

## Linking technology to customer needs for breakthrough innovation

Innovare's **Tech Explorer** process anticipates how evolving technologies can be applied to address customer needs. Driven by R&D with support from marketing, the process brings a higher level of connection between R&D activity and customer needs, provides input for technology and platform planning, and helps make concept development consistent with technology possibilities.

## Anticipate changes in technology-customer need interactions

Advances in science and technology have a profound impact on customer attitudes and needs. These advances, when applied to solutions, can satisfy existing customer needs in new ways. They can also shape future customer needs by changing the customer's environment, creating new experiences, changing performance standards, and creating new problems looking for solutions.

Companies that can anticipate how to link evolving technologies to current and emerging customer needs create opportunities for higher levels of innovation with increased competitive insulation and greater value.

### Tech Explorer Delivers

- ➔ Key insights about how existing and emerging science and technology can address customer needs
- ➔ An understanding of how to gain access to technologies and shape future capabilities
- ➔ The ability to leapfrog the competition by leveraging emerging technology and including experts and lead users in the innovation process
- ➔ Insight into how customer needs may be influenced by evolving and emerging science and technology
- ➔ A high level of connection between R&D activity, technology planning, and customer needs

# How the Tech Explorer operates

Innovare uses a modified Delphi Technique in a workshop environment. We engage the team in a science and technology exploratory designed to identify enabling capabilities that can address the customer's needs today and in the future.

This is a future oriented process. The goal is to identify and describe key technologies as they exist today, how they will evolve over the planning horizon, and how they may interact with customer needs.

During the Tech Explorer process, science and technology experts and lead users are brought into the team process to share their insights and understandings. The group explores the implications and possibilities. They assess how the technologies could shape evolving customer needs, and how they could help create solutions that address those needs.

The final output includes key science and technology insights that guide strategy and concept development, as well as a roadmap and timeframe for technology planning.



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## Our Process Foundation

Immersing the technical community into the realm of customer needs and technology possibilities enables them to imagine, plan, and create innovation for competitive advantage.

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