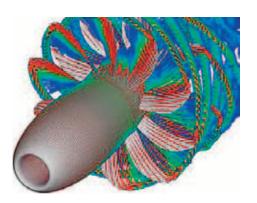


Web-Based Innovation Management Software Platform

COLLABORATE TO INNOVATE FASTER, BETTER BECOME THE ULTIMATE LEADER!

IMPA is a Web-2 collaborative workflow-based Innovation management application developed by Altran together with FP7 consortium partners EADS Innovation Works, Carl-Zeiss-Optronics GmbH and Micos, founded on principles of systematic innovation, model-based idea generation, and the best practices in innovation management.

















Workflow based Innovation management application...

Based on a structured innovation process with defined stages of idea generation and maturation, formal and informal reviews to capture, mature, and select ideas with the highest innovation potential for launch as innovation or development projects.

...Designed to foster break-through innovation

Developed under the European Commission's Seventh Framework Programme (FP7) the platform is designed to help generate, identify, define and select innovation projects which will lead to disruptive/step-changes in aeronautics. It also supports and enhances incremental innovation.

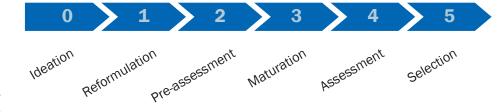


Fig. 1 Innovation Management Workflow

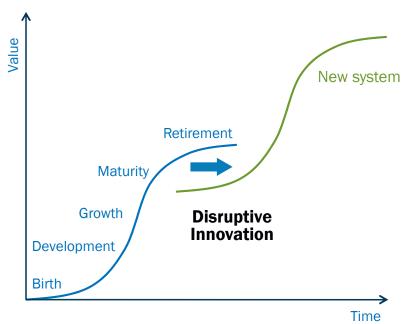


Fig. 2 Technology S-curve

Main Features



Supporting Processes

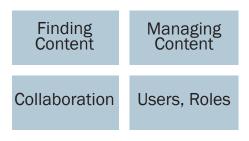


Fig. 3 Innovation Management Functional Blocks

FEATURES

- Idea Development Capture, edit, share and develop ideas in a collaborative, process-based environment.
 Get informal feedback from the community of users as well as coaching and a formal review and development support from cross-functional experts.
- Campaigns Launch focused campaigns, enable the power of the community of users to gather ideas or knowledge on specific topics: requests for solutions to problems, identify new opportunities, solve old blocking points. Respond to technological/business challenges or provide information to support technology or market development.
- KPI Dashboard Apply quantifiable measures to compare the organisations' innovation performance across multiple categories. Align innovation performance to an organisation's innovation strategy.

- Technology Watch Track environmental changes, emerging technologies and other information that can help support and enable the development of ideas or solve problems that were previously identified as unsolvable. Push and Pull concepts and workflow integration is provided.
- Innovation Guidelines Enhance creativity and generate high quality solutions using a portfolio of proven innovation methodologies and techniques based on principles of systematic innovation
- Merit and Incentives View and highlight the achievements of top innovation performers, motivate contribution through recognition and feedback.
- **Supporting Functions** Search & manage content, promote collaboration, manage users & roles.

"Apply a structured process to manage the Front End of Innovation:
From Idea Generation to Innovation Management. An essential tool for any organisation that needs a structured approach to managing the fuzzy front end of innovation."

The Challenge

Fuzzy- Front End of Innovation, or preproject phase is where organisations generate a concept of a product or business opportunity to be developed and decide whether or not to invest resources in its further development.

While most organisations have well- defined and structured process for project management and industrialization, the front-end of innovation usually lacks structure and may even be chaotic.

However this is where major commitments are made involving resources, time and money, setting the course for the entire project development and it cannot be left to chance.

Our Solution

STRUCTURING THE PROCESS

The innovation Management Platform applies a structure to the innovation process to create, capture, and develop ideas through well-defined workflows.

Initial raw ideas are captured quickly in easy to use web forms then developed through defined stages with specific milestones. Ideas are systematically developed and promoted to higher levels until they are ready for selection as projects and transferred to the organisation's product development process.

PROVIDING TOOLS TO FOSTER INNOVA-TION AND IDEA FEASIBILITY

A powerful feature is the inclusion of feedback loops. Ideas initially assessed as not ready are periodically reviewed for changes in technology, market conditions or other factors that may enable their realization.

Grouping knowledge (ideas, problems, solutions and information) allows matching of identified problems or innovation challenges with proposed solutions and technology watch information.

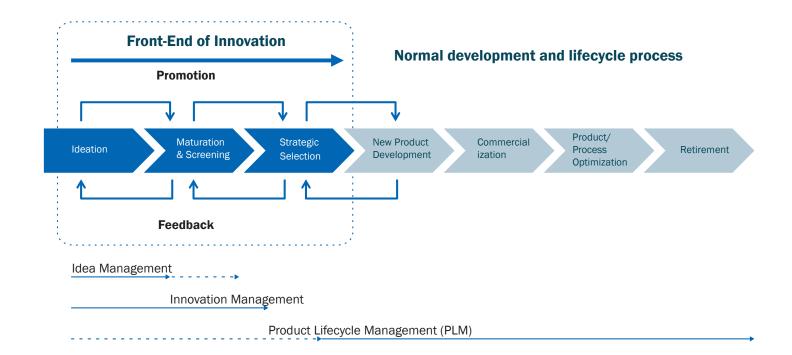
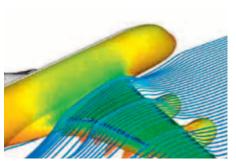


Fig. 4 Innovation Management Process







Collaborative Web 2 Application

More than just a knowledge management platform, IMPA promotes innovation through a community of users within an organisation to:

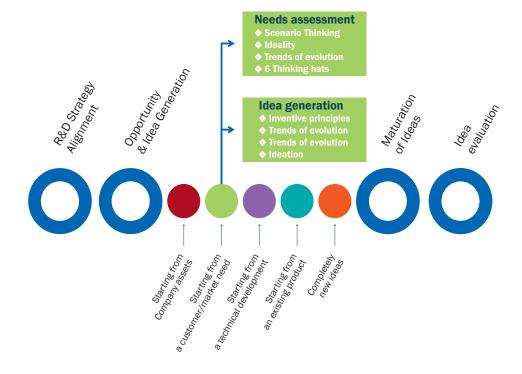
- Capture, edit, and mature ideas collaboratively
- Group ideas by categories and keywords to find potential synergies and match problems to solutions
- Monitor the environment for changes in technology, market conditions, regulation
- Monitor an organisation's innovation performance (KPIs, Dashboard)
- Use feedback loops to periodically reevaluate ideas/proposed and realized projects based on new information (e.g. sales, market information, technology)
- Provide review and rebuttal / idea owner's response process stages such that no ideas are killed or lost

- Stimulate creativity and foster a systematic approach to problem solving with integrated Innovation Guidelines
- Use the power of the web 2 based application to break through organisational silos with use of the collaborative work features.
- Allow cross-functional/cross-departmental sharing, discussion and development for richer, more complete ideas that consider all the relevant factors to the organisation: e.g. technology, manufacturing, market, financial aspects, risk.
- Improve visibility in the front-end of innovation, identify opportunities earlier and align to the organisation's innovation strategy.



Apply Innovation guidelines to systematically solve difficult problems, generate break-through solutions. Based on ideation methods,

TRIZ / TIPS and system engineering.



Benefits

- Process-based approach provides a structured way of achieving reduction in development costs and reduction of "time-to market"
- **Promote** breakthrough innovation, while enhancing the quantity and quality of ideas using:
 - a structured and systematic approach to problem solving and idea generation(vs. random search / brainstorming / traditional technology watch).
 - innovation guidelines with integrated step change creativity techniques
- Share, enhance and develop ideas collaboratively and with multifunctional expert support align with the organisation's overall innovation strategy in order to select the highest potential concepts to be launched as projects.
- Continuous process-flow based collaboration of different users provides enhancement over voluntary, non-guided approach.
- Capture the ideas that normally remain untapped.
- Identify innovation challenges, problems and elicit solutions. Automatically match solutions to problems with categorization and search features.

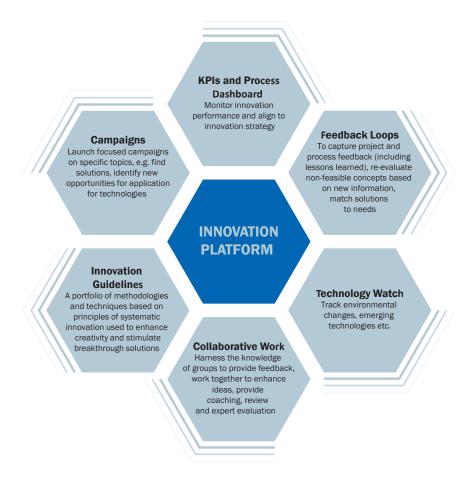
- Goal-oriented search for breakthroughs based on integrated system engineering & functional analysis
- Improve visibility of the front-end of innovation. Apply quantitative measures (KPIs) to the innovation process.
- **Breakthrough** organisational silos with a web 2 collaborative approach for sharing work, enable the development of ideas or solve problems that were previously identified as unsolvable. Push and pull approach!
- Formalize assessment and milestone reviews (gateways), remove assessment bias while maintaining open and informal feedback channels from colleagues.
- Include Business Components in risk and cost assessments, strategic selection based on quantifiable criteria.
- Capture early stage IP relevant information: record the development history of ideas from raw ideas to launching fully developed concepts as project for use in Intellectual Property logs.











Our Solution tailored to Aeronautics

Technologies

Developed with proven Microsoft Sharepoint .Net Framework and SQL technologies for trouble-free management of large quantities of information it is designed for easy implementation within most corporate or academic IT infrastructures.

Dissemination

Developed by Altran together with FP7 consortium partners EADS Innovation Works, Carl-Zeiss-Optronics GmbH and Micos, the platform will be undergoing testing with live workshops in Q4 of 2012 and be ready for dissemination in Q1 of 2013.

About Altran

As global leader in innovation and high-tech engineering consulting, Altran supports companies in the creation and development of their new products and services. For thirty years, the Group has been providing services to key players in the fields of Aerospace, Automotive, Energy, Railways, Finance, Healthcare, Telecoms...

The Innovation Management Platform - applicable to all types of innovation: product, process, business, organisational - will be available free of charge to members of the Aeronautical community and Academic institutions within Europe.



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