

Press release

BBDO Consulting supports customers in systematizing Innovation

In cooperation with RWTH Aachen University (Rheinisch-Westfälisch Technische Hochschule Aachen), BBDO Consulting has developed the "BBDO Consulting Innovation Scan" in order to support enterprises in their innovation management.

Düsseldorf, April 3rd 2008 – The topic of "Open Innovation" – i.e. the integration of external problem solvers, such as customers, into innovation – is gaining importance. By integrating external know-how as a resource, enterprises can improve their product success rates effectively and increase their efficiency in the development process. The "BBDO Consulting Innovation Scan", a new tool developed by BBDO Consulting in cooperation with Professor Piller and the chair of the Technology & Innovation Management Group of RWTH Aachen University, supports enterprises in choosing and implementing innovation processes.

Enterprises wanting to use the Open Innovation potentials feel confronted with three central challenges:

- *Orientation:* Which measures are suited for the respective issue? Does the measure match the respective business line?
- *Coordination:* The tendering of task specifications, the search of external contributors as well as the transfer of the input and its subsequent internal use shall keep the costs as low as possible. The organisational and procedural structures for the execution of Open Innovation should be established in the enterprise on a sustainable basis.
- *Motivation:* Both customers and employees must be won for cooperation in the Open Innovation project.

BBDO Consulting supports enterprises in implementing Open Innovation by carrying out a three-step "Innovation Scan".

In the first phase, the status of the innovation processes is recorded and appropriate measures are selected. If the customers' needs are already detected and first project ideas exist, other measures must be applied than in cases where relevant information on the customers is still lacking. Further selection criteria are specific business line features, the way of involving the customers and long-term usability of the tool.

The second phase deals with the putting into action of the chosen measure. Innovation competitions, internet-supported tool kits or the so-called "Lead user method" make the enterprises take advantage of market-based knowledge. This method identifies users whose needs hurry ahead the requirements of the mass market. They expect a particularly high benefit from satisfying their needs and so are highly motivated to find a problem solution. BBDO Consulting wins

the lead users of the respective market for cooperation with the enterprise in order to develop approaches to solutions by using their expertise.

In a third step the Open Innovation process is handed over to the enterprise. In doing so, the execution of the projects can be incorporated into the existing research and development department, but on the other hand, the set-up of an independent unit or the linking to the marketing department may make sense as well. The aim of the last phase is to make the market-orientated innovation process utilizable for the enterprise in the long run.

"Open Innovation has established itself as a standard within the research process. For the first time, the BBDO Consulting Innovation Scan standardizes the implementation of innovation measures thus offering enterprises a strategic instrument for sustainable increase of their competitiveness", Udo Klein-Bölting, CEO of BBDO Consulting, comments.

BBDO Consulting

BBDO Consulting is the top international management consultancy for market-oriented business management. Together with its clients, BBDO Consulting develops and implements strategies for market adaptation and translates them into tangible, behaviour-influencing principles and systems. International blue chip clients and market leaders have trusted its unparalleled expertise in the areas of strategic brand and customer management since the company's inception in 2000. BBDO Consulting builds upon the comprehensive know-how of its staff from both consultancy and industry. Excellent knowledge of local markets combined with a global outlook contributes to their success in offices in Düsseldorf, Johannesburg, Madrid, Moscow, Munich, Shanghai, Tel Aviv and Zurich. BBDO Consulting is part of BBDO Worldwide, one of the leading international agency networks with over 290 offices in 77 countries.

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