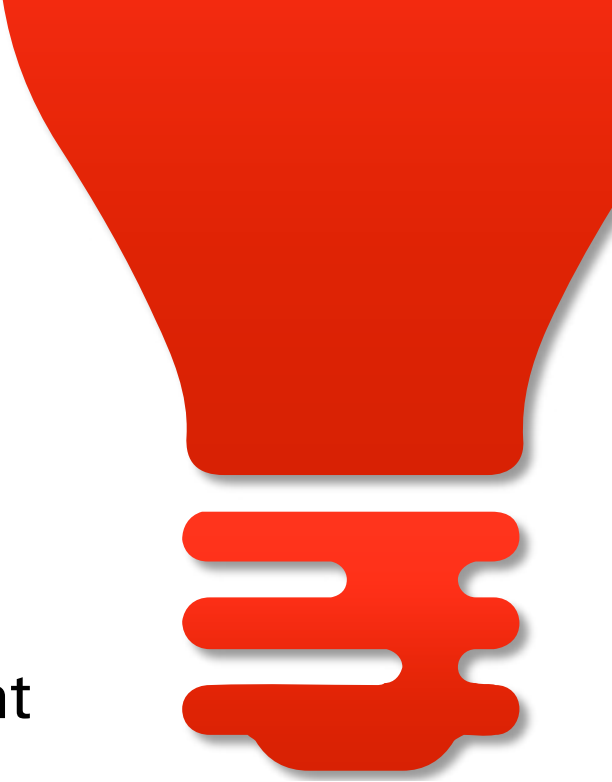# Translate Ideas into a Winning Portfolio of Innovations with Oracle Innovation Management Cloud

Is innovation getting the right attention at your company?

According to PwC's 16th Annual Global CEO survey of 1,330 participants, executives selected organic growth in current markets as the top opportunity for business growth, with new product development landing in a close second. However, the same survey revealed innovation is ranked fifth on their list of investment priorities! Without a methodical approach to managing innovation, the returns may be lukewarm at best. Furthermore, profits, sales and market share objectives are likely to suffer if formal innovation processes are not a part of product development.
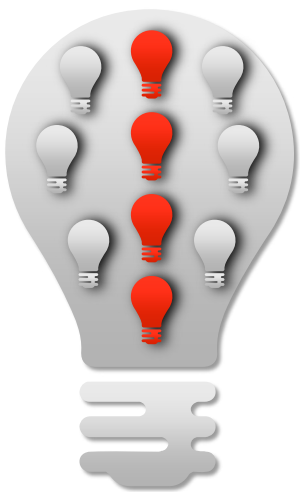
The Potential of Systematic Innovation

Innovation keeps business vibrant. As access to information expands every day, new ideas emerge just as frequently from an exploding number of sources. R&D, sales, service, marketing, support, quality, partners, social media and customers all fuel ideas into the product innovation funnel. Imagine if you could capture each one, determine the likelihood of success, and systematically convert the right ideas into profitable products.
How would that powerful capability enhance your innovation performance? By selecting the right ideas and passing on others, you can focus investment priorities, improve resource and operational effectiveness, and more predictably drive revenue growth.

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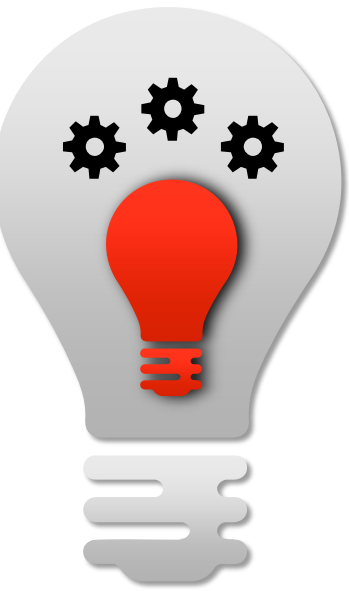
Make Innovation Your Core Competence

A 2012 Global Innovation 1000 survey by Booz & Company revealed an 8-9% revenue growth advantage for companies that can effectively generate ideas and convert them to projects, but 75% admitted they cannot do both well. A vast majority of projects on average do not get launched as commercialized products, nor do they meet expectations. Time and budget pressures, complex partnerships and supply chains, multiple development inputs, information overload and fragmented processes exacerbate the problem. This broken process is for many companies a tremendous drain on resources, so for those who get it right, a considerable advantage.

Oracle Innovation Management Cloud Can Help

Oracle is a renowned leader in helping companies achieve higher returns on products by accelerating new product development, ensuring quality, and commercializing more effectively. With Innovation Management Cloud, organizations can now reach farther into the earliest stages of the product lifecycle to better manage the fuzzy front-end of innovation. Increase your return on innovation with a systematic approach to capture, select and invest in the right ideas. Innovation Management Cloud enables bottom-up innovation so all stakeholders may participate in the product invention and definition processes, with simultaneous top-down financial impact analysis and strategic fit visibility to the key portfolio owners during and post investment decision.

Business Impact of Poor Innovation Strategy
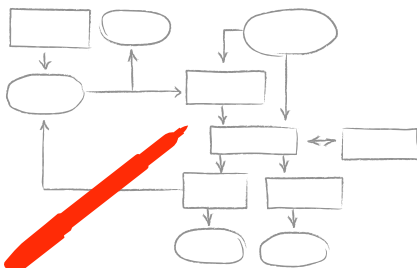
A 2012 IDC Manufacturing Insights report revealed the damaging results that companies often bear without a systematic approach to managing innovation:

75% of projects fail to launch a product to market

66% of the products that make it to market fail to meet the original expectations

50% of product development and commercialization resources are wasted

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Fuel Your Innovation Pipeline with a Winning Portfolio of Offerings

With Innovation Management Cloud, organizations are now able to include the voice of the customer in the product development process. Innovation Management Cloud captures and prioritizes ideas, tracks where these ideas are coming from, and identifies who has contributed to the conversation stream. Product concepts are easily created, refined, evaluated for supply risk and the ability to achieve the assigned requirements. As the design team creates the product concept, the identified resource needs can be captured into the Product Proposal which the Product Manager uses to define the business case, budgets, resources and targeted features – providing a 360 degree view of the potential product investment(s) to the Product Portfolio within a single system of record. Innovation Management Cloud enables companies to analyze and promote proposals that best align with the strategy to create a winning portfolio.

Accelerate Design to Release While Balancing Quality and Compliance

The speed in which a company can get a new product out ahead of its competitors often delivers a powerful competitive advantage. However, the product still needs to meet and even exceed customer expectations for quality, compliance, function and price. Winning companies have learned how to maintain this delicate balance between speed and meeting quality and compliance standards. With Innovation Management Cloud, design teams are able to construct new product concepts re-using existing known good items and product structures and detect if there are issues that fail to achieve the targeted metrics. Innovation Management Cloud also enables users to create alternative approaches to meeting targeted product requirements and analyze the design alternates to determine the best concept structure to move forward into product launch and commercialization.

An Oracle Survey of Business Leaders Revealed

89%
state there are too many projects for available resources

81%
cite product portfolio management as the weakest area in Innovation Management

79%
rely on spreadsheets as the primary tool for managing product portfolio investment decision making

69%
cite too many low value projects in the pipeline

65%
feel most product failures are caused by poorly defined requirements

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Release Concepts to Product Launch on Budget with the Right Functionality

There are many mitigating factors that determine whether or not an innovation will be successful. Have the customer and market requirements been met, can the product concept achieve the targeted cost and margin objectives, are there sufficient resources to deliver the innovation to launch on schedule, on budget? Innovation Management Cloud has a seamless integration with Agile Product Lifecycle Management to move the concept to commercialization while maintaining visibility to project status. Downstream, Projects over budget, late, under resourced can be adjusted and reevaluated within the Product Portfolio to determine if it makes business sense to continue or decide if the project should be killed so resources can be redirected to more profitable opportunities.

Innovation Management Cloud provides companies with the complete end to end solution addressing the fuzzy front end of ideation to portfolio management. Combined with Oracle Product Value Chain solutions, companies are innovating, developing and commercializing their products quickly, seamlessly enabling them to deliver products to capture market share and ensure customer satisfaction.

Establishing a systematic approach to product innovation is a new frontier for business. Give your organization a significant advantage by making Innovation Management a core competency. Contact us today to learn more.

Top 3 Innovation Challenges

1. Over-committed resources

2. Difficulty selecting the right opportunities

3. Inability to measure innovation performance

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CONTACT US

For more information about Oracle Innovation Management Cloud or Agile product lifecycle management applications, visit www.oracle.com/plm or call +1.800.ORACLE1 to speak to an Oracle representative.

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