Integrated Innovation Analytics
Run Innovation like a Business

Many companies celebrate their commitment to the promise of innovation, but very few can articulate the financial or economic impact it has on their business.

In order to better understand the innovation impact, organizations must start by gaining broad and deep visibility into its innovation process. Visibility provides the necessary insight to develop a more informed decision making process to drive increasingly better results. It will also allow management teams to ensure that innovation strategy is closely aligned with corporate strategy.

Companies that lack these core fundamentals often experience the following challenges:

- Innovation does not deliver desired breakthrough outcomes
- ROI doesn’t meet growth objectives, shareholder or street expectations
- The majority of products fail to meet launch goals
- Cannot quickly capitalize on emerging global and local trends
- Product performance cannot be measured in near real-time
- “Big data” cannot be harvested for insights and better decision making
- Employees cannot be held accountable for innovation results

Increase Visibility with an Integrated Innovation Approach

To overcome these challenges, companies must transform their innovation cycle to a more integrated process. Kalypso’s Integrated Innovation approach helps companies run innovation more like a business, and become more effective in solving critical innovation challenges using proven tools, methodologies and practices.

Combining deep expertise with years of hands-on, global experience across industries, Kalypso can help your company improve innovation results and operational efficiency, capitalize on global growth opportunities and manage global regulation and recall risks.

Enable this Approach with our Integrated Innovation Analytics (IIA) Solution

The Integrated Analytics Solution is a centralized scorecard summarizing innovation performance metrics (financial and non-financial). It aligns organizational strategy to innovation performance and is inherently interactive, drillable and supports ad-hoc analysis.

Informing the integrated information process from the “inside” and the “outside”, the integrated solution is critical for measuring real innovation results.

Sample Top-Level Balanced Insights:

Innovation Performance:
- Sales results over time & market share
- Portfolio mix by innovation type

ROI / Time to Development:
- Innovation platform ROI
- Earned value

Total Portfolio Value:
- Product portfolio value & project status
- Detailed results by period & YTD (actual vs. target)
- BOM / product changes

Post Launch Analysis:
- Actual results for new products
- Distribution, trials and repeats
- Regulatory and recalls

Consumer and Market:
- Overall customer sentiment
- Display trend vs. competitor
The Integrated Analytics Solution provides executives with a dashboard view of key performance indicators, helping to manage the integrated innovation process and drive innovation growth by:

- Enforcing cross-functional accountability
- Enabling global collaboration
- Enhancing consumer insights
- Improving global regulatory compliance
- Aligning portfolio with strategy
- Increasing portfolio visibility and ability to identify “winners”
- Facilitating performance transparency for ‘horizontal brand teams’ and ‘vertical’ P&L owners
- Improving in-market launch response
- Enabling continuous improvement through post-launch result analysis learning

Benefits include:

- Improved innovation results by increasing availability and visibility into all innovation data, not just financial data
- Greater and new insights from “the outside” to drive break-through innovation
- Boosted operational efficiency by linking actual operational results to the innovation process to enable feedback and key learnings
- Increased organizational collaboration by enabling cross-functional and global knowledge sharing

Getting Started with Integrated Innovation Analytics

Kalypso offers comprehensive services for implementing the IIA Solution, based on a world-class BI approach and market leading innovation expertise. These include:

- Assess current state and define a vision
- Develop a strategy that achieves incremental innovation benefits, accelerated by industry specific accelerators (CPG, High-tech, Life Sciences, Bio-pharma)
- Tailor solution experiences to unique user groups
- Develop a pragmatic implementation approach

Deliver Desired Innovation Results

Kalypso’s Business Intelligence and Innovation Analytics team brings the ability to “right-size” and apply world-class, enterprise business intelligence principles to our clients’ innovation organizations. By applying an integrated approach to the innovation process and management of all relevant data, our clients can measure the real value of innovation and transform it to deliver desired results.

To learn how the Integrated Innovation Analytics Solution can help run innovation like a business, contact John Gutierrez at john.gutierrez@kalypso.com or 469.744.4322 in the U.S., or Mick Broekhof at mick.broekhof@kalypso.com or 31.651.186.191 in Europe.

About Kalypso

Kalypso is the world’s premier innovation consulting firm, helping clients improve performance, drive profitability and create sustainable results by delivering on the promise of innovation. The people of Kalypso are leading business professionals who combine unparalleled expertise in innovation, product development, and product lifecycle management (PLM) with a depth of experience in the consumer goods, high technology, manufacturing, life sciences and retail industries.

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