

INNOVATION MANAGEMENT

Innovation no longer a strictly R&D function; it's a necessity to keep your competitive edge. Leading companies treat Innovation as part of their business strategy to achieve sustainable growth and stay ahead. Breakthrough ideas may be captivating, but evolutionary and incremental improvements are also innovations that have a long lasting impact on the ways businesses operate and transform.

CHALLENGES



The key challenge in innovation is not a shortage of ideas; it's making the right investment choices and organizing for success. Global competition and reduced product lifecycles make time and cost efficiency imperative for converting ideas to marketable products.

Product development and introduction are often disconnected, even scattered processes involving disjointed systems. The chaos of the creative process can negatively affect return on investment, and the cost of failure increases at every progressive stage of innovation. Early problem identification helps you target your best prospects.

TRINAMIX INNOVATION MANAGEMENT

- Expertly deploys Oracle Innovation Management (OIM) to provide a common platform for a cross functional team to work in collaboration.
- Develops a single repository of ideas.
- Enables vetting of ideas from a vast pool and identifying the top prospects for investment.
- Maps innovations from product concepts to service/product proposals.
- Structures new product development requirements
- Business Consulting Services.
- End to end Implementation of Oracle Innovation Management solution.
- Integration of Innovation Management with existing legacy systems.
- Integration of Oracle Innovation Management with Oracle Agile PLM.
- Integration with 3rd party system (internal/external – e.g. social platforms).

Trinamix's Oracle Innovation Management Solution has a dual process that enables companies to have a more comprehensive, consistent and systematic approach to portfolio innovation investment.

Bottom-Up Approach: Stakeholder participates in product invention, definition and translation processes:

- Ideation
- Requirements
- Concept Definition

Top-Down Approach: Analyzes financial impact and long-term strategic fit. Management can

- Analyse financial impact of business case proposal.
- Manage innovation Portfolio with eye on strategic fit.

Benefits of Oracle Innovation Management:

- Identify & translate best ideas that carry most profit potential as Product/Service Offerings.
- Data driven approach to commit resources to maximize value.
- 360° view of cost, resources & supplier risk.
- Determines fit in company strategy and budget.
- Traceability of Ideas & decisions.
- Integration with world class Oracle PLM solution to convert ideas to projects and ultimately to profitable products.
- Empowers executives to make informed, confident decisions

For more information, write to us at sales@trinamix.com