

Business Intelligence and Innovation Analytics

Run Innovation like a Business

The business of innovation is a challenging one for many organizations. Return on innovation investments are not meeting business growth objectives, shareholder or street expectations. Failure rates of new product launches have skyrocketed to over 80 percent. The promise of “big data” is ubiquitous, yet companies don’t know how to utilize data to harvest insights and drive better decision making. While the vast majority of organizations talk about how important innovation is to their growth, few companies can actually articulate the financial or economic value innovation has on their business.

To deliver business and innovation growth expectations, companies must change the way they think about innovation management. This means understanding how to align innovation management with organizational strategy to effectively measure, analyze and act on innovation results.

Kalypso’s Business Intelligence and Innovation Analytics practice helps organizations measure, manage and increase the value of innovation. By aligning innovation performance to strategy, companies can develop a more informed, action-oriented decision making process to achieve better results.

Business Intelligence and Innovation Analytics Capabilities

Kalypso’s business-driven perspective helps organizations run innovation like a business, focusing on results and enabling organizational accountability. Our unique approach provides visibility and actionable management of innovation.

We provide a holistic approach to improving innovation performance and results by developing business intelligence strategy, implementing enabling technology, and instituting organizational change and adoption.

Kalypso’s core Business Intelligence and Innovation Analytics offerings include:

BI&IA Strategy

- BI Assessment
- BI Business Case Development
- BI Strategy / Roadmap
- Vendor Selection
- Governance Framework
- Key Analytics Identification / Definition
- Product Information Management (PIM) and Master Data Management (MDM)

BI&IA Solution Implementation

- Product Lifecycle Management (PLM) Reporting
- Data Warehouse (DW) / Dimensional Model
- Full Solution Development
- Process Improvement
- Change Management
- Testing / Training
- Support / Maintenance

Kalypso advocates taking a balanced scorecard approach to innovation to enable a more integrated innovation process, improving:

Innovation results by increasing availability and visibility into all innovation data, not just financial data

Operational efficiency by linking actual operational results to the innovation process

Organizational collaboration by enabling cross-functional and global knowledge sharing

Risk management by implementing disciplined governance process and data traceability

Solve Key Innovation Challenges with Business Intelligence

Our Business Intelligence and Innovation Analytics team has the expertise to help clients become more effective in solving critical innovation challenges using proven tools, methodologies and practices.

Strategic

Key Challenge #1: Measuring and Managing the Value of Innovation

Key Actions:

- Improve actual/quantitative product performance results by informing design/product line enhancement process to improve future results and reduce/recover costs
- Integrate big data such as marketing insights, syndicated data, social media, scientific test results to increase top-line growth/reduce costs
- Collect and factor in end-to-end performance management into the innovation process, including in-market results, design to cost, global launch efficiency and effectiveness, etc.
- Measure innovation management performance by integrating with broader/relevant enterprise data

Tactical

Key Challenge #2: Developing Better Dashboards and Reports

Key Actions:

- Design more robust, relevant and accurate PLM/product data management (PDM) reports
- Better utilize native vendor reporting tools
- Extend native solutions to incorporate more data elements

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.

About Kalypso

Kalypso is the world's premier innovation consulting firm, helping clients improve performance by delivering on the promise of innovation. Kalypso offers clients full service capabilities including Business and Innovation Strategy, Front End of Innovation, Portfolio and Pipeline Management, New Product Development and Introduction, Pricing and Value Management, PLM Technology, Leadership and Learning, and Intellectual Property Management. For more information, visit kalypso.com. Follow Kalypso on Twitter [@KalypsoLP](https://twitter.com/KalypsoLP) and on Facebook at facebook.com/KalypsoLP.

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