



Delivering on the Promise of Product Innovation

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Innovation =



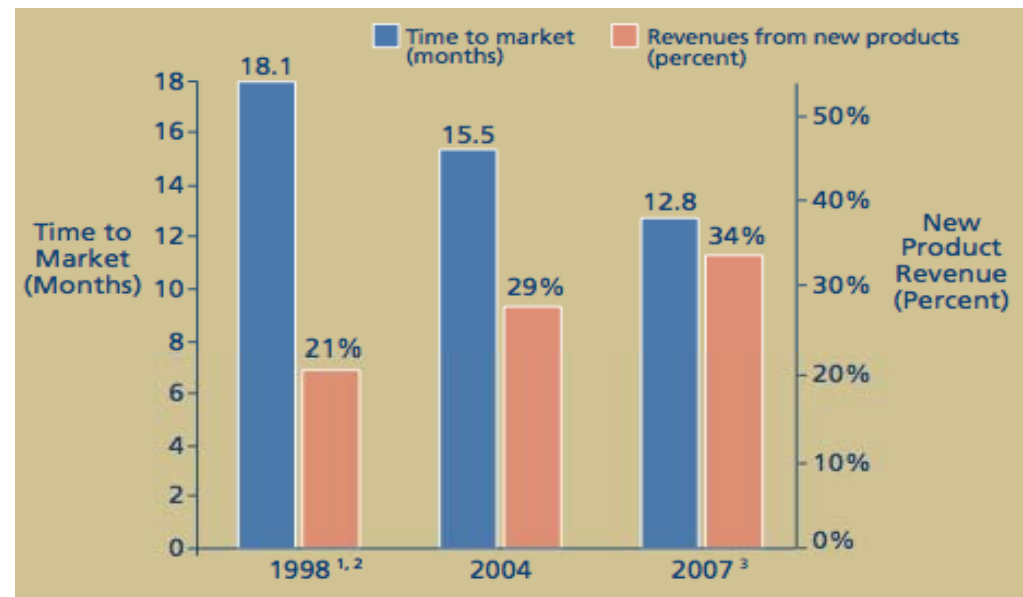
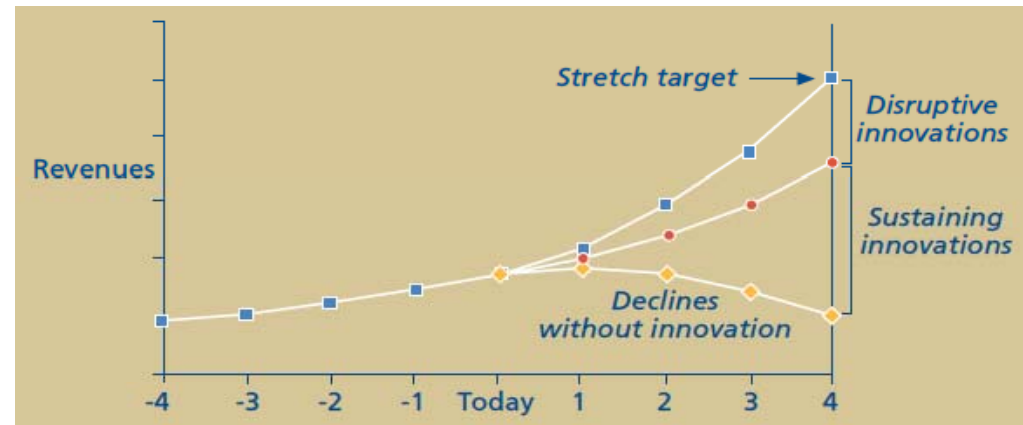
Fail Often +

Fail Fast +

Fail Cheap

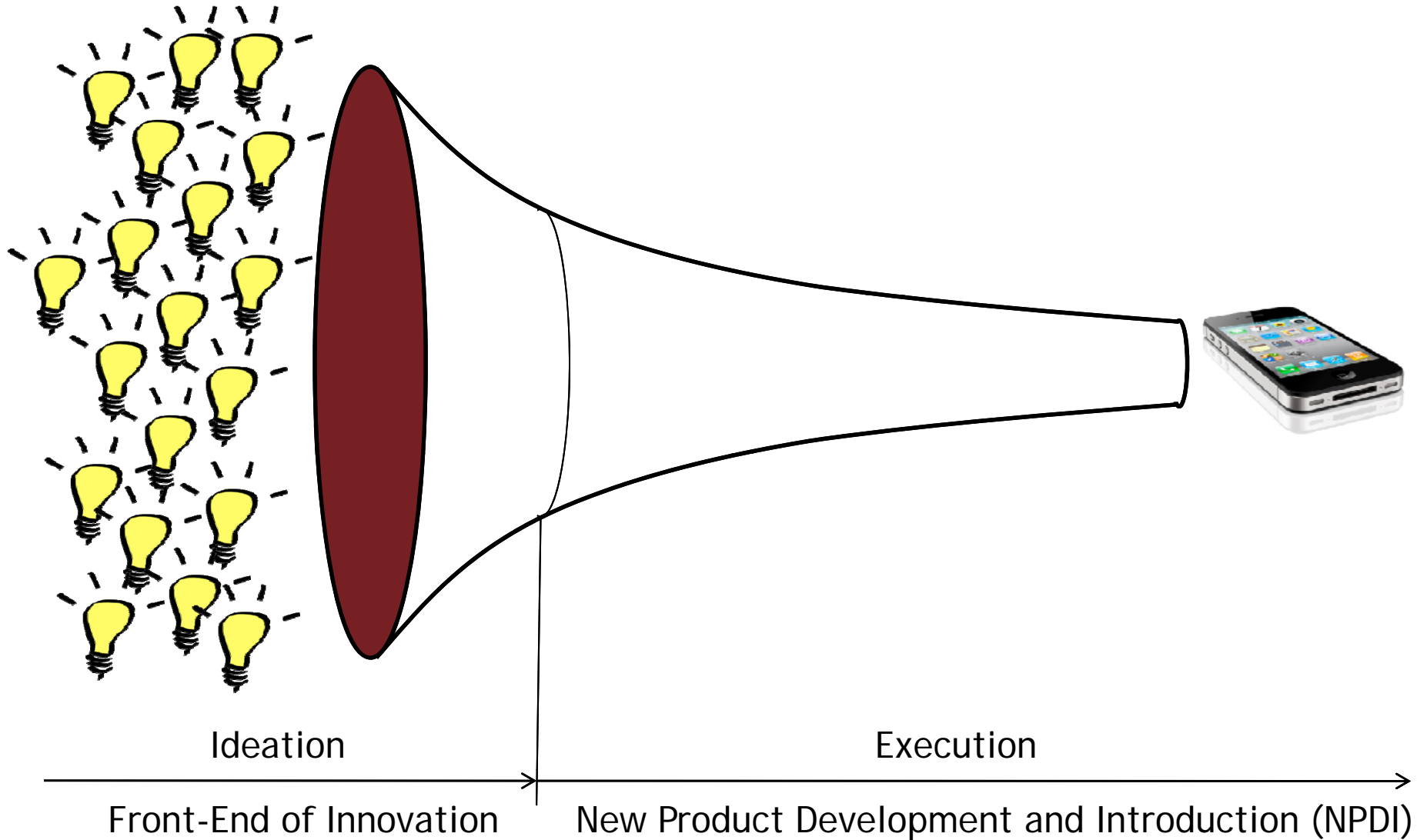
Drivers for Product Innovation

- Sustain future revenue growth
- More new products
- Shorter time
- Customization
- More attractive designs
- Better performance
- Higher quality
- Price pressure
- Globalization
- Product and Manufacturing Complexities
- Rules and Regulations

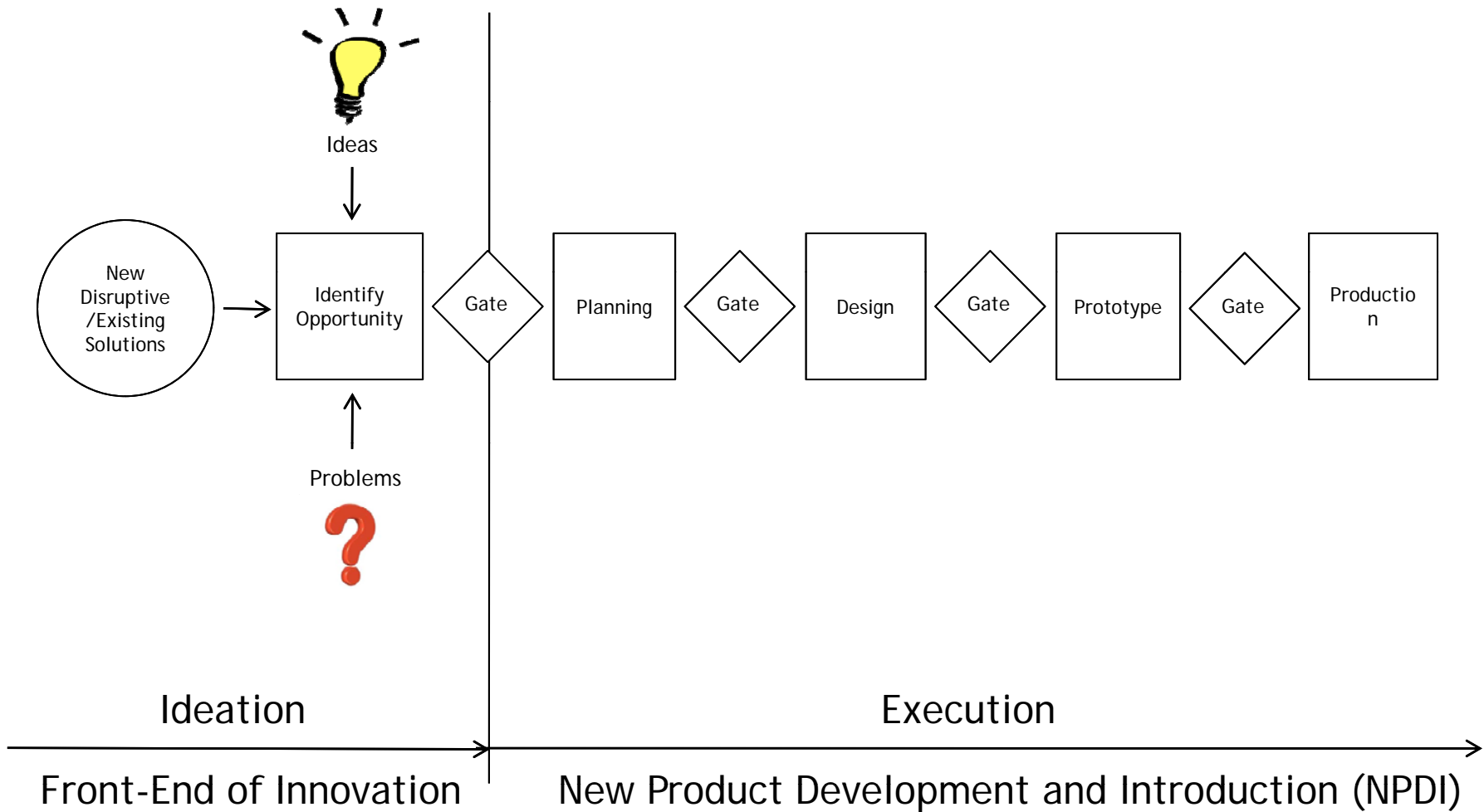


Analysis of 650 companies in North America and Europe (Source: Deloitte Research)

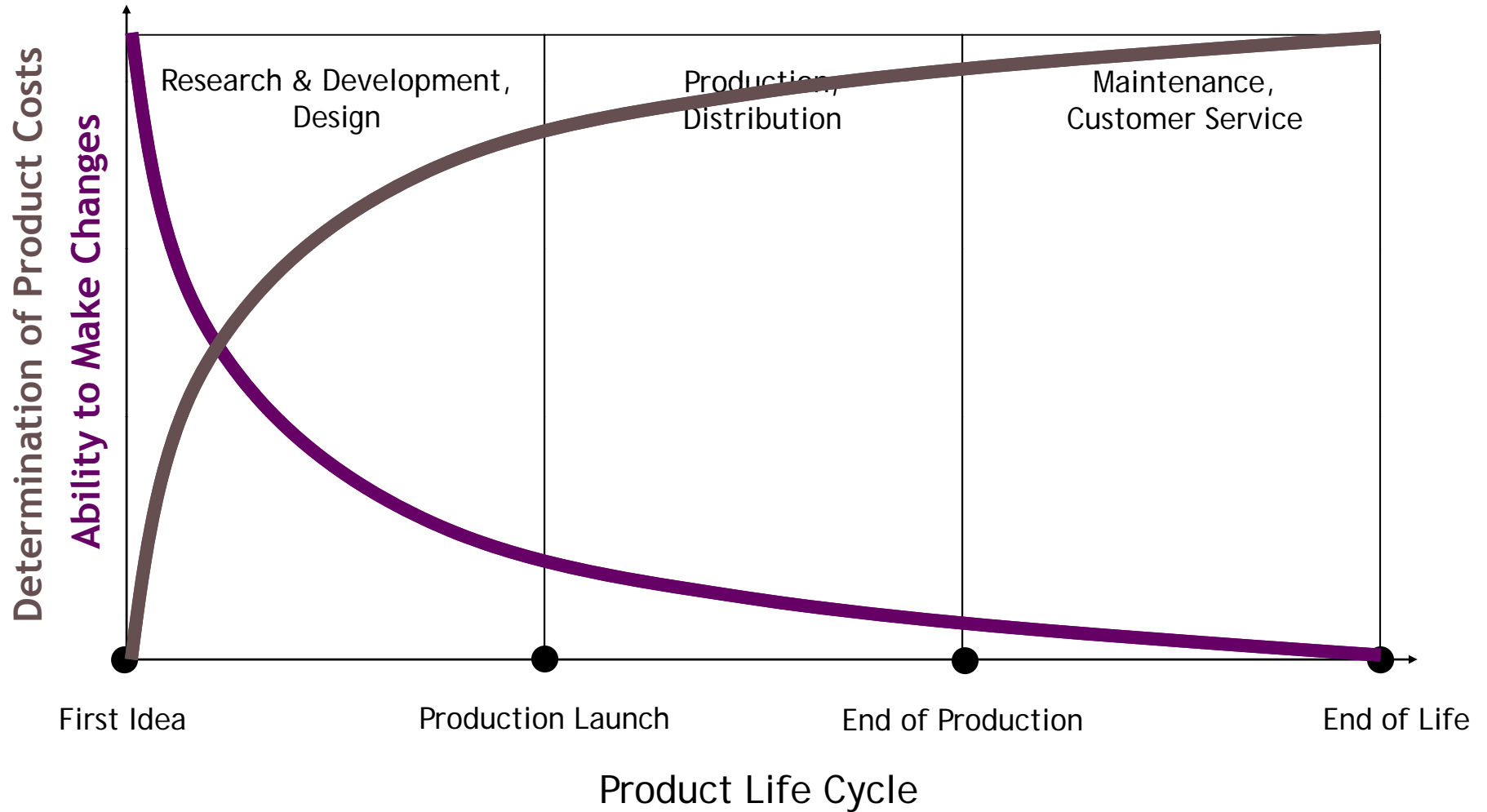
From Idea to Product: Fail Often



Methodical Approach: Fail Fast

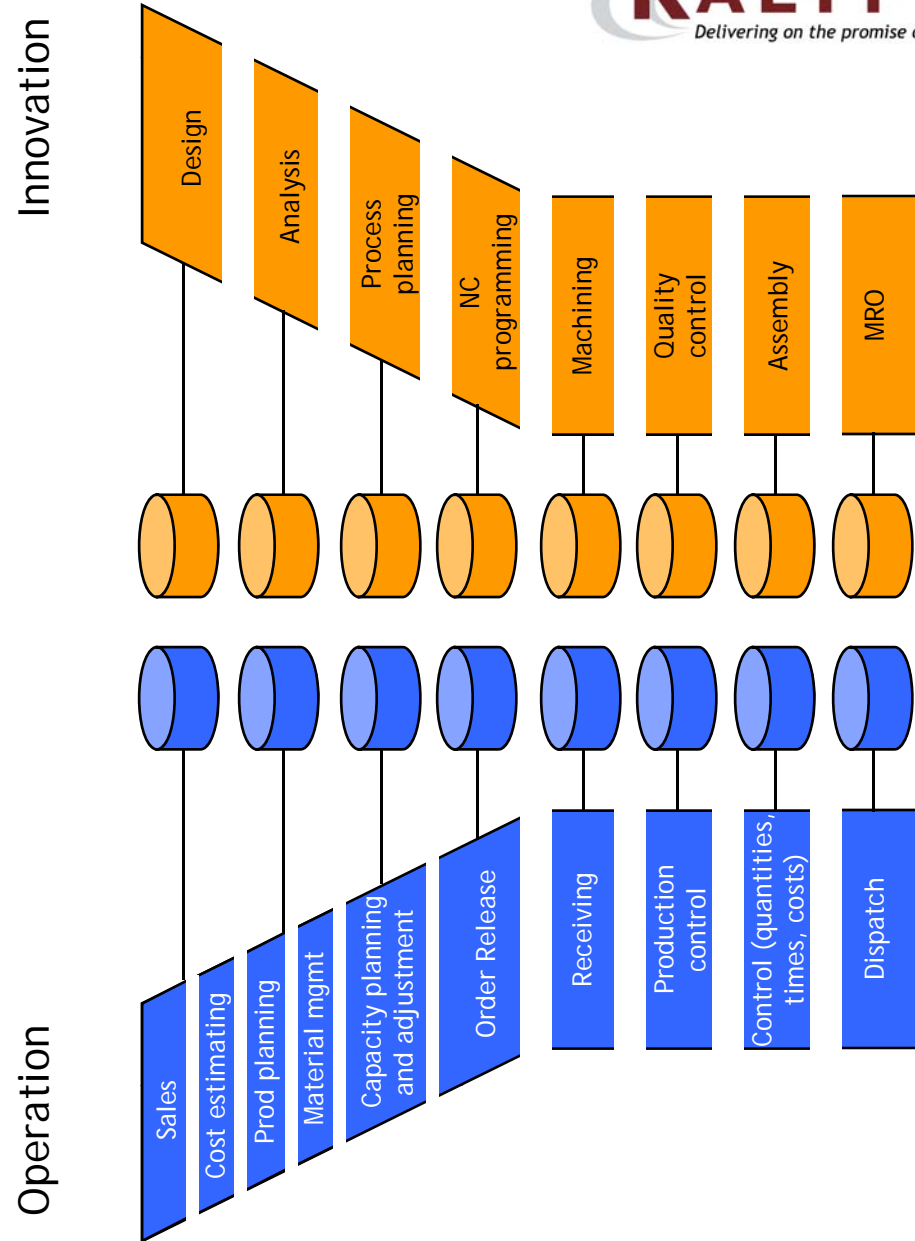


Quick Decisions: Fail Cheap



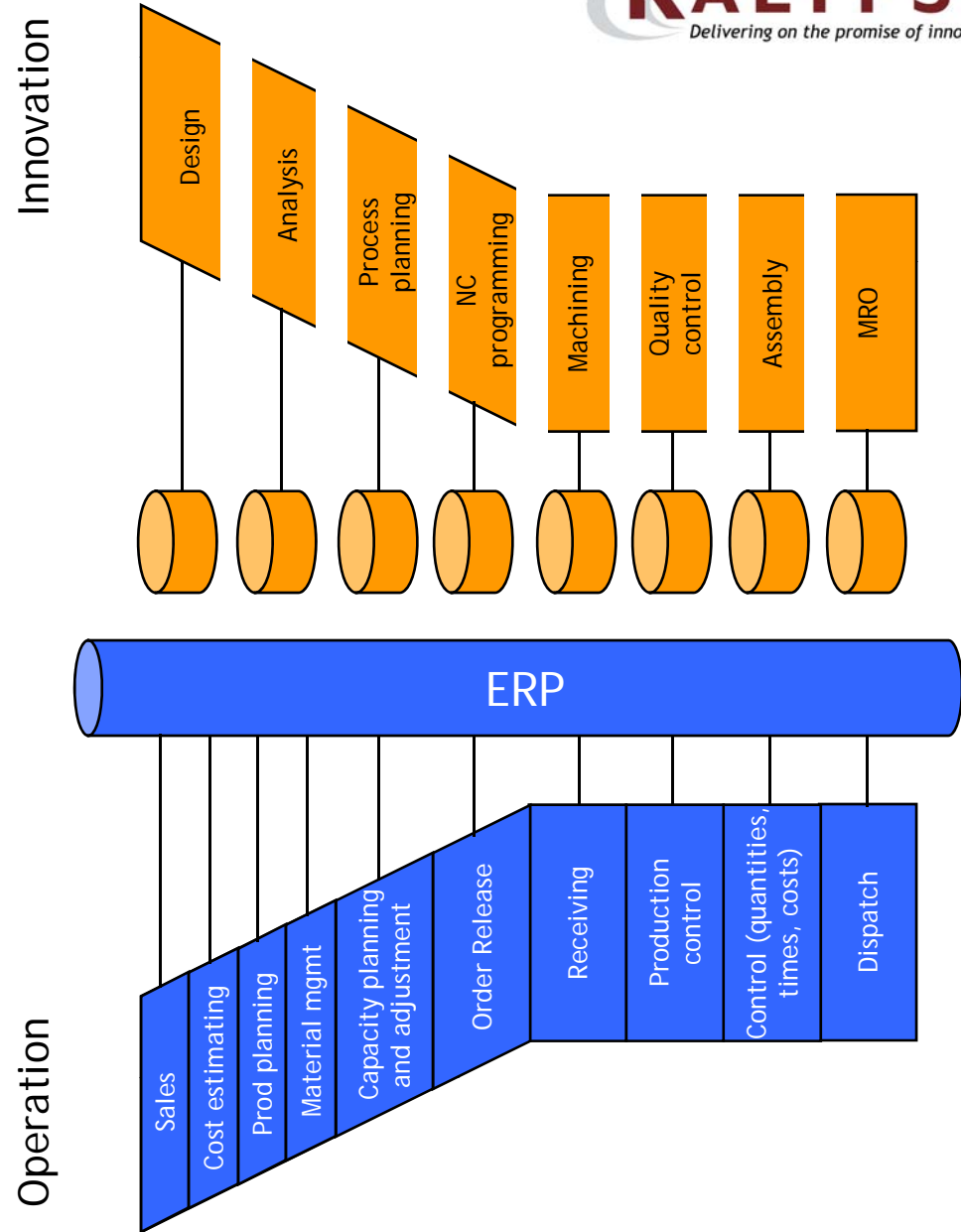
The Problem

- Serial, fragmented, manual, and paper based practices and processes.
- Information Silos
- Innovation practices and processes are slow, resource intensive, costly, inflexible, provide little visibility, and are difficult to manage and control
- Little support to make good decisions

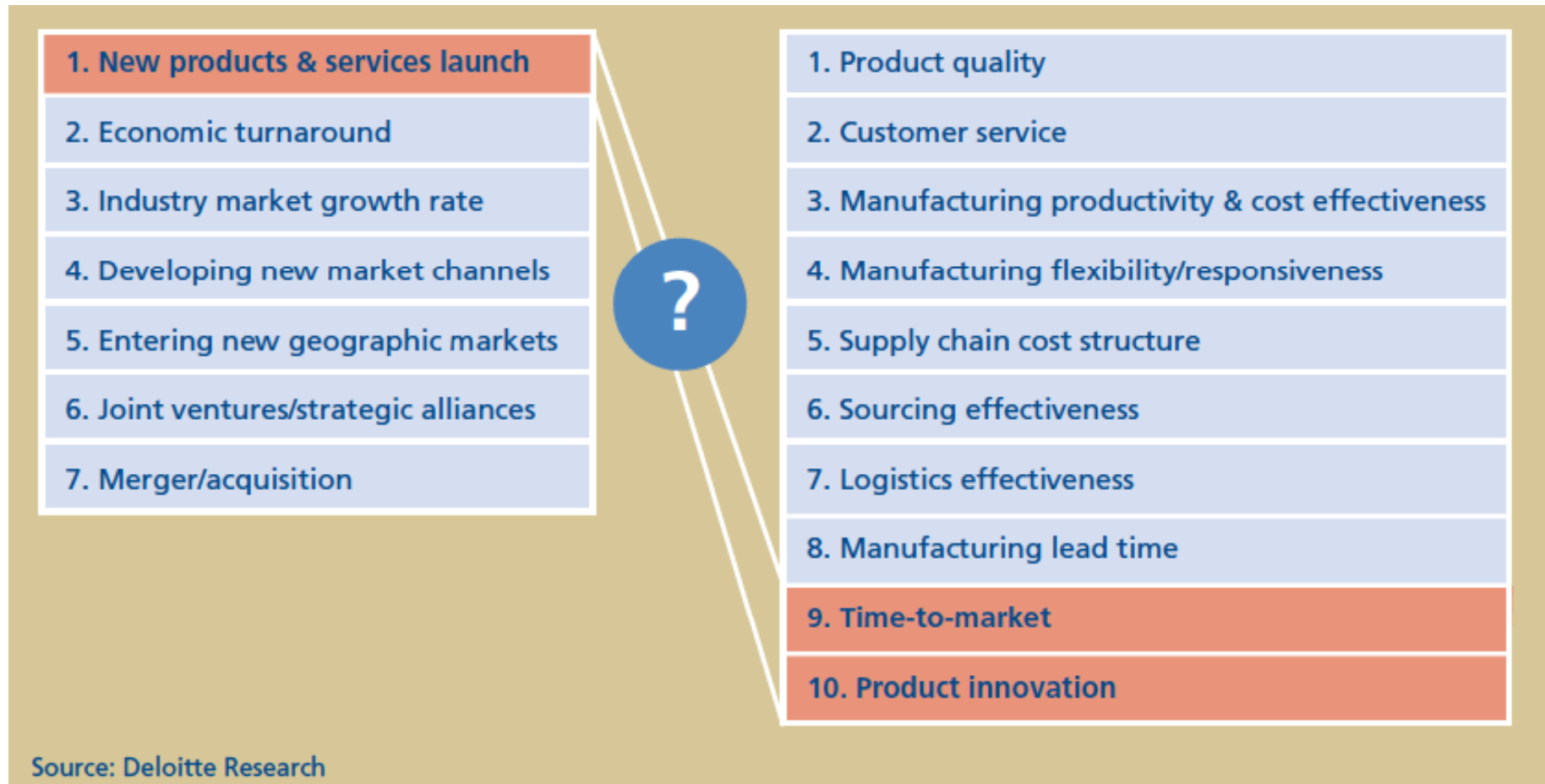


Focus ≠ Innovation

- Focus on cost reduction, not revenue increase
- Investment in operations, not innovation

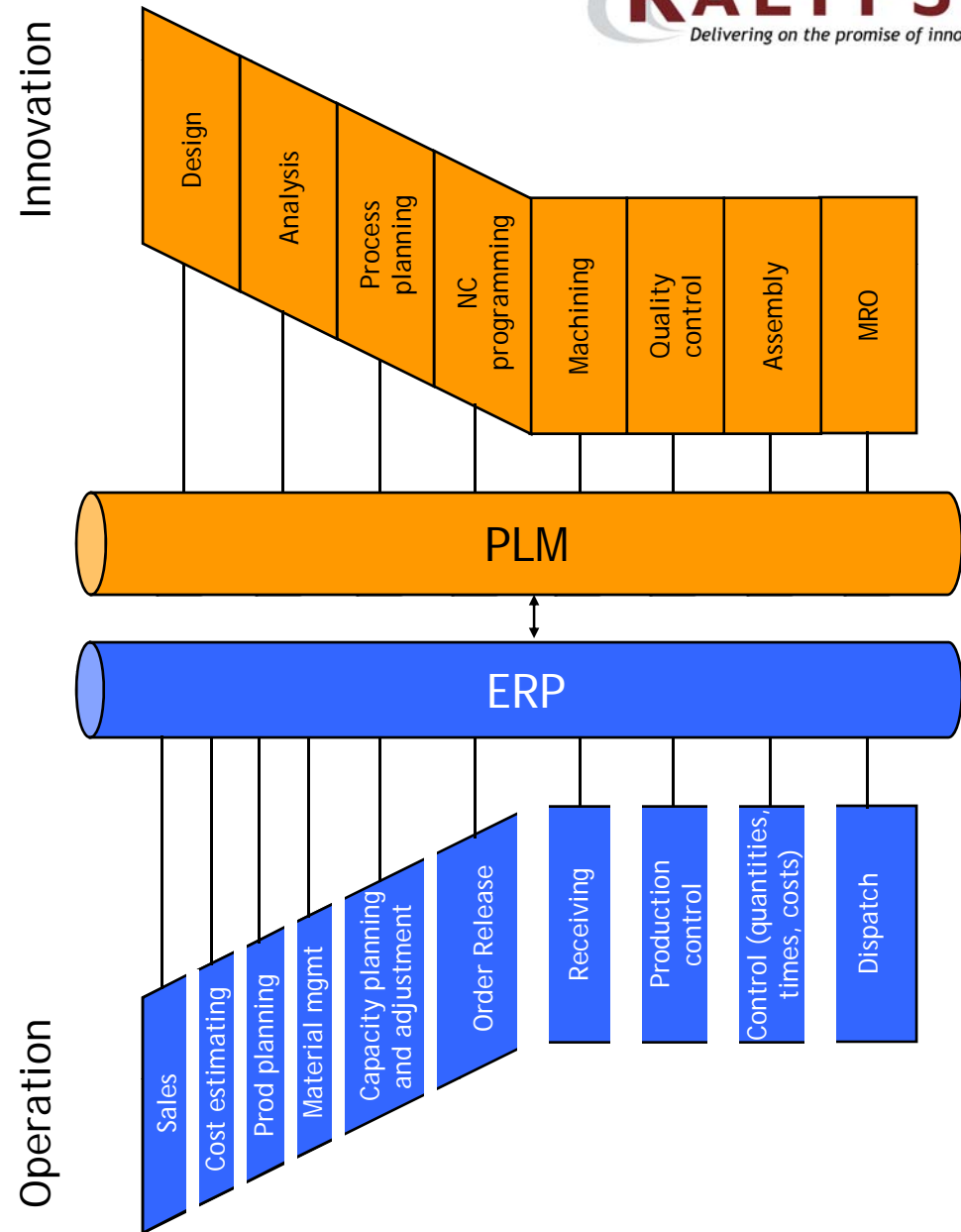


The Innovation Paradox

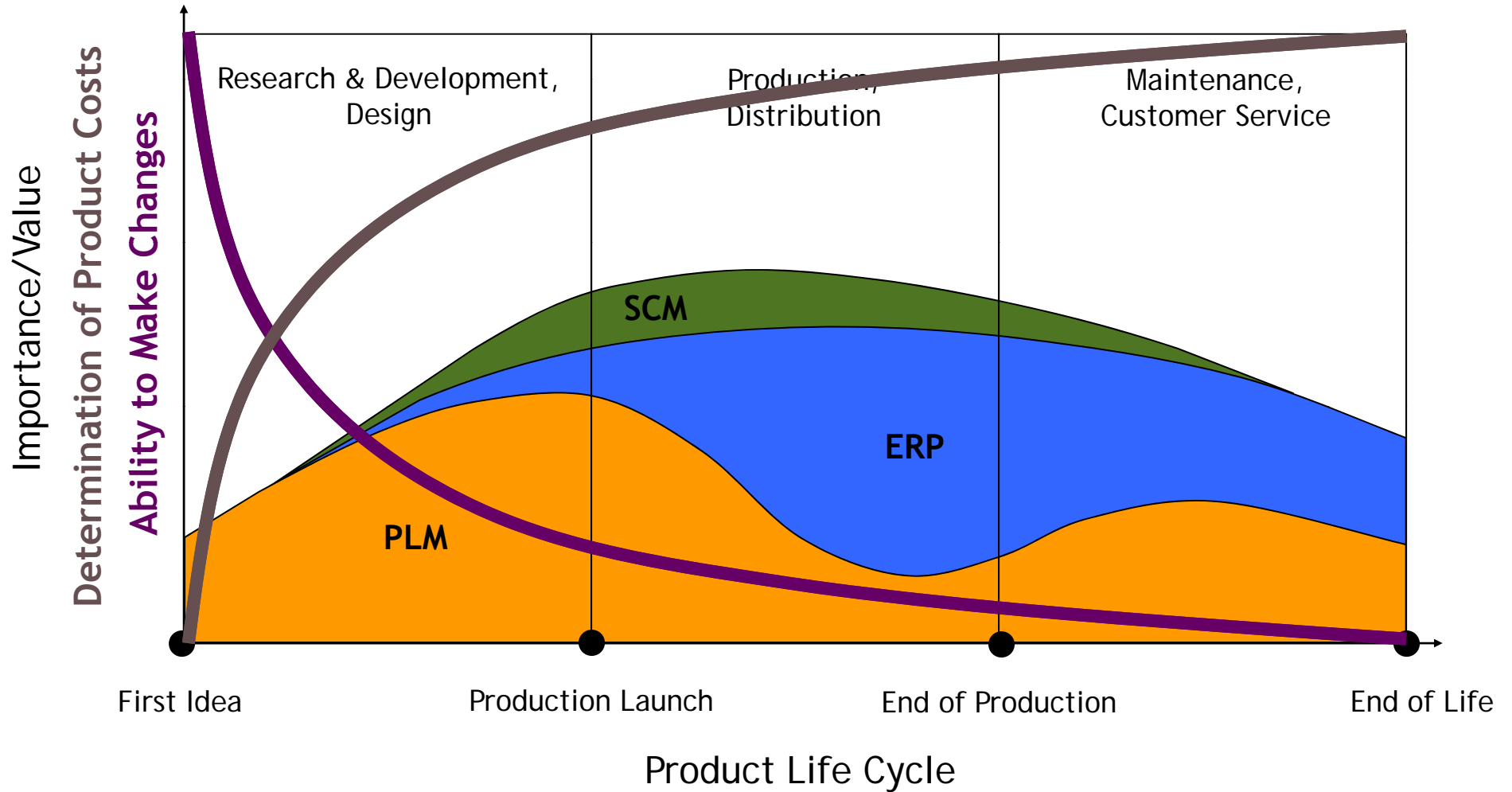


Enabling Innovation

- Product Lifecycle Management (PLM)
- **Integration** of innovation processes, data and applications
- Reduce non-value added activities and enable stakeholders to **collaborate** in real time using a **consistent set of information** throughout the entire product lifecycle

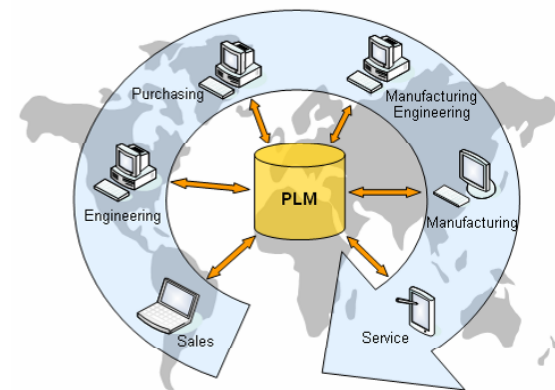
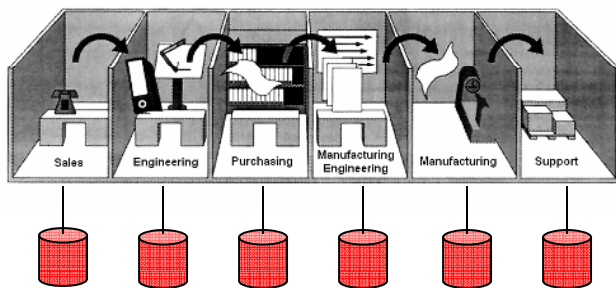


Importance of PLM in Innovation

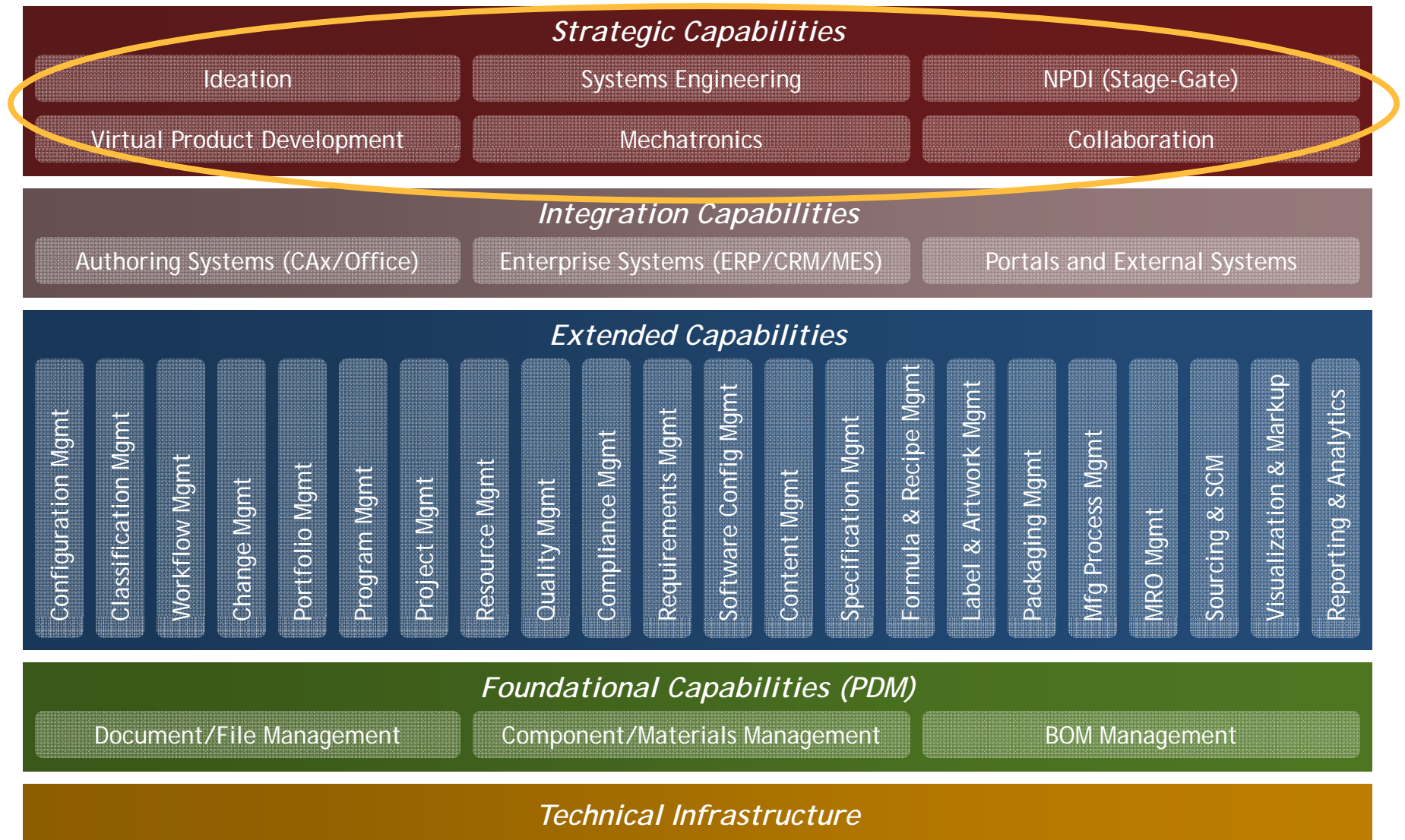


What is Product Lifecycle Management?

- All-encompassing approach for innovation, new product development and introduction (NPDI) and product information management from ideation to end-of-life.
- PLM Systems are an enabling technology for PLM that:
 - Integrate people, data, processes, and business systems
 - Automate processes in the technical process chain
 - Provide a central repository for all product-related data for the extended enterprise
 - Let all stakeholders work together on a consistent set of information throughout the entire product lifecycle.



The Scope of PLM



Think Big - Start Small - Grow Incrementally



The Innovation Engine

Our services are designed to help companies become more innovative and provide a systemic view of new product & service development.



Proprietary Tools and Methods


We have developed over 40 proprietary tools and methods that enable us to accelerate work on a project and ensure a successful outcome.




Innovation Engine Diagnostic
Capabilities Benchmarking Assessment




Rapid Results
Business-Driven Implementation Method



R&D Management Framework
Key Dimensions for R&D Excellence



Value Management Diagnostic
Capabilities Benchmarking Assessment



PLM Vivo
Pre-configured PLM Solutions




Innovation Engine Results
Business Case Development Tool




PMO Framework
Guide for Creating a Project Management Office




Innovation Climate Assessment
Organizational Behavior and Design Assessment



Social Product Innovation
Web 2.0 and Enterprise 2.0 Strategy




PLM Evolve
PLM Evolution and Upgrade Methodology




PLM Capabilities Framework
Comprehensive PLM Analytical Tool




Phase Gate Optimization
Pre-Defined Phase Gate Model



Innovation Roadmap
Market, Product & Technology Roadmapping



Complexity Management
Complexity Management and Methodology



Collaborative Innovation
Collaborative Innovation Strategy

Summary

- Develop innovation strategy
- Define and optimize processes for ideation and NPDI
- Implement PLM as enabling technology
- Think big - start small - build incrementally
- Fail often, fail fast, fail cheap... and innovate successfully

Thank You!



Andreas Lindenthal
Partner



- 20+ years professional experience in innovation, product development, and PLM
- Former co-founder and president of Metafore, an independent PLM solution provider
- Former executive at UGS Corp and head of new product development at Sulzer AG
- Serves clients in automotive, aerospace, consumer goods, high tech/electronics, machinery equipment, and medical device industries
- BS degrees in Mechanical Engineering and Economics and an MBA in Entrepreneurship



Thank You

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The Kalypso Difference

Kalypso is a consulting firm focused exclusively on innovation. Our people are leading business professionals who combine experience in select industries with product and process innovation expertise.

Mission:

To help our clients deliver on the promise of innovation



Software Relationships

We have extensive knowledge of and implementation experience with the leading PLM and product innovation software technologies. We provide objective guidance and hands-on implementation expertise.



Where We Are

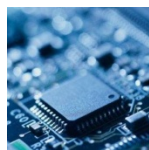
We are wherever you need us to be. Our offices are located near core industry clients in large metropolitan areas. Our more than 120 employees serve clients all over the world.



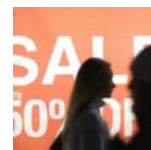
- Kalypso Locations
- Kalypso Affiliates

Industries We Serve

We serve industries where we have the specific knowledge necessary to provide the guidance our clients expect.



High-Tech &
Electronics



Consumer Goods



Life Sciences &
Medical Device



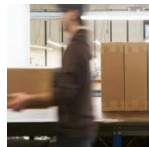
Industrial, Machinery
& Plant Equipment



Aerospace & Defense



Energy



Financial Services



Process

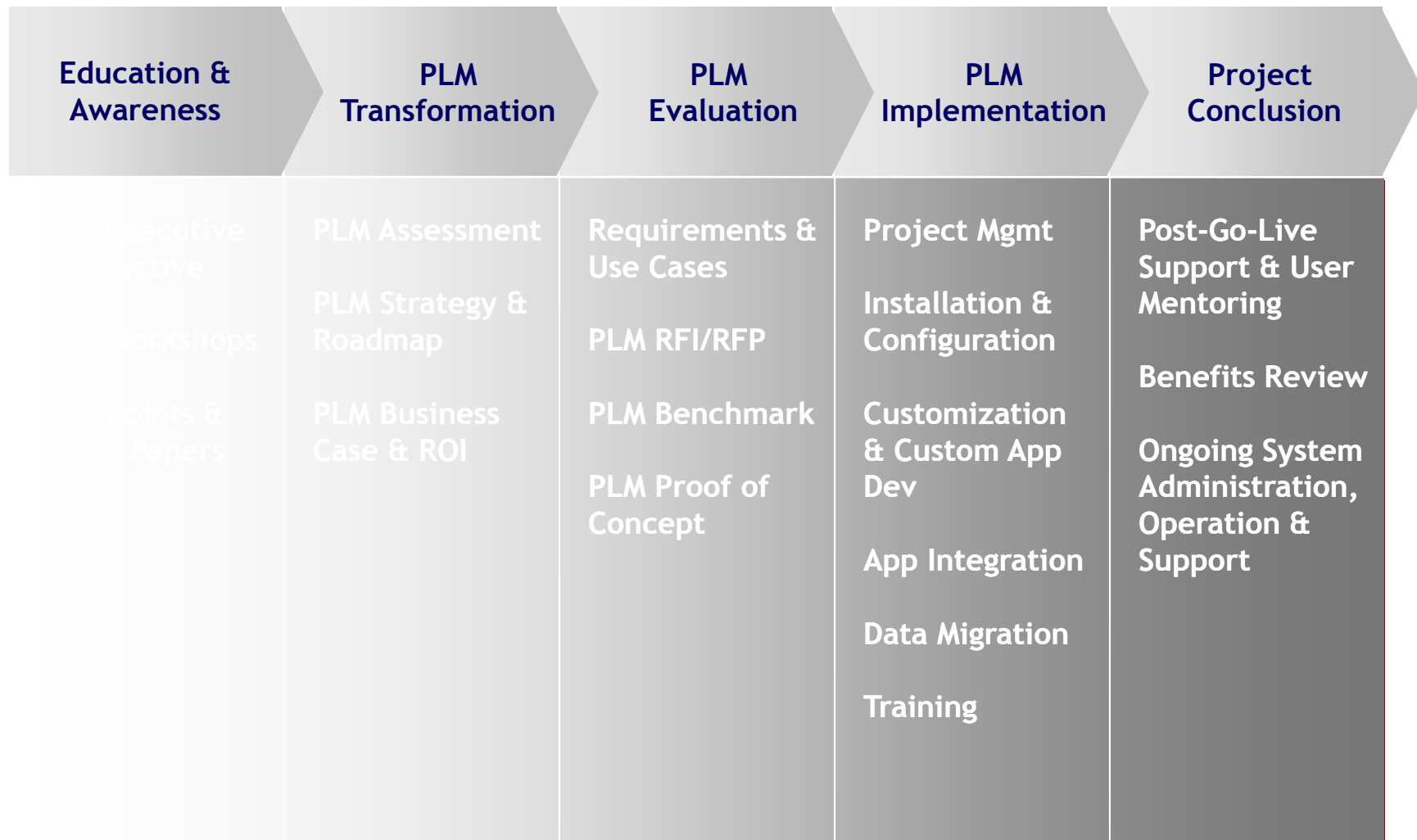


Automotive



Retail & Apparel

The Path to PLM



Rapid Results

Implementation Methodology

