



Inspiring innovations that last

Philips Industry Consulting

PHILIPS



Bringing ideas to life

Innovation is the key to growth, differentiation and value creation. But how do you generate a constant stream of creative ideas that fit your strategic goals? And how do you turn them into products that consumers will love – time and again, year in, year out?

Philips Industry Consulting has the answers. Our experts have a proven track record of solving innovation challenges in real-world situations, and the technical knowledge to understand your specific needs. Working with you, they will unlock the creativity in your company. They will help you identify the right ideas for your business and quickly translate them into products that delight end-users, so your customers become advocates for your brand.

Implementation is key. Products only have limited lifetimes but by anchoring changes within your processes, we ensure you get long-lasting results. We transfer our product innovation expertise to help you establish processes aligned with your business strategy and create a structured basis for sustained success.

Ideas to business: supporting you at every step

Your innovation challenges may lie in inspiration for ideation, or in fast and cost-effective product realization. You may be looking for that 'Wow!' effect for new products or ones already on the market. Alternatively, you may want to improve your innovation processes – or do all these, or more. Whatever your need, we can help, either through one of our four specialized services, or in a tailored combination.

Creating breakaway innovations

Using workshops and specially selected techniques and tools, we enable you to dream constructively – producing breakaway concepts relevant to your strategy and easily translatable to your roadmaps. We build in consumer involvement from the start through real-life testing, demonstrators and benchmarking. You'll develop concepts that can be easily migrated into products you can actually manufacture. And they'll be products that you can support with your existing logistics and business infrastructure.

End-user driven innovation

Satisfied customers are a powerful sales tool and we help you create products that will delight consumers straight out of the box. Through proven end-user driven innovation methodologies and expertise, we help you embed consumer insight into your product development process. Our experience means we've not only seen many design pitfalls, but also know the solutions. In addition, we can help ensure accurate pre-launch complaint rate predictions for innovative new products, and reduce complaint rates for existing ones – so all your products deliver a 'Wow!' effect.

Improving innovation processes

Successful innovation must be fast, cost-effective and constantly creative. Our organizational X-rays and tailored improvement plans ensure your processes are effective, efficient and right for your business. Through complete improvement projects, we provide hands-on support in defining and implementing improvement actions. We help define the right organizational structures and build lasting improvement in areas such as cooperation with suppliers, information management and software reliability engineering. You'll keep innovation projects on budget and on time.

Managing innovation

Managing innovation means future-proofing your business and increasing your hit-rate for new products. We work with you to create decision-making and portfolio management processes that cluster ideas according to their potential, and to define processes that ensure your business strategy and innovation portfolio remain aligned. Our unique tools support the development of future-proof roadmaps. And our technology know-how helps you create strategic architectures so you can develop multiple product ranges fast and react rapidly to market dynamics. The result – your innovation pipeline is filled with the right products at the right time.



InnoHub – where people interact with ideas

Lots of people talk about 'open innovation'; we're making it a reality. Our InnoHubs provide a space where product developers, businesses and end-users can explore new technologies together. Its 'simulators' – a full-sized apartment, a fashion store and a hospital ward – offer realistic environments to create, test, demonstrate and benchmark technologies.

Above all, the InnoHub encourages interactions. Researchers, marketers, consumers, internal and external staff, academics and students come there to work, to share ideas and to test new solutions. This allows for organized encounters and, equally important, generates those chance meetings and conversations that often trigger truly original ideas.

Many of our customers have benefitted from the InnoHub's unique setup to test products and gain unprecedented consumer insights. It embodies our belief in cross-fertilization of ideas, the importance of continuous innovation and of ensuring customer involvement right from the start.

Expertise based on proven experience



Our proven expertise enables us to deliver hands-on support from ideation to initial product industrialization. We regularly work with companies on:

- creating breakaway innovations
- improving innovation processes
- end-user driven innovation
- managing innovation.

And by combining an understanding of your products with technological know-how, we can draw on ideas from one domain to provide inventive solutions in another. Our huge professional network adds yet further multi-disciplinary perspectives – all helping to deliver creative, lasting solutions.

Implementation is key

This commitment to lasting solutions reflects our fundamental goal – to help you build long-term success. We believe innovation is most valuable when it is firmly anchored in your business. That's why our consultants don't just write reports; they work at your site on real-life projects as part of your team – transferring their knowledge and blending your expertise with theirs.

They also help in choosing the right approach and tools for each job. We can even advise on organizational structures and how functions and individuals can contribute most fruitfully to innovation. So every business, no matter what its size, develops the agility and passion of a young start-up with creativity at its heart.

Embedding innovation excellence

To give your people the skills to solve innovation challenges themselves, we also offer training programs. Our Innovation Excellence training is aimed at innovation department managers and aims to increase the innovation power of your business. Sessions are held regularly in Europe and in Asia. In addition, we can develop dedicated training programs to suit your specific needs.

Contact data

Philips Industry Consulting, Eindhoven Office, The Netherlands

Phone: +31 40 27 40827

Fax : +31 40 27 42828

E-mail: industry.consulting@philips.com

Philips Industry Consulting, InnoHub Singapore

Phone: +65 6356 7022

Fax : +65 6356 6741

E-mail: innohub@philips.com

Philips Industry Consulting, InnoHub Espoo, Finland

Phone: +31 62293 8550

e-mail: innohub.espoo@philips.com

Our partner in serving our customers outside Philips

Conclusion Consulting Industry (CCI), Utrecht, The Netherlands

Phone: +31 30 21 93800

E-mail: info@conclusion.nl

www.conclusion.nl/cci

www.apptech.philips.com/industryconsulting

Philips Industry Consulting is part of
Philips Applied Technologies.

Philips Applied Technologies is a contract R&D organization that supports the development of products, applications and technical solutions. Our customers are market leaders, fast growing companies and start-ups. We offer contract R&D for integral solutions, as well as consultancy and specialist services for every phase of the innovation process. With over 1000 in-house experts, we can draw on a wide range of competences.



©2009 Koninklijke Philips Electronics N.V.
All rights reserved.

Document order number: 8112 968 99841