



# Innovation, development & procurement

Six propositions for  
corporate success



Inspiring solutions.  
**Implemented.**





# #1 Innovation requires more specialists and a systematic approach

A lack of skilled personnel thwarts innovation. We are closing this gap with consultants and efficient methods.  
ConMoto.



Success is not just a question of cost leadership. Innovative capabilities matter even more. When it comes to innovation, qualified specialists are the key to success. They are also few and far between.

Many companies face a twofold challenge: they compete for specialists and therefore lose the momentum to innovate – especially within the manufacturing sector.

There has to be room for ideas and curiosity, as well as the willingness for improvement. At the same time, guidelines facilitate the filtering of promising ideas and their efficient implementation. A highly performing innovation system provides structure

and answers to central questions i. a. by:

- Strategic focus,
- Structured portfolio management,
- Combination of internal and external knowledge, and
- Agile innovation processes.

Successful innovators have two things in common: a higher level of proficiency and a more acute application of their innovation system. ConMoto activates employees. We create a structured process to stimulate comprehensive knowledge and technology transfer and give impulses for value-enhanced products and services.

*Innovation is inspiration, methodology and diligence.*

# #2 Innovation and speed are compatible

Reducing time to market, while minimizing costs.  
ConMoto.



Agility, networking and interdisciplinary teamwork in learning organizations are the key factors for the success of economic innovation and development projects. At present, many companies are too slow, inflexible and expensive in product development and innovation. These problems deepen as companies are under mounting pressure when introducing new products to the market. Simultaneously, the industrial sector is confronted with increasingly individualized customer requirements, higher product complexity and increased product variety.

Reacting adequately to these challenges requires new forms of organization and agile development processes: it is time to disrupt hierarchies and move for-

ward to flexible ways of working. Individual responsibility, networking, communication skills and the ability to learn are absolutely essential competences.

ConMoto is accelerating your development projects. Our methodological expertise helps you to reduce project times by up to 40 percent and cuts expenditure by up to 20 percent. We create synergies and encourage interdisciplinary teamwork, achieving a faster and more flexible product development. Our approach results in sophisticated products that meet quality requirements at production launch. We apply solutions like rapid prototyping and digitized maturity validation.

*More innovation for your money.*







## #3 The significance of development is underestimated

Optimizing functionality,  
minimizing costs..  
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PRODUCT COSTS  
-55 %

Market-conform R&D activities are a company's lifeblood. All too often, decision makers are considering development to be more of a cost center than a driving force for future profits. Unfortunately, developers have to implement existing product concepts while exerting only minor influence on the initial definition of a product. Mostly, cost optimization is limited to the finished product, resulting in overrun budgets and products that are not compatible to the requirements of the market and customers alike.

Only a holistic R&D process leads to success. The development team must be involved at all times: In the definition of product requirements, in product design and in product optimization. Product development requires an inclusive approach taking account of

customer and market perspective, functionality, design, profitability and sustainability. Only the "big picture" guarantees functional cost transparency in line with the clearly defined customer requirements.

ConMoto is applying our self-developed design2value approach as a holistic course of action by reaching across all business units involved in development. We are aiming at the maximization of product value vs. clearly defined cost objectives. Our project results speak for themselves. Depending on the industry, we achieve a decrease of product costs between 25 and 55 percent.

*design2value: Structured approach + creativity = decrease in costs + knowledge transfer*

# #4 Too many companies are developing their products for imaginary customers

Two thirds of all products fail within one year after launch. We ensure marketability. ConMoto.



The economic viability of product development is directly linked to the constant awareness of customer requirements. Market leaders apply this rationale in their structural analysis of customer demands before product development processes even begin.

Many companies are perceiving customer requirements from an inward-looking perspective. Their product development solely focuses on their own competences and technological possibilities, resulting in products that fulfil the quality requirements of the producer, not customers' wishes. Additionally, companies recognize shifts in market needs too late or not at all.

Companies that want to get to know their customers and their requirements better rely on:

- Demand-oriented market and customer segmentation, and
- Structured, conclusive customer benefit analysis.

In cooperation with our clients, ConMoto initiates cultural change and promotes clear communication concepts. Customer focus comes to life when the all employees think and act with the customers' demands always on their minds. Our process competence supports companies in making their customers the sole yardstick for the marketability of innovative products and services. We are developing profitable technology and product strategies in order to hone core competences.

*We aim for results – they improve with increasing customer satisfaction.*



# #5 Data is a seminal production factor

Higher resource efficiency and innovative, value-adding ideas.  
ConMoto.



Many companies are still focusing on the conservation and protection of existing knowledge. They stick to familiar products and business models whilst trying to further improve their profitability. Paradigms like "experience is the greatest asset" and "old knowledge beats new knowledge" make it increasingly difficult to generate sustainable profits. Additionally, this kind of traditionally run companies are increasingly vulnerable to disruption.

Forward-looking companies exploit chances offered by the increasingly easier access to new knowledge. They involve specialists from other sectors in a goal-oriented manner. They make resource-efficient use of

external and internal data as a source for new ideas. Part of the experience is opening organizations i.e. for benchmark journeys.

To keep companies innovative and successful, ConMoto is assisting in consolidating and assessing their available data. Data are a distinctive production factor, rightfully called "the oil of the 21st century". Using them in an intelligent way is a key factor to the success of substantial business decisions.

*Nothing is as outdated as yesterday's inventions.*



# #6 The innovative power of suppliers needs to be exploited

Improved networking,  
more innovation and  
lower launching costs.  
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Innovative companies look beyond their own limits. The future belongs to cross-industrial innovation networks of producers, suppliers and clients.

We sharpen the analytic skills of your procurement, enabling companies to identify future technologies before their commercial maturity point. ConMoto puts you in a position to profit from disruptive developments.

Retaining drivers of innovation and communicating with them on an equal footing is also part of that strategy. Only flexible, connected and client-oriented companies can expect top profits from tomorrow's markets.

ConMoto also enables companies to become the central hub of a vital value-creation network. This form of cooperation increases your power to innovate. supplier onboarding is our effective concept of integrating especially young and innovative companies into supply chains.

The onboarding process facilitates the profitable cooperation of companies from different sectors and cultures. We provide you with a smooth product development, ensure a timely serial production and decrease launching costs by up to 25 percent.

*Cooperation invigorates innovation.*





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