

IPE INNOVATION PROCESS ENGINEERING®

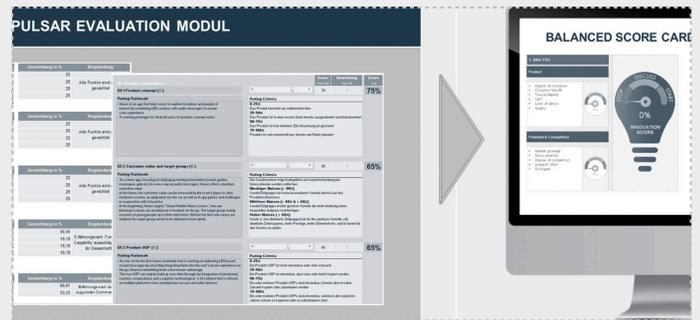
► Ever increasing digitised B2B and B2C channels are driving shorter innovation cycles and creating added pressures for companies to maintain their commercial competitiveness. New global players are challenging previously established markets and are spurring innovation forward.

„Creativity is thinking up new things.
Innovation is doing new things“

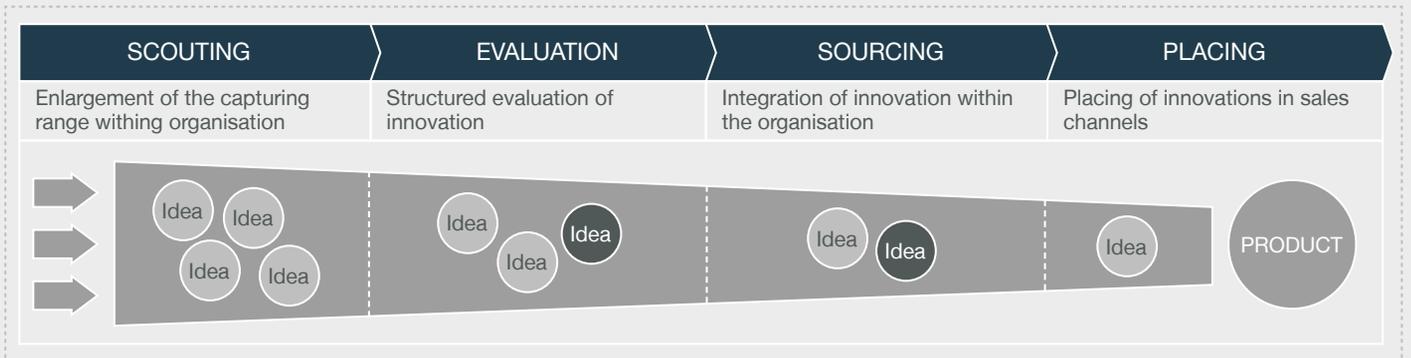
Theodore Levitt

Companies are not short of ideas; what many lack are structured innovation processes to help develop new products and services, which are necessary to gain long-term advantages over their competition.

Often there is organisational disconnectivity, as very few companies have a clearly defined innovation culture and supporting infrastructure. As a result, potential market opportunities go untapped countless times, and there is a growing realisation that crucial events are being missed. In order to help companies secure key advantages over the competition, the PULSAR Consulting Group has developed the PULSAR Innovation Process Engineering (IPE) consultancy module, which has already proven commercially successful for prominent companies in a wide range of sectors.



projects in real time. The results of these evaluations provide a balanced scorecard, which serves as a decision management toolkit. Plus a voting function for decision-makers and the option to automatically extract key information as a PDF document to be sent by email. IPM includes bespoke modelling functionality to match company requirements and the option to monitor the entire end-to-end process i.e. status information and transparent documentation.



IPE-Framework – Establishing long-term innovation infrastructure

The key step for implementation is to define a sustainable innovation process for the medium to long term, which covers everything from initial ideas and analysis through to the product launch. IPE provides a pragmatic approach, which is non-invasive and anchors the innovation process into existing company functions. It includes on-site support in setting up the new innovation processes and infrastructure.

Scope of service

- Definition of interfaces and key figures, plus optimisation of „innovation funnel“
- Setting up innovation management structures and requisite decision-making committees within the company
- Provision of PULSAR evaluation tools to assess potential innovation projects
- Organisation of sourcing and/or production options
- Definition of special purchasing processes if required
- Support during process implementation and organisational changes

PULSAR Innovation Process Manager (IPM) platform

A key component of our consultancy concept is the IPM software platform, which has been developed by PULSAR Solutions GmbH to implement and support the whole innovation process. Using IPM, internal staff designated as „evaluators“ will be able to analyse and monitor innovation

Applications of the IPE-Consultancy Module

PULSAR customers that have taken advantage of the IPE module generally fall in one of the following categories:

- Critical growth period – organic or inorganic
- Large range of products/services and high turnover of products/services
- Active in a dynamic and highly competitive technology market
- Large number of domestic and foreign branches and subsidiaries

Project scope and phases

Based on numerous successful implementations a two-stage model has been the best practice approach, proving both effective and fruitful for our customers. Stage 1 is the design and conceptual planning phase, including setting out the anticipated time scales, work packages and budgets etc. Based on Stage 1 results, the customer decides whether they wish to proceed. The agreed plan is then put into action as part of stage 2, initially as a pilot operation with the support of PULSAR.

SAMPLE REFERENCES - IPE IN ACTION



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PULSARCONSULTING

PCG delivers best practice solutions for process innovation engineering and organisational efficiency, market-driven corporate management and strategic financial management. It is the consultancy and process implementation partner for sustainable company development.

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