

WEBINAR



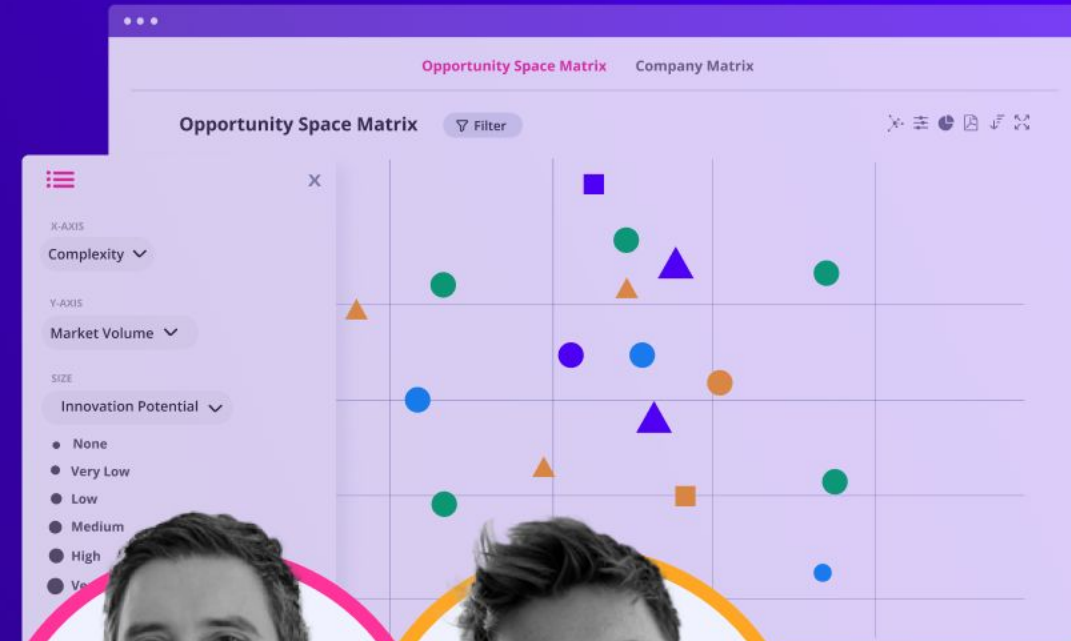
# How to navigate your innovation portfolio



Thursday, June 29, 2023

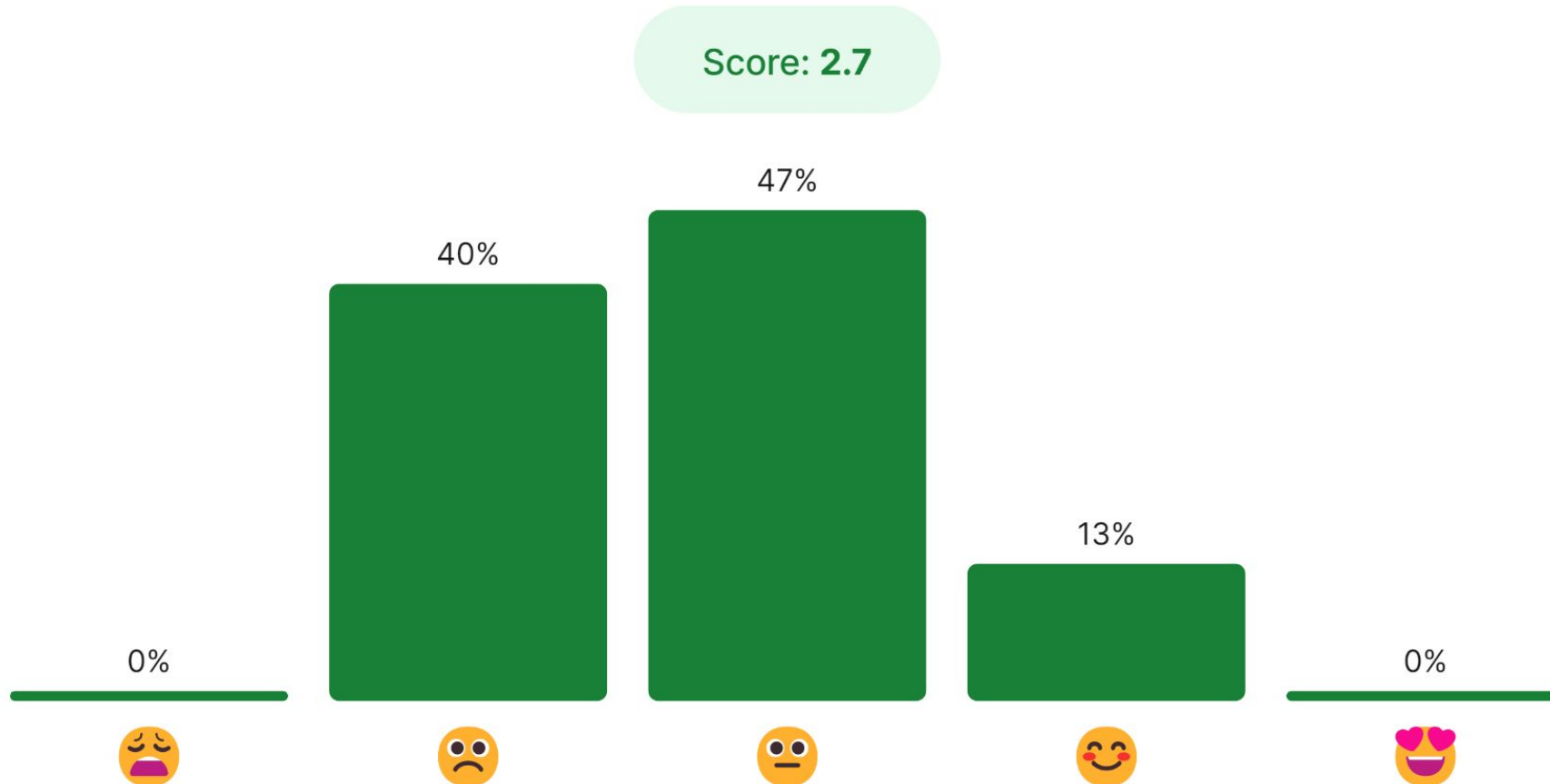


11:00 AM (CEST)

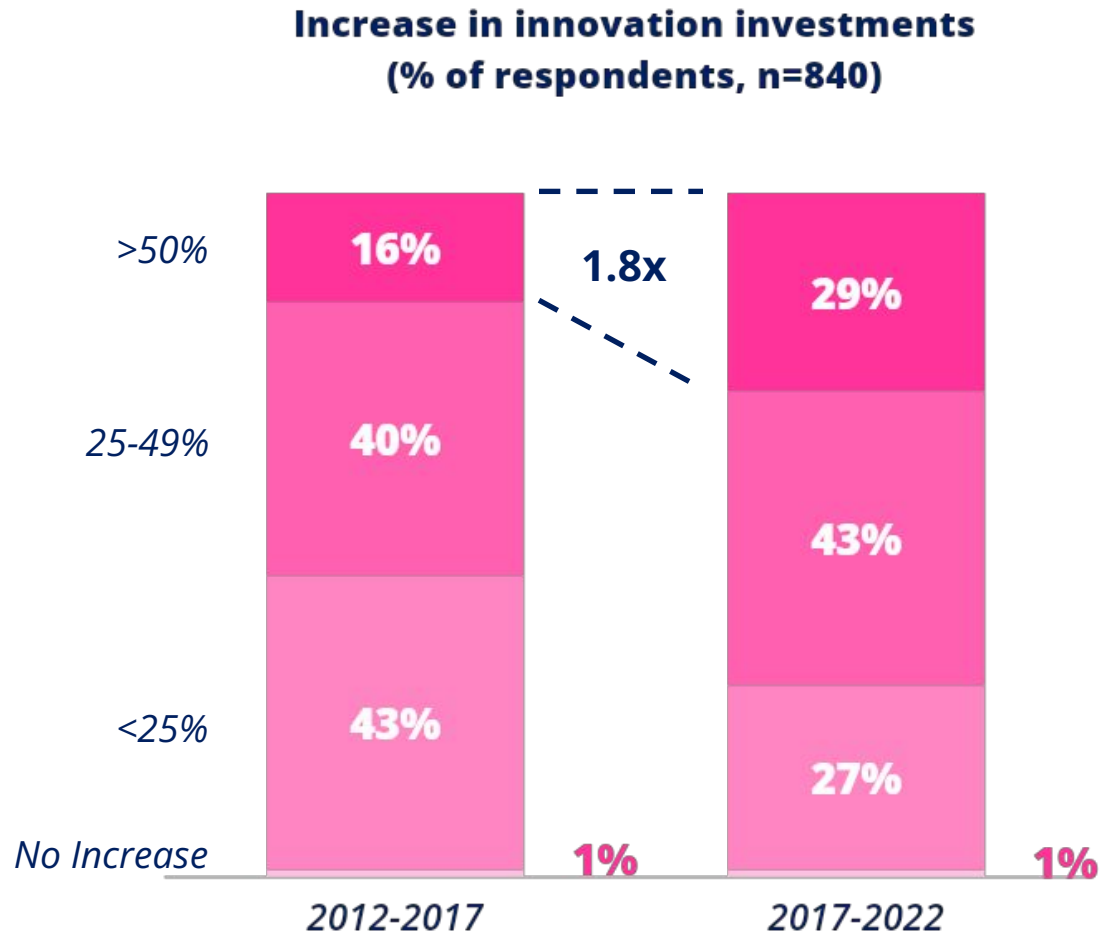




# How satisfied are you with your firm's return on innovation investments?



# Companies increase innovation spending ...



(Source: Accenture)

## ... but fail to deliver tangible results!

**27%**

is how much returns on companies' innovation spending have declined in the period 2017-2022

**57%**

of firms who increased their innovation invest by >25% underperformed their industry peers



# What stops you from improving innovation performance?



# CASE: Would you scale back or stop this project?

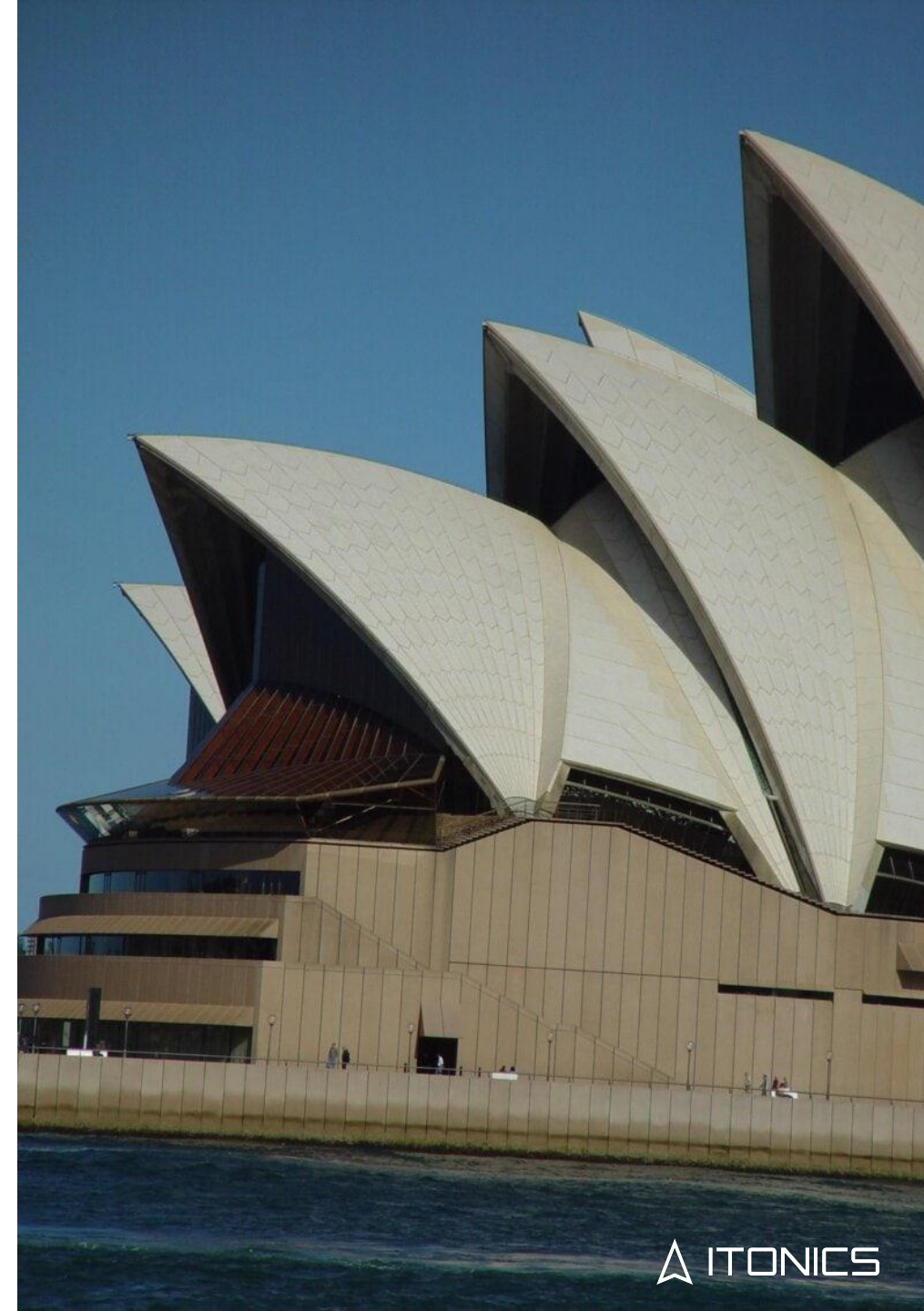
- **Prestigious project, but not indispensable** for the organization
- Est. budget **8m \$**, timeline **4 yrs**
- **1,300%** cost overrun (+96m \$)
- **10 yrs** completion delay





# CASE: A troubled project, but still a huge success!

- Case is the **Sydney Opera House**
- **Symbol** of the city and all of Australia
- **11m visitors** per year
- **4.6b \$** estimated worth



# Value is created at portfolio level!

**72%**

of executives report that within their innovation / transformation programs, projects usually are on time and to budget, but fail to realize planned benefits

**7%**

of executives are satisfied with their firms' portfolio management

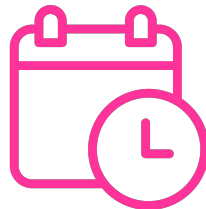
(Source: PWC)



**Strategic Portfolio  
Management**



**Program  
Management**



**Project  
Management**



Best Practice #1

# Focus & Prioritize

YOUR MOST VALUABLE INITIATIVES



# Resources are finite ...

11%

of executives report that their company's strategic priorities have the resources required to succeed

1tr \$

per year are sunk in projects that lead nowhere in the US alone

(Source: Harvard Business Review)

## ... so you need to make the most out of them!

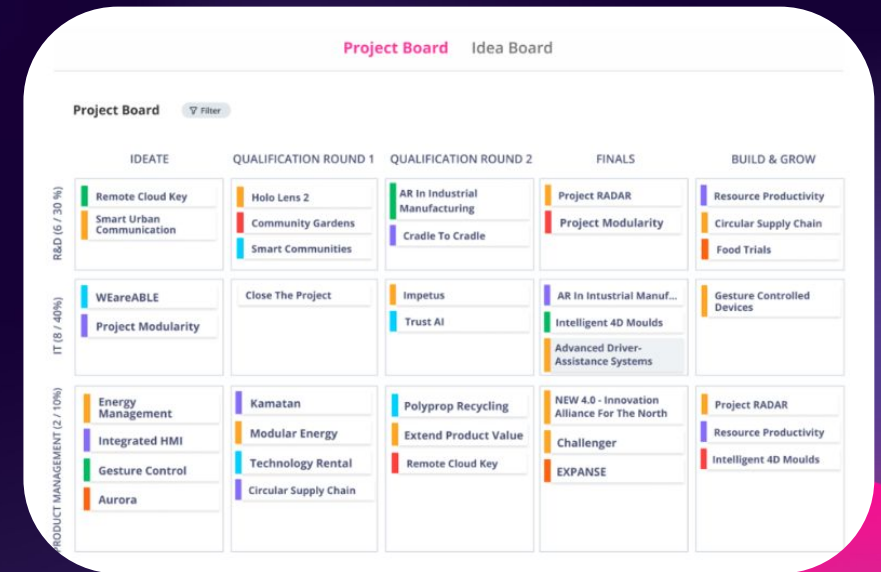
- 01 Match resource allocation with strategic priorities
- 02 Remove inefficiencies and duplication of efforts
- 03 Increase the ROI of existing assets and initiatives

# Leaders obtain robust oversight of their resource allocation.

- Create a **comprehensive mapping**
- Link portfolios to **strategic focus fields**
- **Tag and share** to identify overlaps
- Draw connections and **uncover opportunities**



SIEMENS  
ENERGY



# Product Demo

Best Practice #2

# Streamline & Execute

CRITICAL INITIATIVES AT SPEED AND EFFICIENCY

# Your portfolio landscape is in a constant flow ...

**63%**

of executives report using high-value resources on low-value tasks (e.g., due to low data quality)

**4.4x**

times a year is the frequency at which top performers review portfolio composition (low performers: 2.8 times)

(Source: PWC, TU Berlin)

## ... so you need to be able react swiftly!

- 01** Identify synergies, roadblocks, and bottlenecks consistently
- 02** Create clarity in delivery, reporting, and decision-making
- 03** Enable ongoing flexibility of resource allocation / timelines



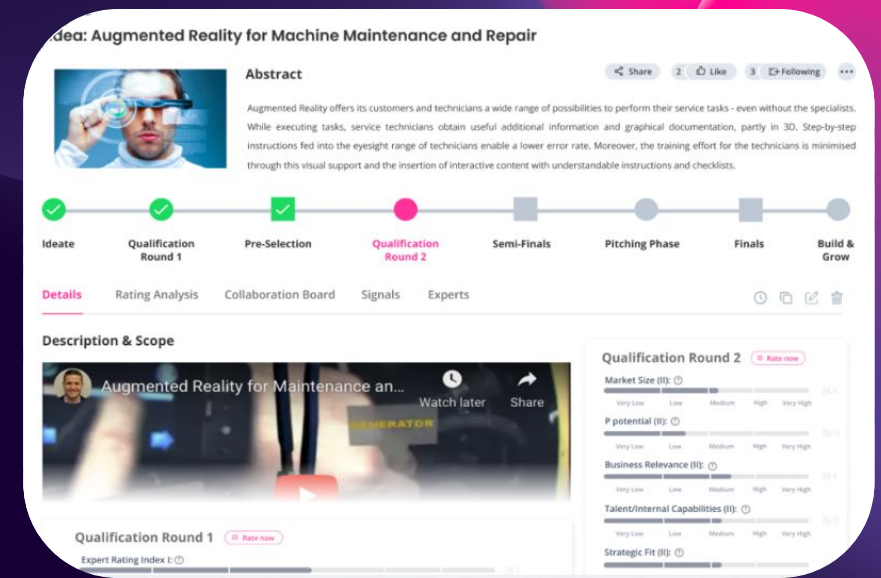
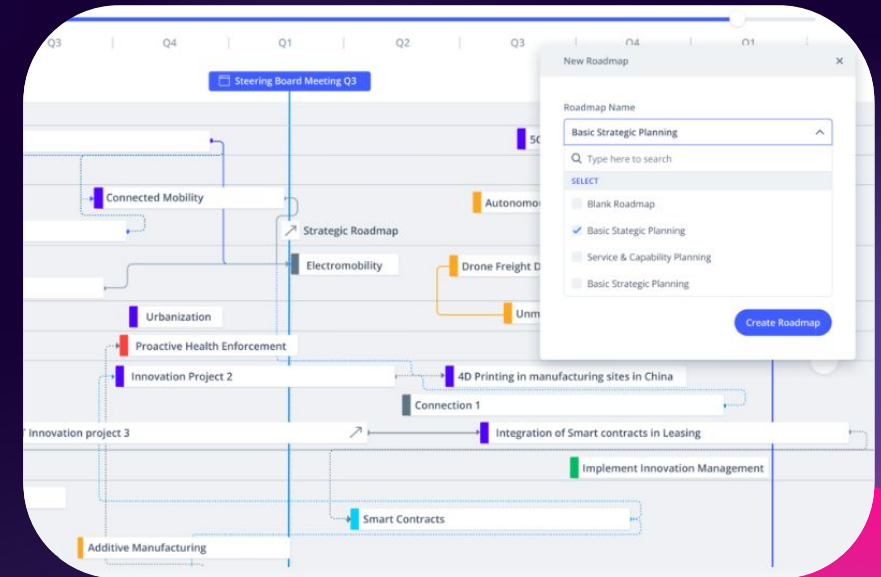
# Leaders are efficient in knowing what happened today.

- **Aggregate information** across the firm
- Create consistent **data structures** on a **single point of truth**
- Understand **resource usage, portfolio health**, and potential deviations



**BOSCH**

**THALES**



# Product Demo

Best Practice #3

# Align & Adapt

YOUR PORTFOLIO TO ADDRESS FUTURE OPPORTUNITIES

# Low-hanging fruits cannibalize ambition ...

31%

of executives “agree” or  
“highly agree” to have  
balance in their innovation  
portfolio

63%

is the investment ratio of  
top performers into H2/H3,  
compared to 38% for low  
performers

(Source: Capgemini, Accenture)

## ... so you need to actively foster future-readiness!

01

Balance innovation ambitions  
and portfolio horizons

02

Calibrate risk exposure and  
anticipate changing conditions

03

Increase hit rates by connecting  
ext. drivers and int. capabilities

# Leaders infuse their portfolio with innovation intelligence.

- Visualize **complex information** and emphasize **white spots**
- Spot and validate **risk factors** and **scenarios of change**
- Share and leverage **external signals**

C A R I A I D





# Product Demo

# Talk to Our Experts!

You want to learn how ITONICS can help you unlock the value of your innovation portfolio?

Get in touch via LinkedIn or directly book a [demo session](#) with us!



Christopher Göhl, Solution Engineer  
[christopher.goehl@itonics.de](mailto:christopher.goehl@itonics.de)



Dr. Fabian Reck, Director Go-To-Market  
[fabian.reck@itonics.de](mailto:fabian.reck@itonics.de)

