

# Innovation Management : Art to Science?

**Why? What? How?**

**Management  
Overview**

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**INFOLOGIC**

*The logical approach to harness innovation*

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## Industry Issues

- Challenges of flattened, competitive and information rich global economies.
- New consumers, shifting demographics
- Global R&D/Technology villages and External & Global IP sources
- R&D model is moving from supply side towards a demand driven approach
- Move from “hard” technologies (hardware, gadgets, etc.) towards “soft” technologies (algorithms, formulas, models, methodologies)
- Manufacturing to Integration

## Problem Evidence

- Product cost & time overruns; competing development priorities
- Lack of a common language between R&D, Engineering & Manufacturing
- Missing technology & manufacturing readiness metrics
- Immature technologies inserted into products
- Gap between R&D Portfolios and Product technology needs
- Lack emerging “best practices”- Technology Hype, Innovation Curve, etc.
- Do not address technology transfer, insertion and integration
- “too much reliance” on technologists; hence creating “Hype”
- Manages internally developed R&D projects
- Use of ad-hoc software tools
- Lack of integrated technology maturation and risk control matrices

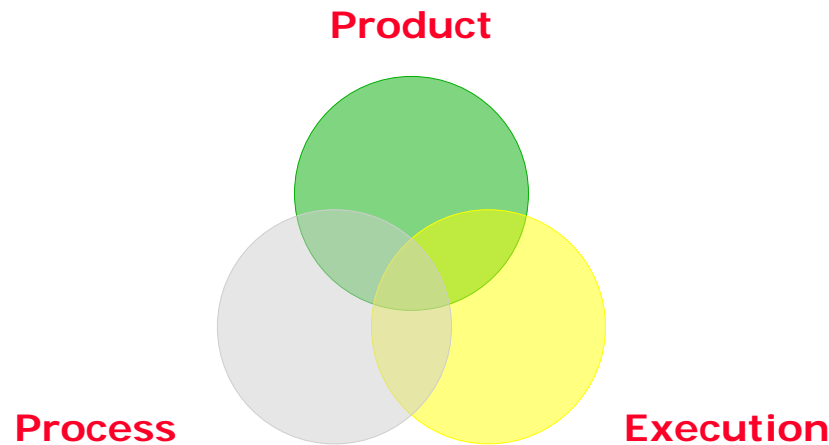
## Desired State & Result Impact

- Develop and implement an Innovation Management model which incorporates Products, Processes and Execution strategies
- Convert the Art of Innovation Management into Science by utilizing tools, methodologies and maturity metrics.

## Common Client Deliverables

- Innovation Management Assessment
- Business Process Re-engineering for the Innovation Management processes
- Best practices briefings for executives and line managers
- Training for Knowledge workers on tools/methodologies for implementation

## Innovation = f (Product, Process, Execution)

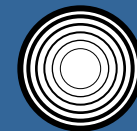


- **Product:** Technology-heavy (e.g: Airplane, iPod) OR Service-heavy (e.g: Starbucks System, eBay)
- **Process:** Any critical business process to ensure the success of product (e.g: iTunes for iPod, Marketing and Supply Chain Management)
- **Execution:** Management strategies to ensure that Innovation works!

To measure the success of Innovation in an organization, maturity analyses should be conducted for all THREE components:

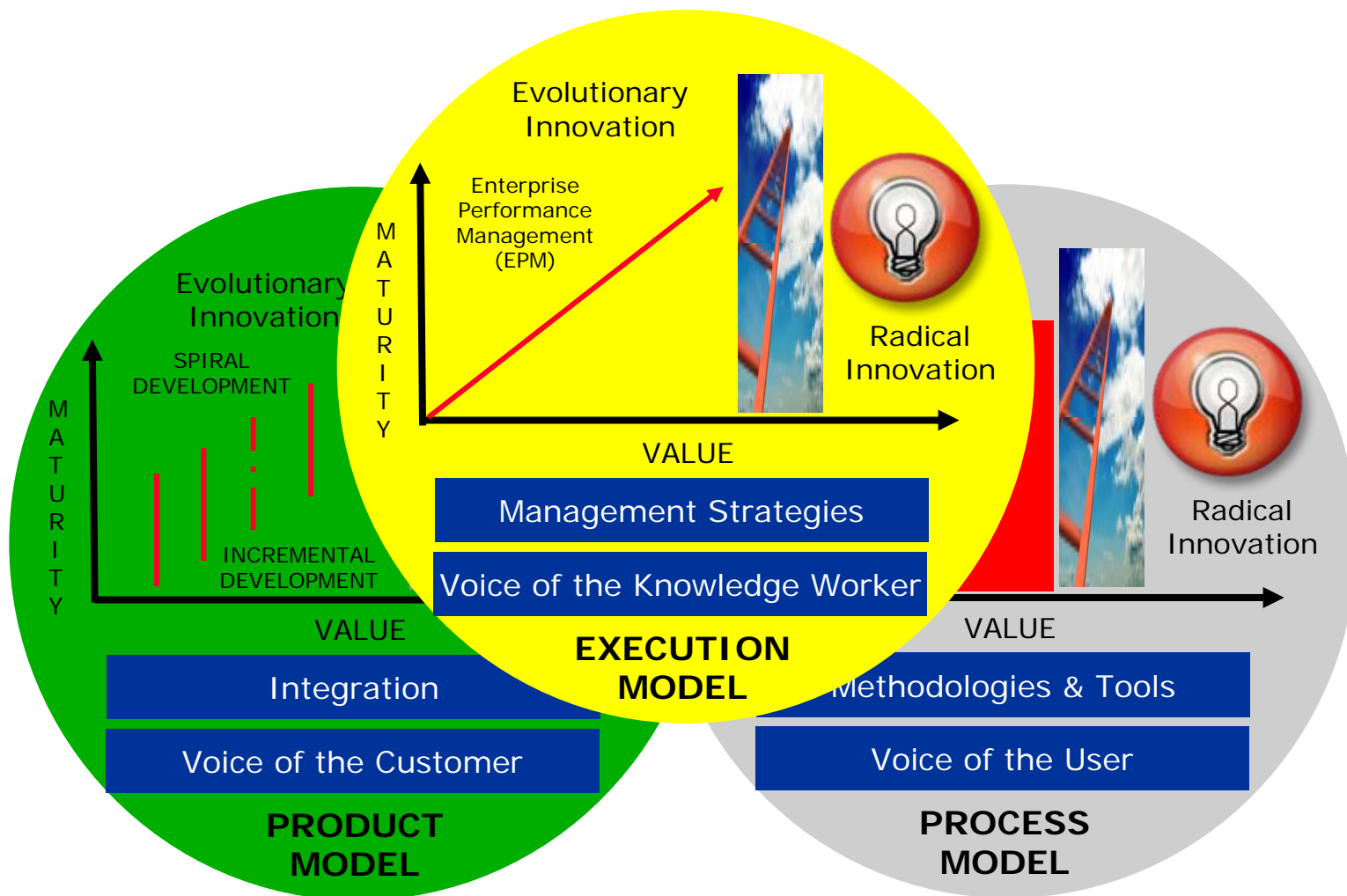
**Product, Process and Execution**

# Innovation Management : How ?



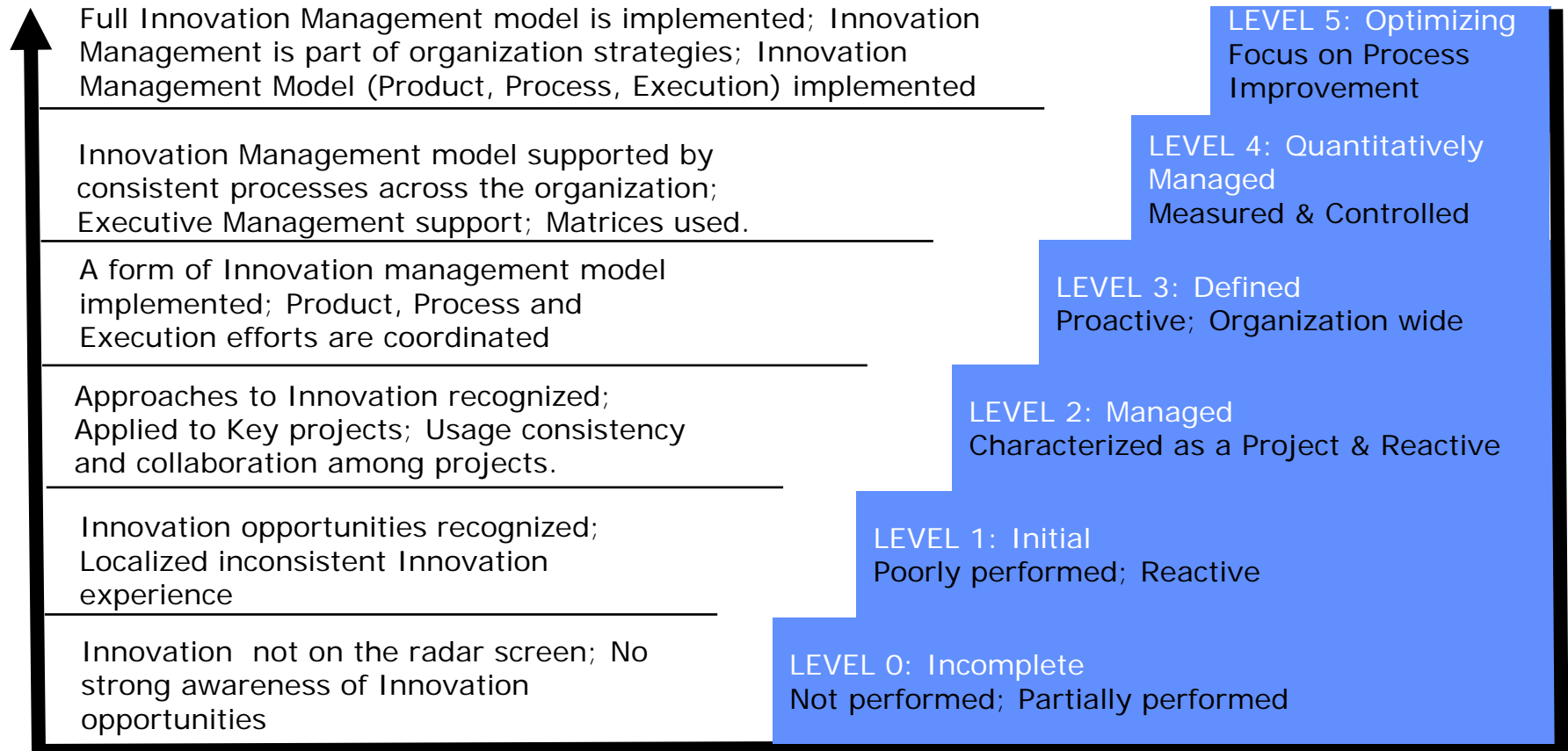
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**Innovation Maturity =  $f$  (Product, Process, Execution)**





## Innovation Management is a Process and should be measure using the CMMI methodology





## **Innovation Management – Rocket Science ?**

**“Innovation doesn’t just happen because it is directed or discussed or considered to be an imperative; innovation happens because organizations commit to the disciplines, practices, culture and processes that support and sustain innovation”**

Gartner - Managing Innovation: Primer, 5/2006

**Is Innovation Management a Rocket Science? NO!**

**EXECUTION is a Rocket Science!**

**Call to Action:**

**Don’t just EMBRACE Innovation Management,  
but EXCEL in Execution by converting the ART  
of Innovation Management in to SCIENCE !**