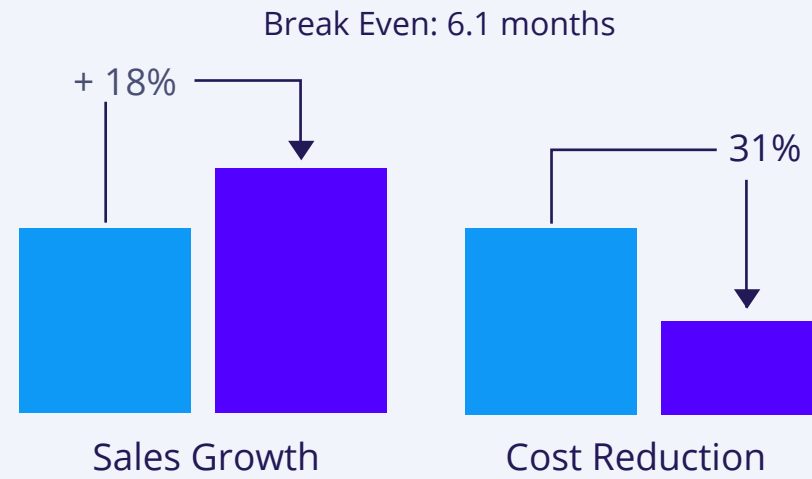
Strategic Planning

Plan your projects to identify synergies and steer progress.

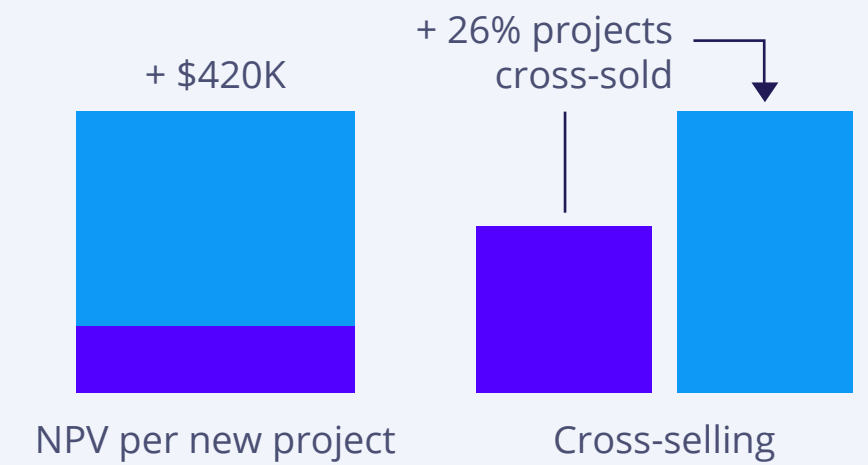
- Gain transparency
- Create alignment
- Ensure project excellence

The overall value added by ITONICS solutions over 18 months

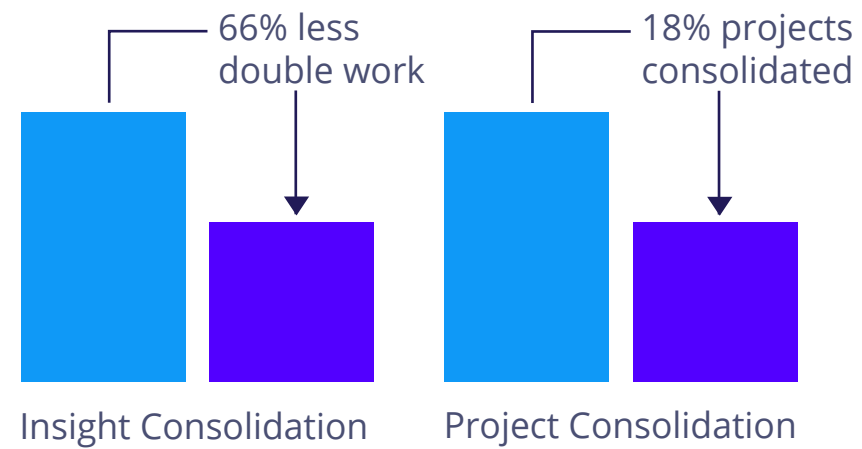
Return on Investment



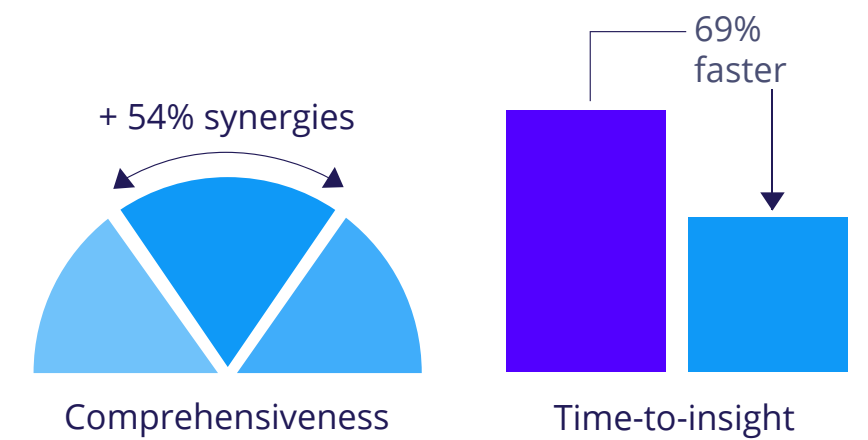
Sales Growth



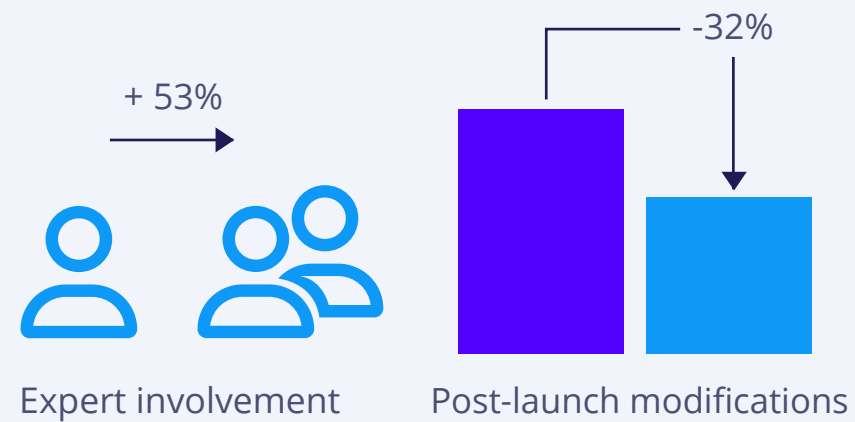
Cost Reduction



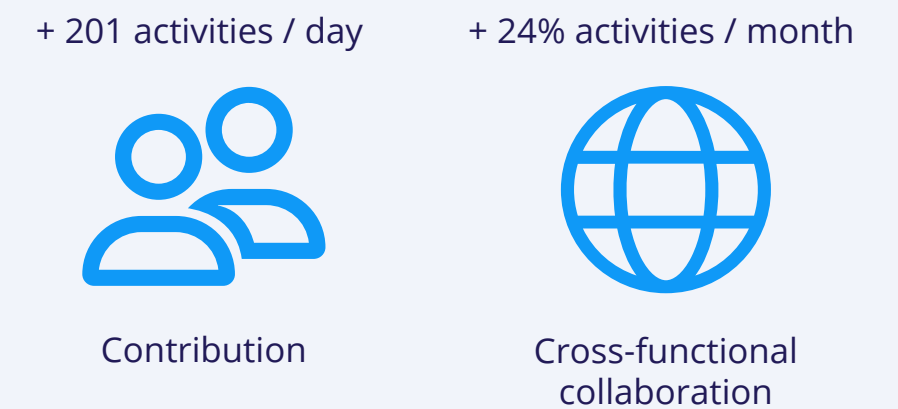
Insights



Evidence



Engagement



01. The business value of ITONICS for Environmental Scanning

DETECT WEAK SIGNALS. ARRIVE AT DATA-DRIVEN DECISIONS. MITIGATE DISRUPTION.



“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



01. The business value of ITONICS for Environmental Scanning

Ensure **long-term profitability and set new industry standards**, by exploring shifting consumer needs and potential market disruptors, before the competition. Scan developments in your business environment with ITONICS: **holistically, collaboratively and systematically**.

Use the ITONICS solution to overcome the often unstructured and subjective analysis of developments in business environments. Our digital approach guarantees that relevant developments in the environment are **commonly accessible, ensuring transparency and traceability**. With a comprehensive view you can **mitigate disruption and identify new market opportunities**.

Dynamic
data visualizations

Collaborative tech and
trend evaluation

Data import
and export

Semantic
tag clouds

Various APIs and
integrations

Single point
of truth



Environmental Scanning use cases with ITONICS

Having a shared platform boosts collaboration and sharpens decision-making. By having collective insights on the business environment you gain the necessary transparency to ensure product-market fit.

Trend scouting

Detect and analyze societal, political, economical, and ecological trends.

Technology scouting

Detect and analyze emerging technologies and technological developments.

Startup scouting

Identify interesting partners and watch out for new competitors.

Competitor analysis

Analyze your competitors and benchmark yourself against developments.

Risk analysis

Detect and analyze potential risks that may impact your future business environment.

How innovation rockstars use ITONICS to perform Environmental Scanning

Signals search for weak signals

Powered by Natural Language Processing, automated text mining engines scan and sort through millions of verified data points. Use dynamic visualizations to dissect by time, source, industry, geography, and more.

Ratings for collaborative evaluation

Rate drivers of change collaboratively to reduce bias and leverage crowd intelligence. Modify rating criteria to reflect your company's existing processes and terminology.

Radar for opportunity discovery

Explore and understand your data through hierarchical segmentation and 4-dimensional slicing. Create a shared database and configure Radars to reflect what is important to you.

Innovation content for global teams

More than 170 pre-loaded trends, and technologies to kickstart environmental scanning. Create content using best-practice templates, use it across the ITONICS Innovation OS, and have your team contribute.

Scouting apps to save inspirations quickly

Scout anywhere, anytime with the ITONICS mobile app and browser extension Web Clipper. Link inspirations directly to your trend scouting, technology management or idea campaigns.

Community engagement to drive participation

Inspire interest with engagement features that enhance collaboration. Share content with your colleagues easily on one digital platform.



Supporting Services

Process definition
and implementation

Specific trend insights
and market reports

Disruption
stress-testing

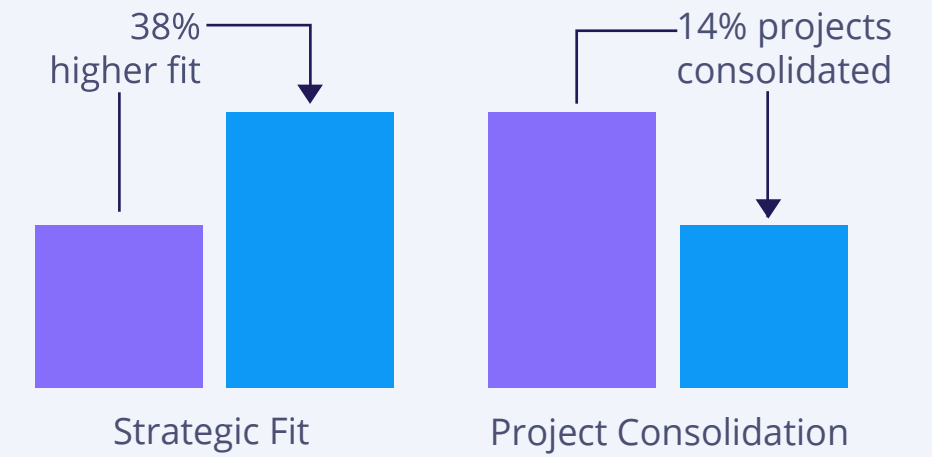
Software training
and implementation

The ITONICS value added over 18 months with Environmental Scanning

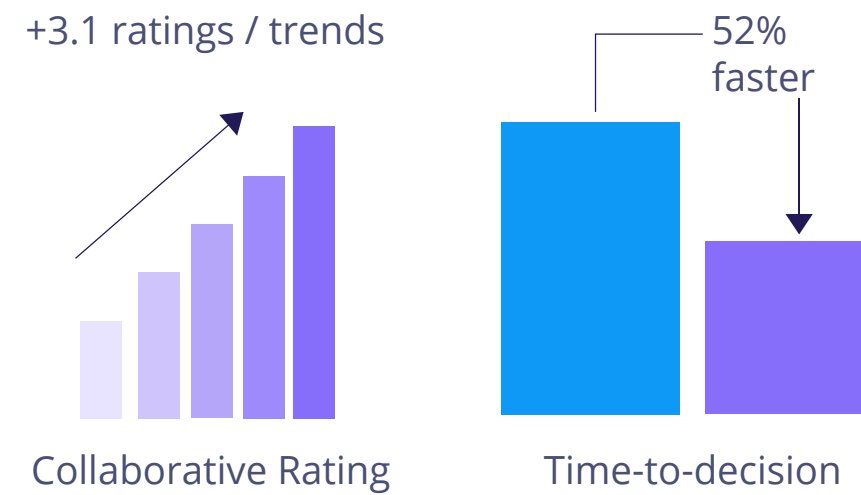
Strategic Growth



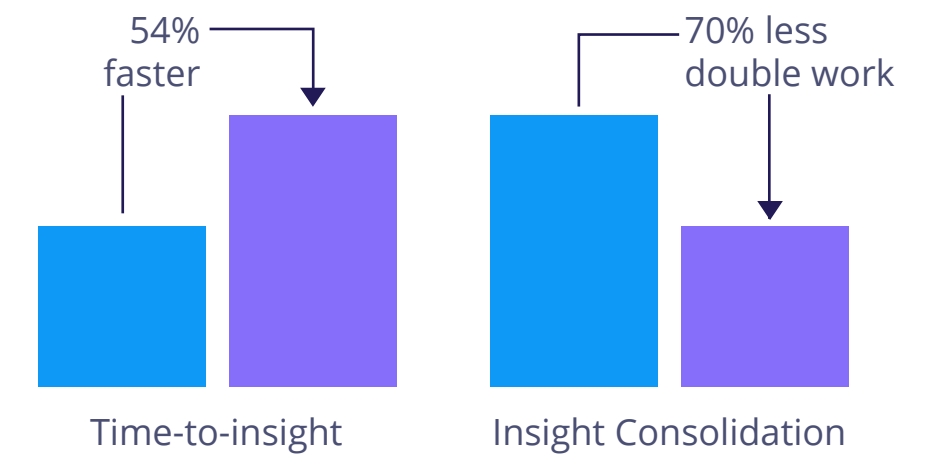
Project Savings



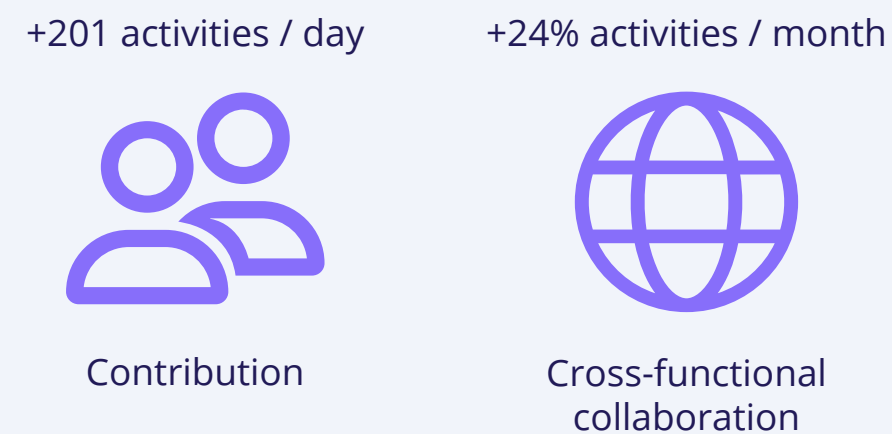
Evidence



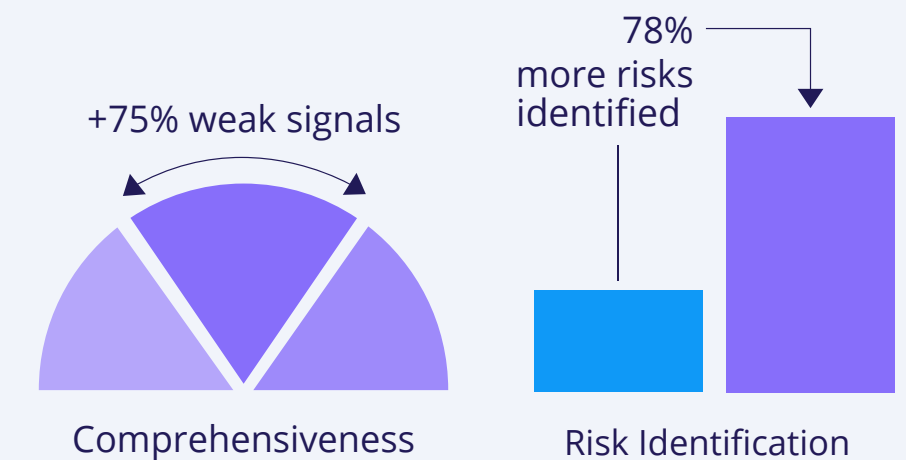
Insight Savings



Engagement



Insight Quality



Success Case

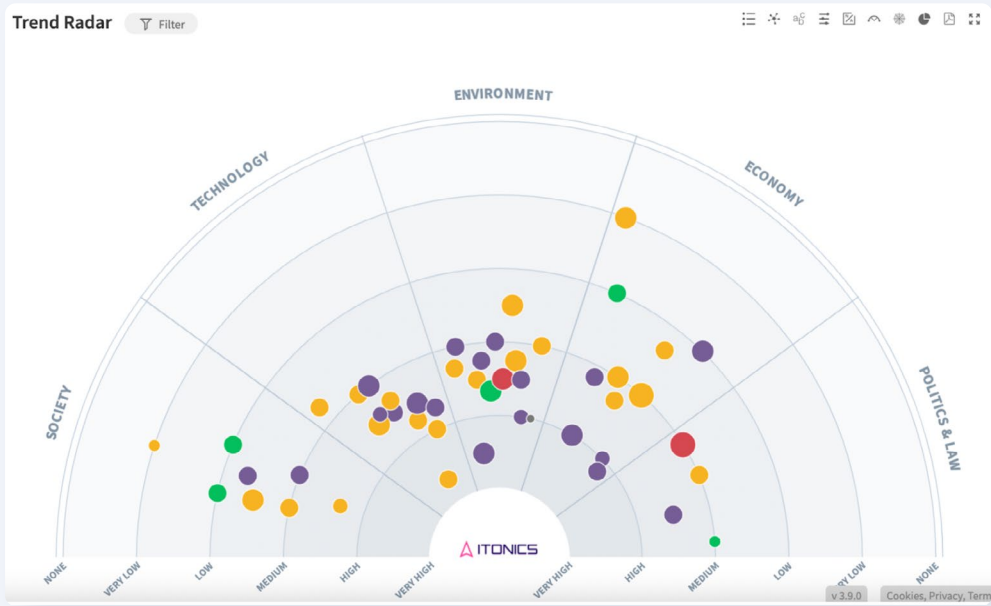
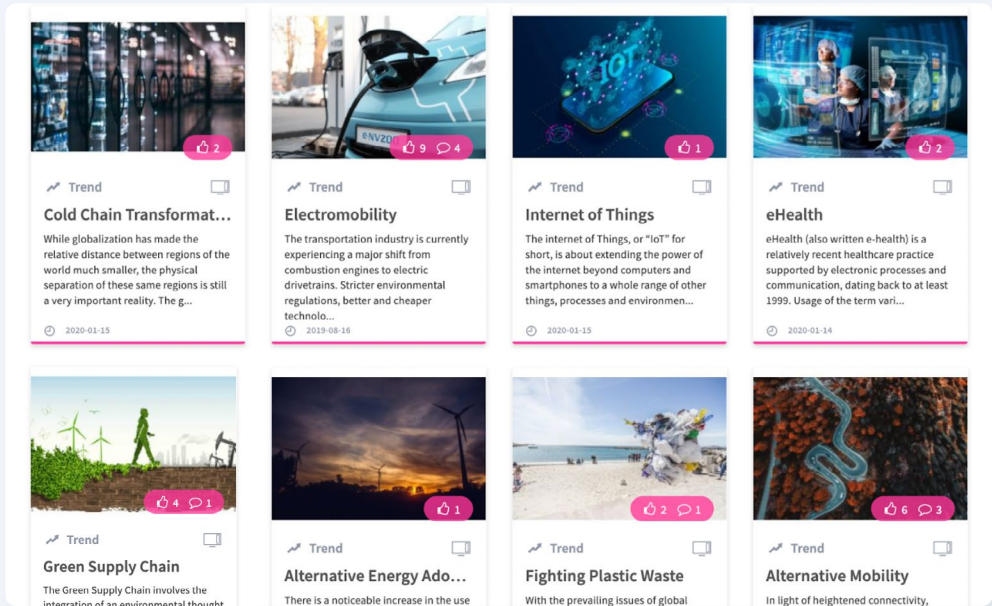
EARLY IDENTIFICATION OF BUSINESS OPPORTUNITIES BASED ON FOOD TRENDS

To identify upcoming trends early and transform them into business opportunities quickly, the DMK Group, Germany's largest dairy company, established an integrated trend management using ITONICS Radar and the Inspirator App.

In 2016, the DMK Group faced increasing competition. Manual scouting activities were time consuming and disconnected from the business. This was the starting point to set up a collaborative online platform that includes automated scouting functionalities.



Approach



Results

Streamlined process

Integrated scouting and trend management process

Global scouting network

300+ internal and external trend scouts and experts active

Evidence

Collaborative evaluation on one platform

Time savings

450 inspirations and 30 new food trends in 4 weeks

New business opportunities

12 opportunity spaces identified with a billion+ business volume

Sales growth

120% sales increase in 2018 based on trends



02. The business value of ITONICS for Continuous Foresight

PROJECT THE FUTURE. EVALUATE STRATEGIC OPTIONS. STEER GROWTH.



"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



02. The business value of ITONICS for Continuous Foresight

The velocity of change puts organizations across all industries at risk of losing rewarding markets and missing growth opportunities. More than ever, organizations need to build foresight capabilities to **understand drivers of change, identify growth opportunities, and build future-proof strategies.**

ITONICS Continuous Foresight enables you to do **practical and continuous analysis of risks, opportunities and developments** in business environments.

With ITONICS Continuous Foresight, you overcome the limitations of classic foresight approaches. While those classic approaches often end up being nice stories and one-time exercises, the ITONICS software approach guarantees greater benefits. **No additional tools are needed**, and you can analyze the **direct impact of scenarios on your businesses.**

Integrated project, trend
and scenario management

Dynamic
data visualization

Data import
and export

Monitoring

Explorative scenario
construction

Collaboration
features



Continuous Foresight use cases with ITONICS

The intuitive operations in ITONICS Continuous Foresight allow for rapid and targeted analysis of complex issues. Involve different topic-field experts to develop holistic and sustainable strategies. Within each scenario, it becomes obvious what is an obsolete project and what is a new market opportunity.

Strategic risk assessment

Detect and analyze the strategic risks of your business.

Growth opportunities

Identify your future business opportunities.

Scenario impact analysis

Understand the key drivers of your industry and plan accordingly.

How innovation rockstars use ITONICS to perform Continuous Foresight

Radar for opportunity discovery

Explore and understand your data through hierarchical segmentation and 4-dimensional slicing. Create a shared database and configure Radars to reflect what is important to you.

Ratings for collaborative evaluation

Rate drivers of change and opportunities collaboratively to reduce bias and leverage crowd intelligence. Modify rating criteria to reflect your company's existing processes and terminology.

Signals search for monitoring drivers of change

Powered by Natural Language Processing, automated text mining engines scan and sort through millions of verified data points. Dynamic visualizations to dissect by time, source, industry, geography, and more.

Innovation content for global teams

More than 170 pre-loaded trends, and technologies to kickstart environmental scanning. Future-focused, relevant, and trusted from ITONICS research & analysis.

Matrix for initiative prioritization

Evaluate your innovation portfolios and prioritize initiatives that support strategic objectives. Then validate your findings by continuously monitoring developments.

Roadmap for strategy and impact analysis

Align your strategy. Analyze the impact of the scenarios and leverage risks, use opportunities and build robust strategies.



Supporting Services

Context-specific
scenario creation

Scenario-based
strategy development

Maturity
assessment

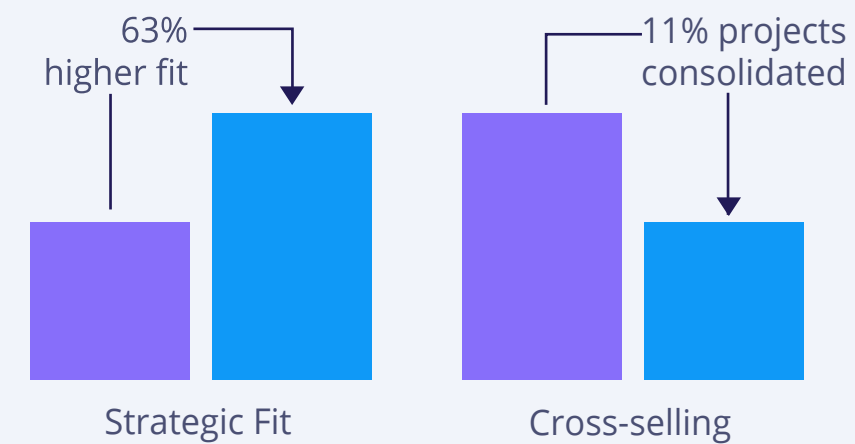
Software training
and implementation

The ITONICS value added over 18 months with Continuous Foresight

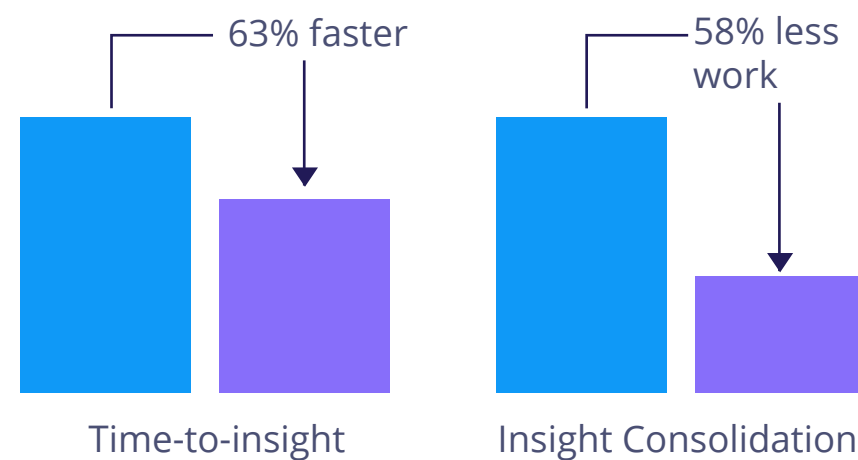
Strategic Growth



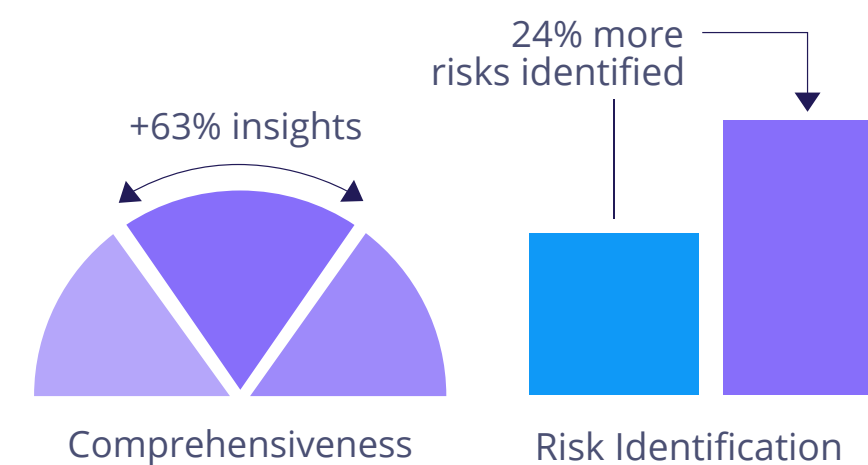
Project Savings



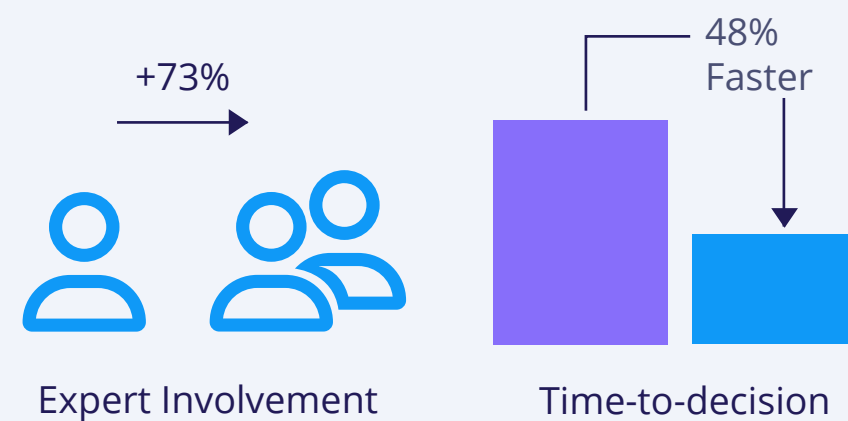
Insight Savings



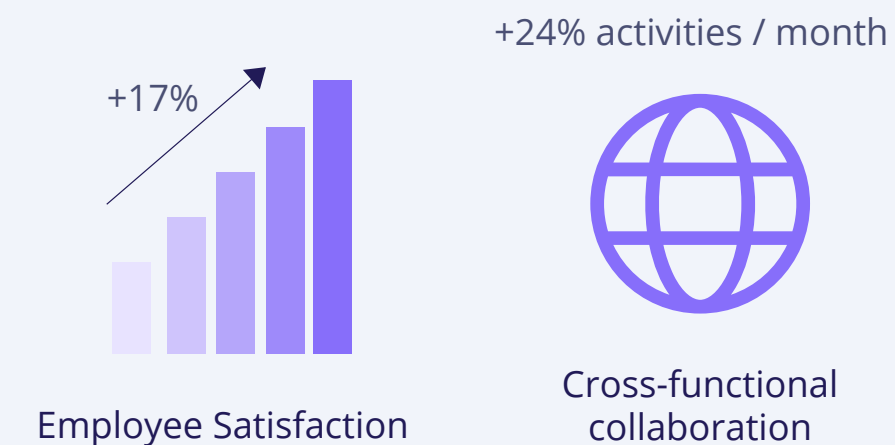
Insight Quality



Evidence



Engagement



Success Case

THE SITUATION OF THE BAVARIAN AUTOMOTIVE INDUSTRY IN 2030

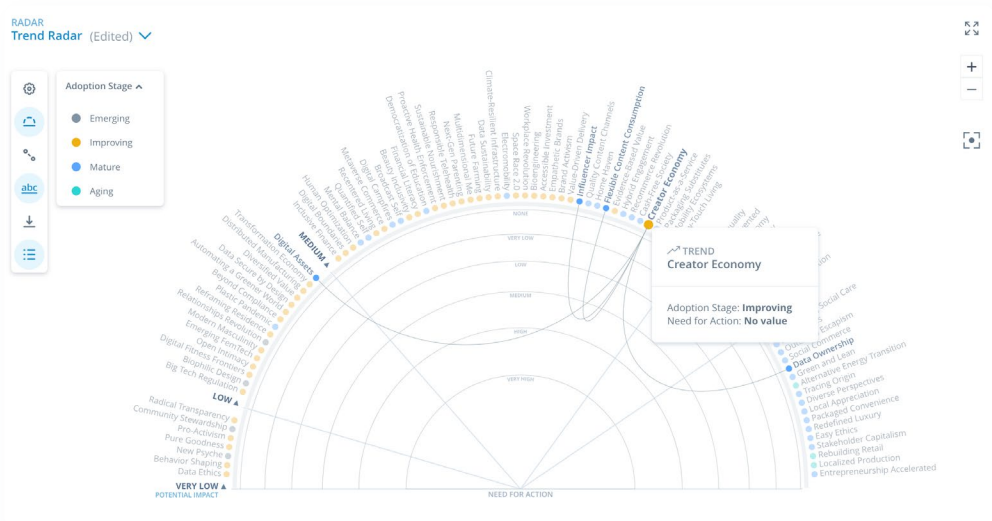
In 2020, Bayern Innovativ, an organization that fosters innovation in Bavaria, investigated the future of the Bavarian automotive industry.

The goal was to identify what activities are necessary for companies to prepare for the year 2030. Now, most companies provide specific solutions that align with industry structures.

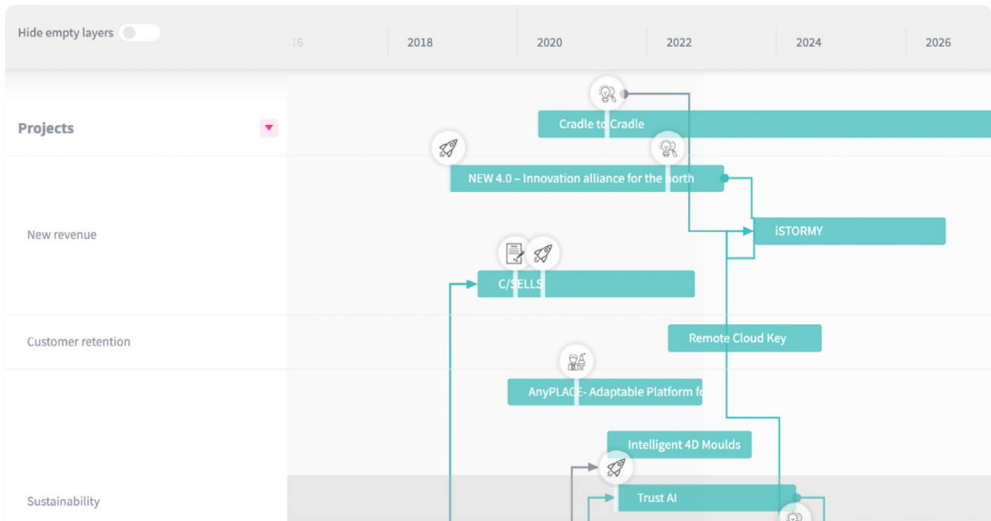


Approach

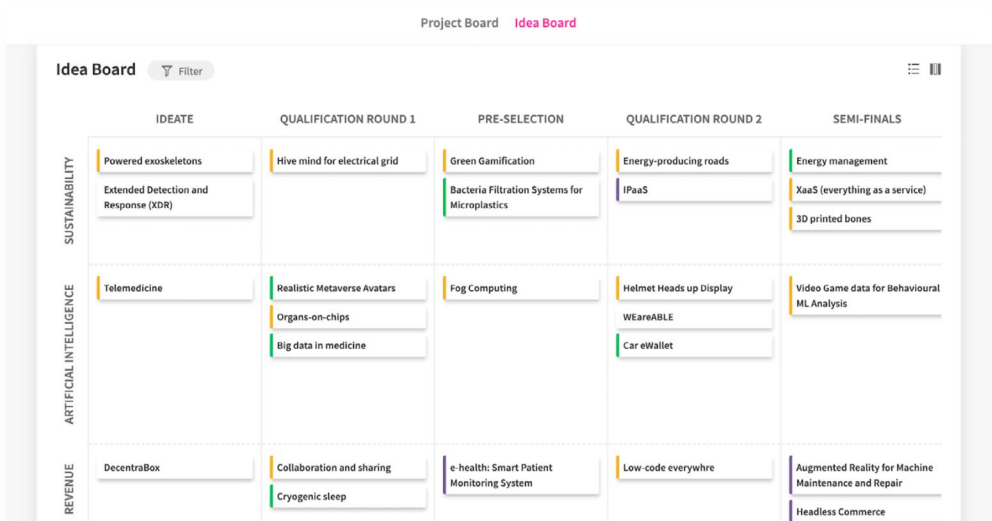
(1) Key trend identification



(2) Scenario analysis



(3) Implications



Results

Scenarios

4 scenarios for the automotive industry in 2030

Recommendations

5 strategic recommendations for SMEs

Guideline

8 key questions for each automotive company

Key numbers

Comprehensiveness

AVG of 63 trends per PESTEL segment

Time-to-insight

1.8 vs 7.3 minutes / trend

Evidence

AVG of 3.3 expert evaluations per trend

Insight consolidation

3.5 vs 12.1 days



03. The business value of ITONICS for Strategic Portfolio Management

ANALYZE PORTFOLIOS. IDENTIFY WHITE SPOTS. STEER GROWTH.



“In order to firmly anchor innovation as the driver of growth in our company, we have actively sought a partner who could consult and support us best in innovation enablement and company-wide collaboration. The ITONICS platform has become an integral part of the new innovation culture and is contributing to the cross-pollination of pioneering growth opportunities at Fletcher Building.”



Dr. Lisbeth Jacobs,

General Manager Innovation and Sustainability,
Fletcher Building



03. The business value of ITONICS for Strategic Portfolio Management

Enhance the value of your entire portfolio and diversify risks by finding the right balance between keeping rewarding projects, discontinuing unprofitable projects and initiating new ones. Successful organizations have the ability to evaluate their portfolio, know the value contribution of each project, and make brave decisions.

ITONICS enables this with strategic portfolio management that allows for the **holistic and collaborative analysis of innovation projects, programs, and portfolios to ensure future readiness.**

With ITONICS software, you can shape a **well-balanced innovation portfolio that diversifies risk and maximizes project success rates.** Balanced portfolios must have core, adjacent and transformational projects. Reveal gaps by laying out your current portfolio in the ITONICS software. Specific KPIs allow you to steer the progress of projects and fit them to market developments.

Gap analysis and strategy alignment

Collaborative evaluation

Customizable visualization

Innovation cockpit

KPIs to monitor the success of your portfolio

Integrated end2end approach



Strategic Portfolio Management use cases with ITONICS

ITONICS provides a lean software solution to manage innovation portfolios and monitor their relevance. Link all your innovation projects to business-relevant trends and technologies on the collaborative ITONICS platform, then identify “white spots” and gaps in your portfolio.

Project portfolios

Analyze the value contributions of your projects and steer them to profitability.

Growth portfolios

Identify white spots and plan investment decisions.

Roadmapping

Plan your projects. Identify synergies and bottlenecks.

How innovation rockstars use ITONICS to perform Strategic Portfolio Management

Radar for opportunity discovery

Collect, relate and share information about the projects in your strategic action fields in one database.

Ratings for collaborative evaluation

Leverage crowd intelligence and reduce bias with collaborative rating of growth initiatives. Modify the rating criteria to reflect your company's existing processes and terminology.

Matrix for prioritizing initiatives

Make your action fields transparent. Analyze the suitability of your prioritized actions in context of your strategy and goals.

Dashboard for strategy and impact analysis

Foster evidence-based decision-making. Analyze the balance of your portfolios. Identify white spots and make decisions about what projects to start, stop, or consolidate.

Kanban Boards for project development

Steer the progress of your projects. Digitally move projects between phases and understand their current development status.

Roadmap for strategic alignment

Identify synergies and roadblocks early on. Consolidate similar projects, link employees who have similar topic interests, and connect business functions.



Supporting Services

Process development
and implementation

Innovation KPI
development

Growth strategy
development

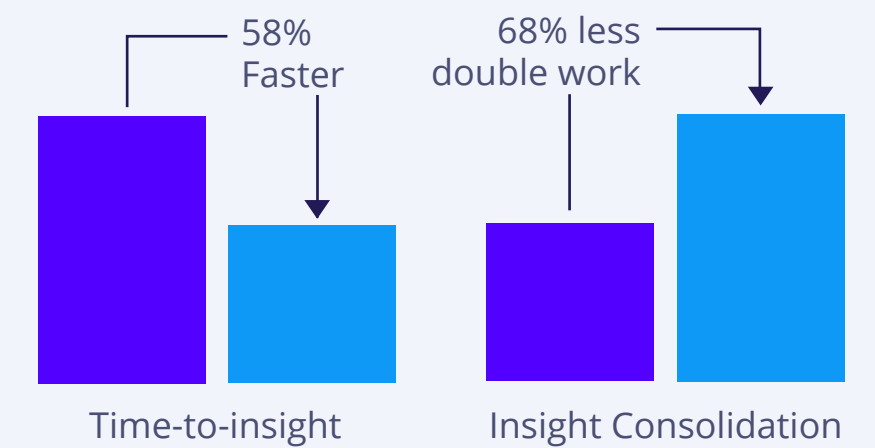
Software training
and implementation

The ITONICS value added over 18 months with Strategic Portfolio Management

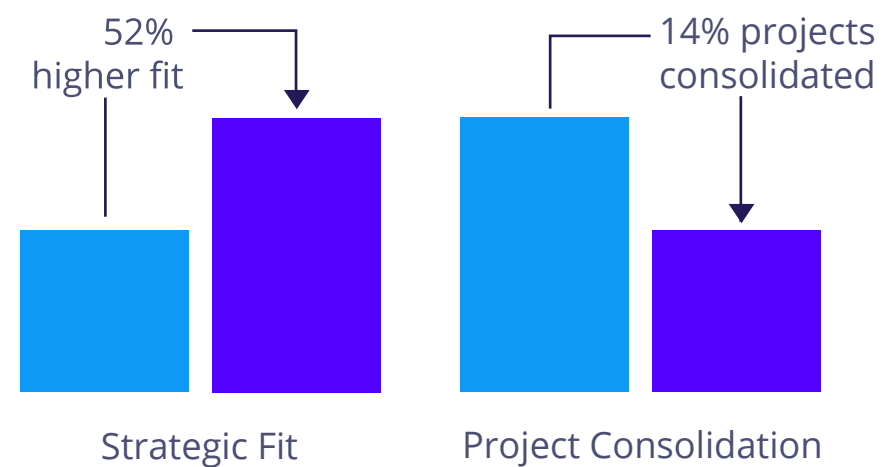
Strategic Growth



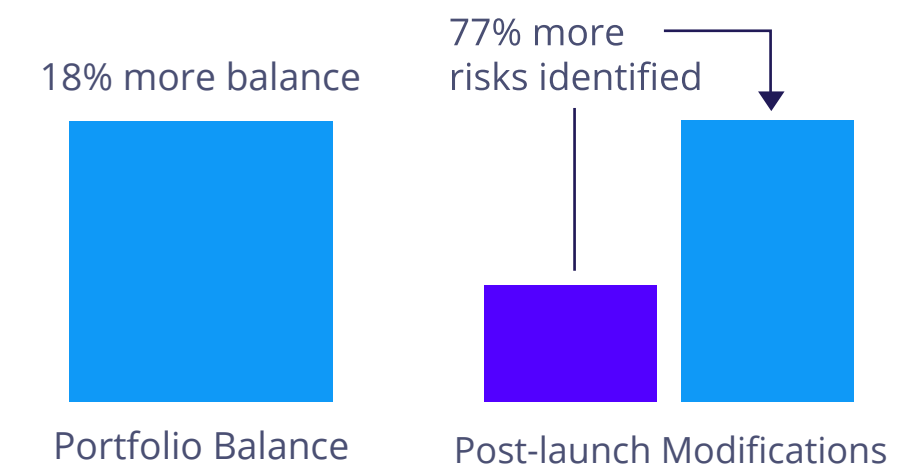
Insight Savings



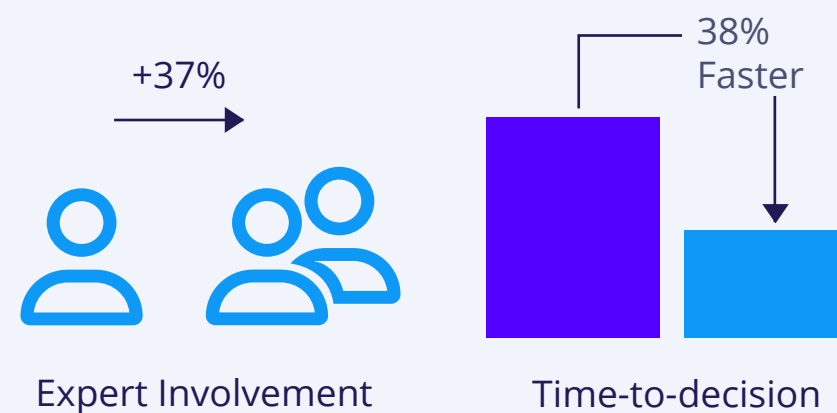
Project Savings



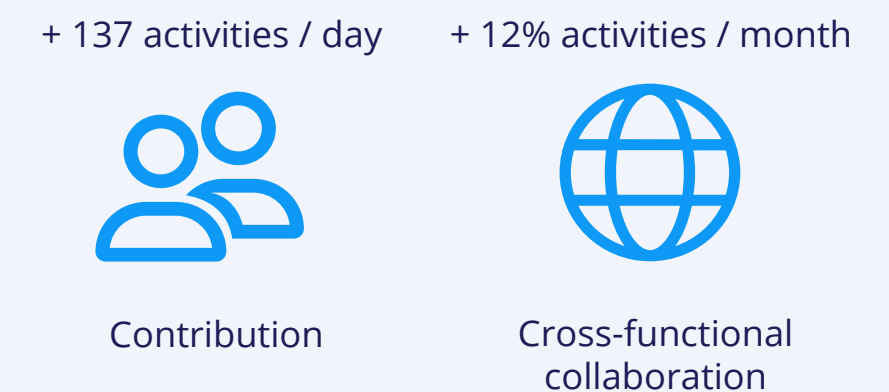
Insight Quality



Evidence



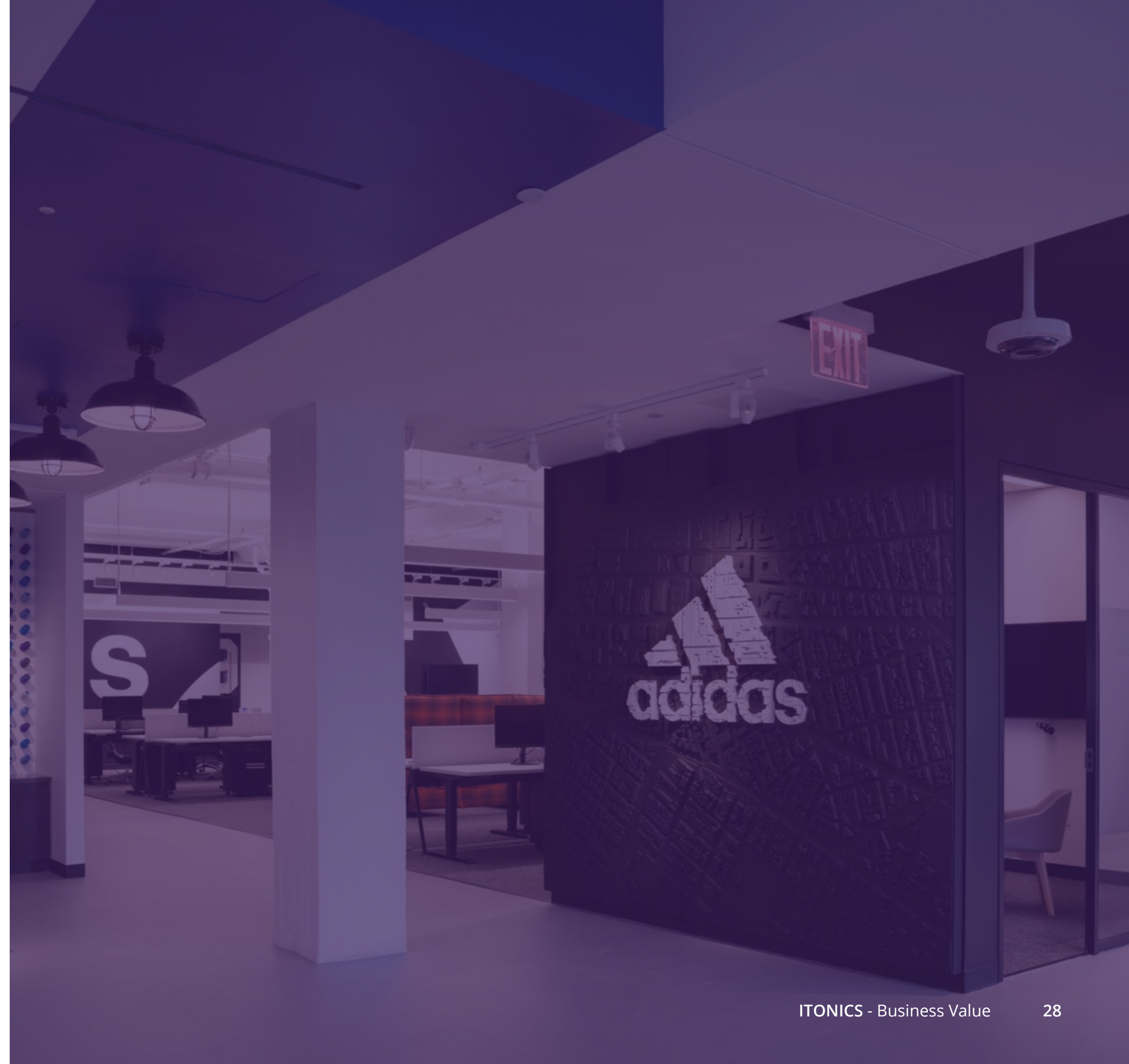
Engagement



Success Case

FOSTERING A STREAMLINED INNOVATION PROCESS

In times of increasing pressure to digitize and innovate, Adidas, the largest European sportswear manufacturer, decided to kick off a new Tech Accelerator Program to streamline innovation activities and create synergy using a collaborative platform.



Results

Engagement

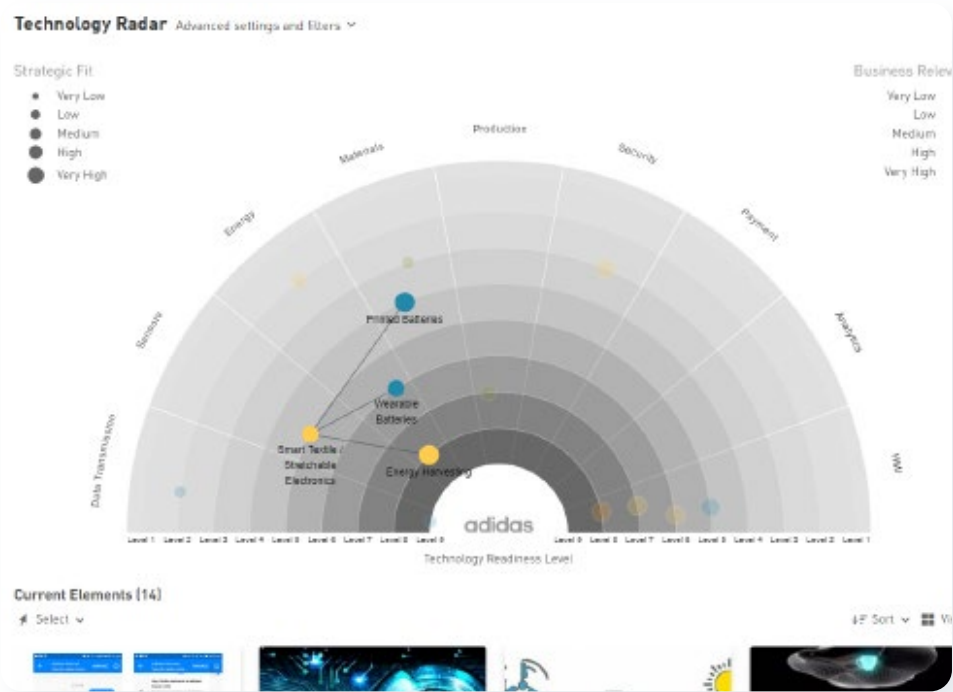
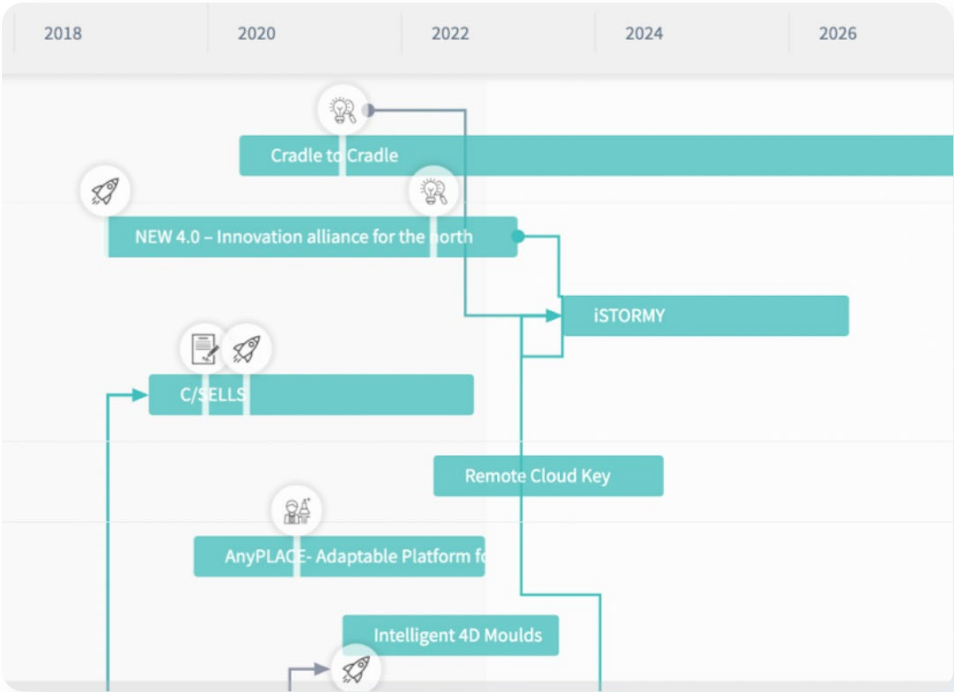
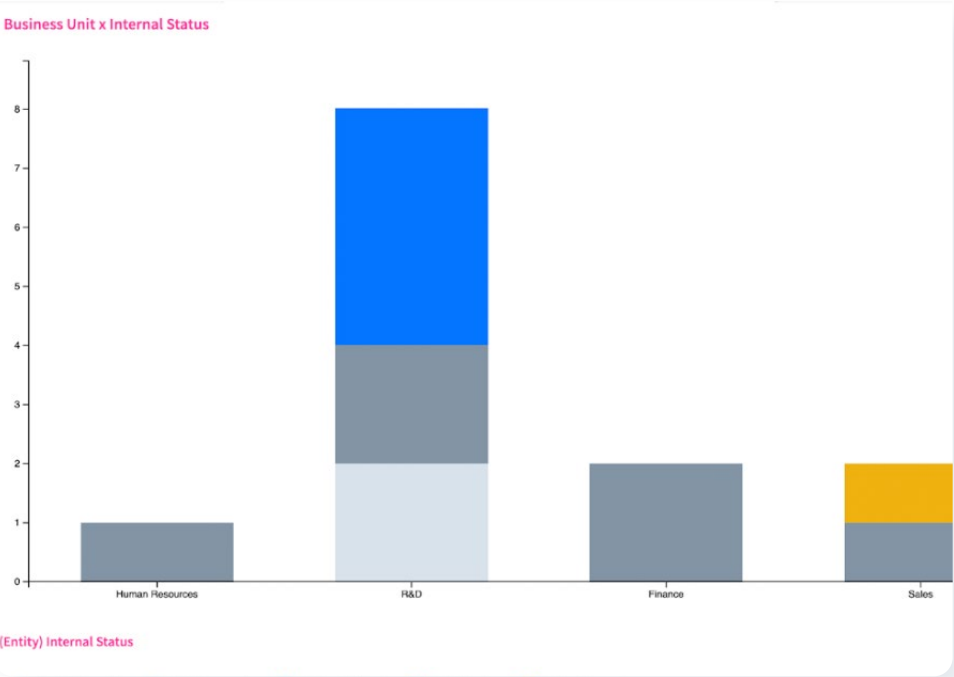
400+ active contributors, scouts, experts and decision makers connected via the platform.

Cost reduction

R&D expenses decreased by 18,7% (\$25 Mio, 2017 to 2019) keeping almost the same amount of R&D employees (1,062 to 1,007).

Public funding

External funding volume of more than \$300 Mio for newly launched innovation projects since 2017.



04. The business value of ITONICS for Ideation

ENGAGE THE CROWD. ENRICH THE IDEA FUNNEL. STEER GROWTH.



“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.”



LEONHARD WEISS
BAUUNTERNEHMUNG

Simeon Eichmann,
Head of Research and Development,
LEONHARD WEISS



04. The business value of ITONICS for Ideation

Daily business often prevents collective expertise existing inside and outside of organizations to be fully leveraged. This limits the pool of valuable ideas and potential to improve innovation. That is why organizations need the capability to mobilize everyone to contribute to innovation, reward engagement, and use external knowledge successfully.

Crowdsourcing on the ITONICS platform enables you to invite employees, experts, and external parties in an open way to help **solve innovation challenges, optimize existing solutions, or create new ideas.**

Overcome the boundaries that stop employees and external partners from contributing to corporate innovation. Our collaborative functionalities guarantee an easy interface to **collect, share and evaluate ideas and then transform those into rewarding projects.** With these additional sources, you can harness collective intelligence and connect people to explore different ideas.



Idea campaigns with global innovation communities

Dynamic analysis and visualization

Collaborative evaluation

Ideation dashboard

Idea gamification

Integrated end2end approach

Ideation use cases with ITONICS

With ITONICS, you can generate, enrich, rate, and aggregate new solutions through crowdsourcing. The stage-gate process allows for collaborative and multi-level assessment, expansion, and consolidation of all submissions (e.g., ideas, ventures, concepts, trends, technologies or start-ups). ITONICS crowdsourcing offers a wide range of collaborative features, gamification elements and communication tools.

Idea campaigns

Use campaigns to identify new solutions to specific challenges.

Open innovation

Use campaigns to find solutions outside of your organization.

Startup scouting

See which startups align to your innovation goals as potential investment opportunities.

How innovation rockstars use ITONICS to perform Ideation

Radar for addressing strategic topics

Dynamic idea management. Campaigns deliver dozens of ideas that may not be a good fit for now. Make sure to not lose ideas. Store them in an idea Radar.

Ratings for collaborative evaluation

Rate idea submissions to reduce bias and leverage crowd intelligence. Modify rating criteria to reflect your company's existing processes and terminology.

Campaigns for ideas processing

Increase the pool of ideas. Involve people to contribute to specific challenges. Invite experts to rate ideas and bring them to execution.

Dashboard for campaign monitoring

Ensure execution excellence. Analyze the development status of ideas and actively manage their progress to implementation. Use specific innovation KPIs.

Campaign workflows for idea management

Move ideas through configurable phase-gate workflows. Process ideas on one single platform.

Kanban Boards for idea overviews

Steer the progress of your ideas. Digitally move ideas between phases and understand their current development status.



Supporting Services

Process definition
and challenge set-up

Innovation KPI
development

Business model
development

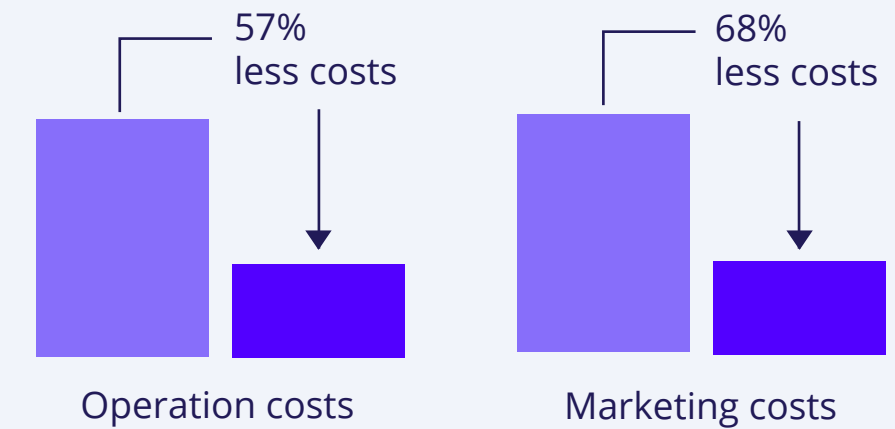
Software training
and implementation

The ITONICS value added over 18 months with Ideation

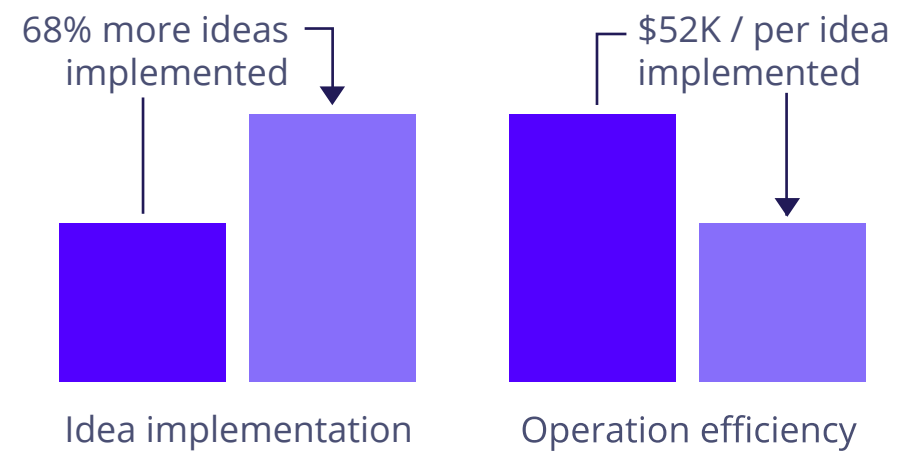
Strategic Growth



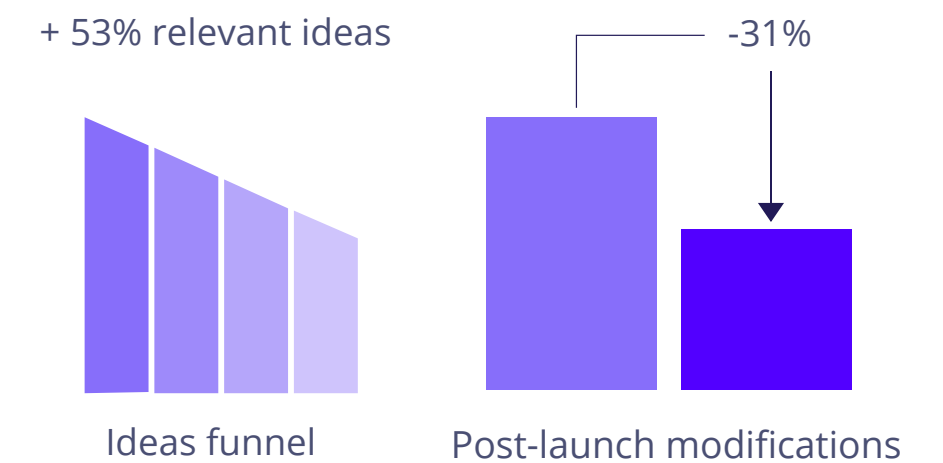
Campaign Costs



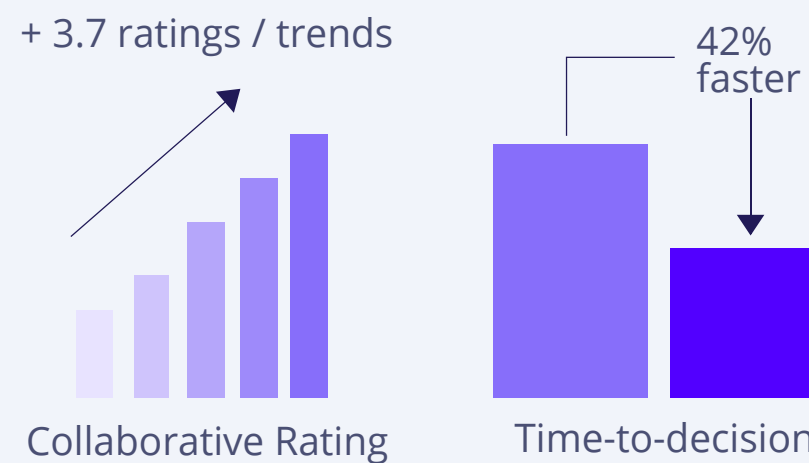
Idea-to-innovation



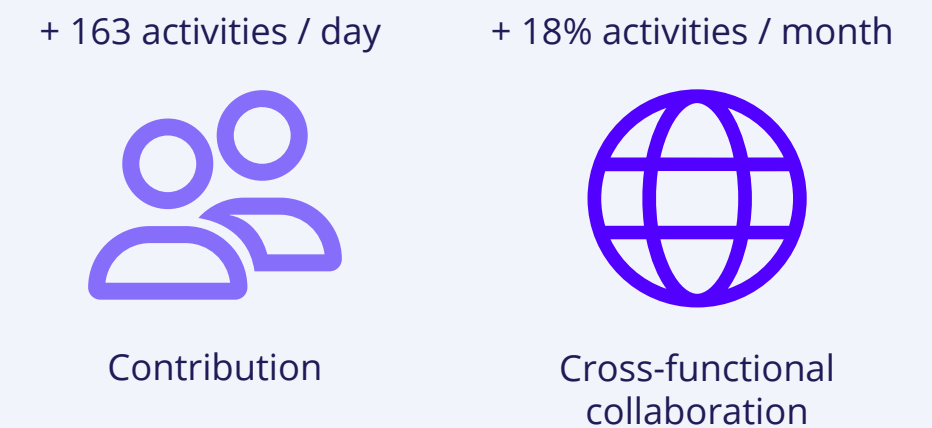
Insight Quality



Evidence



Engagement



Success Case

IGNITING A COMPANY-WIDE STARTUP REVOLUTION

To avoid being displaced by more agile competitors, leading companies must incorporate innovation into their DNA. As one of the key innovators in information technology, Cisco exemplifies a company that continues to disrupt its marketplace.



Results

Impact

To date, all implemented ideas generated more than \$2 BILLION business impact

Engagement

50% of workforce participates annually and 2.800 unique ideas have been submitted

Evidence

26.500 ratings given and more than 120 experts evaluated

Current Elements: 37

Select

2

1

Idea

Realistic Metaverse Ava...

We may soon be able to bring our real faces with us into the virtual spaces. Instead of existing cartoon-like ones, realistic avatars created by face capture technology can step in...

2022-08-30

3

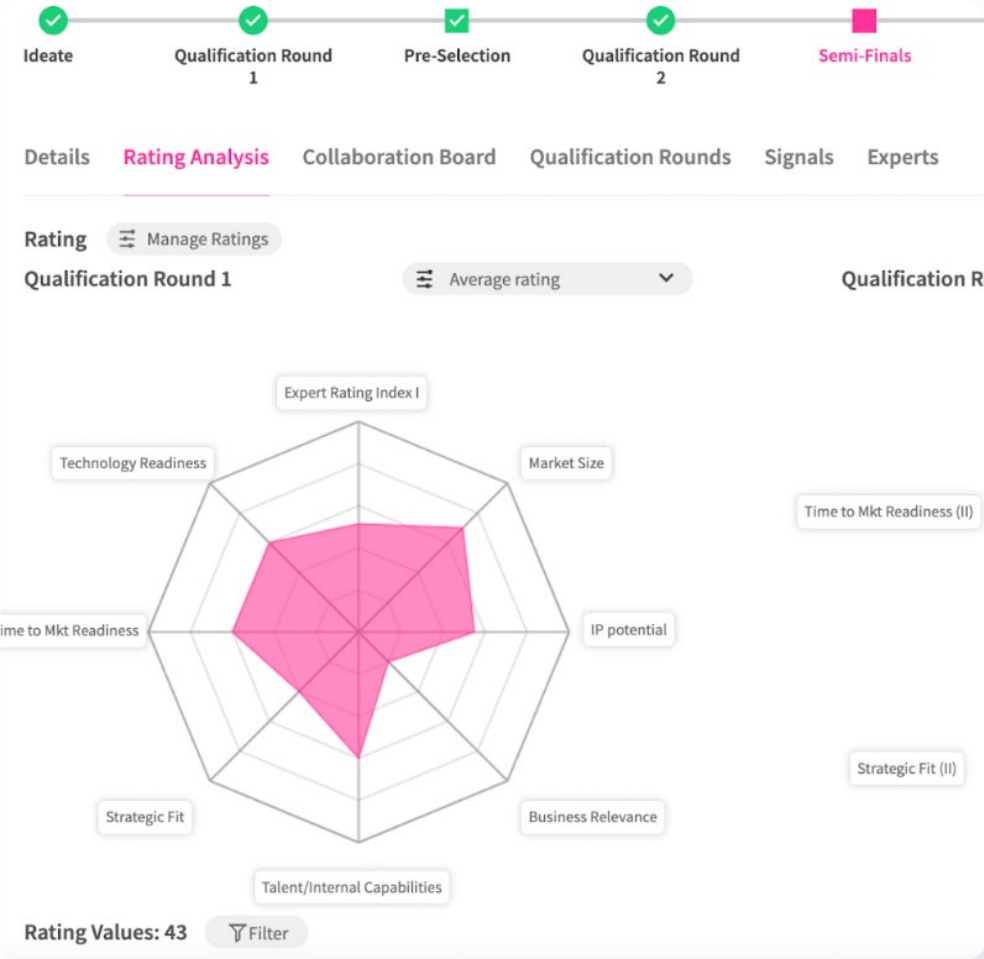
1

Idea

Augmented Reality for ...

Augmented Reality offers its customers and technicians a wide range of possibilities to perform their service tasks- even without the specialists. While executing tasks, service te...

2021-06-14



Idea: Energy-producing roads ID 46

Abstract

Roads could work as solar panels and produce electricity for street lights, households and even build the first energy-generating bike path

Sebastian Vieweg

Created 2022-08-30

Daniel Schwarz

Last change 2022-09-20

30 Visits

Ideate

Qualification Round 1

Pre-Selection

Qualification Round 2

Semi-Finals

Pitchi

Details

Rating Analysis

Collaboration Board

Qualification Rounds

Signals

Experts

Definition & Scope

Solar road panels are used to power any type of energy-consuming equipment located near the road. The solution acts as an autonomous generator (without backup to the national grid) for the equipment, thus meeting the needs of customers in terms of safety and communication by creating new autonomous source. The generator makes it possible to avoid network connection costs in remote areas, without the need for heavy construction work. With a few panels, this solution makes it possible, for example, to power traffic sig and speed limit signs, remote monitoring equipment or standalone street lights with the possibility of adding presence detection.

Comments (1)

Sort

Niklas Stohr

2 months ago

Cool idea

ITONICS - Business Value 37



06. Build your innovation success story

**GAIN TRANSPARENCY. SHAPE INNOVATIONS.
STEER GROWTH.**

How to get started?

To successfully steer innovation, you need to know your particular situation and what value you want to get out of your innovation efforts. Having a clear, transparent understanding sets the basis to implement solutions that lead to superior performance. That is why we encourage a comprehensive, systematic approach that takes you from understanding your situation and requirements, developing innovation capabilities, selecting the right activities, to ultimately maximize your performance.

Understand Your Innovation Maturity Level

About ITONICS

ITONICS is the leading provider of software solutions and services in innovation management. Founded in Nuremberg in 2009, the company employs more than a hundred people in four locations globally. ITONICS serves clients across 20+ industries in 16+ countries with the company headquarters based in Nuremberg.

Working with global teams to innovate new products, services, and business models, ITONICS inspires, guides, and accompanies organizations on their innovation journey. Working with our clients, we shape the future by providing a systematic framework and single point of truth to steer innovation efforts. We help companies connect trends and emerging technologies, arrive at new opportunities, make confident decisions, and drive actionable growth strategies for a brighter future through our software, consulting, and research services.

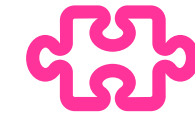


About ITONICS



Strategic Approach

The ITONICS methodology and tools link strategy, innovation, and execution and can be managed by teams and organizations of all sizes.



Partnership for Excellence

Our best practice workshops, periodic health checks, benchmarks, and training sessions guarantee sustainable and world-class innovation management.



Global Engagement

We manage and operate global innovation challenges and enable worldwide technology and trend scouting projects. You can trust our vast cross-industry experience.



Trust

Protecting your data assets is one of our major obligations. Getting certified in ISO/IEC 27001:2013 underlines this ongoing endeavor.

[Get a Demo or Get Started with the 30-Day FREE Trial](#)

World's leading Innovation OS

ITONICS is a leading SaaS provider of systematic innovation management. The ITONICS Innovation OS combined with a systematic framework to steer innovation efforts helps companies to identify emerging technologies, trends, and market potential and to translate them into customized growth strategies.

With more than 150 experts worldwide, we support innovation leaders such as adidas, AUDI, BMW, CISCO, Intel, Johnson & Johnson, and KPMG.

Get a Demo

Contact Us

Discover more at www.itonics-innovation.com

