

# Benchmarking

## Success factors in Technology & Innovation Management



*Become part of our benchmarking project and learn how you can unleash the full potential of Technology and Innovation Management (TIM) for your company.*

### What you get

- *Receive comprehensive and certified intensive training in technology and innovation management (Chief Technology Manager)*
- *Define the focus of the benchmarking analysis to identify successful practices in technology and innovation management*
- *Select the five successful practice companies based on a comprehensive pre-analysis of more than 5.000 companies surveyed*
- *Get to know the successful practice companies on-site and actively exchange ideas with them*
- *Get a detailed, scientifically based insight into the success factors of technology and innovation management based on an analysis of the most successful companies*
- *Compare yourself with successful companies and derive your own priorities for your business*
- *Discuss findings in an exclusive industry consortium to prepare recommendations for action for your company*



### General Conditions

<b>Kick-off Meeting:</b>	September 28, 2023
<b>Review Meeting:</b>	February 15, 2024
<b>Final Meeting:</b>	June 5, 2024

**Cost:** 25,000€  
incl. 1 participation  
in Chief Technology Manager Training  
(RWTH Aachen Certificate Course)

### Why it matters

*The long-term survival time of all companies listed in the S&P index has decreased from 30-35 years (1970) to only 15-20 years today.*

*The ability to successfully execute innovations is one of the key factors for growth and long-term survival. Especially in 2023, a time of increasing change and uncertainty. The challenge here is to systematically establish technology and innovation management as a core competence - with professional processes and organization that enable future growth and competitive advantage.*

***"Innovate or die, and there's no innovation if you operate out of fear of the new or untested."***

*Robert Iger – Former CEO of Walt Disney Company*

# Benchmarking Technology & Innovation Management



## Project Outline

In the **project kick-off**, we get to know you and the other consortium partners and define the focus and target group of the benchmarking study.

In parallel to the benchmarking study, the consortium partners will have the opportunity to further establish their competences in technology and innovation management with our certified Chief Technology Manager training. In the practice-oriented training program, participants receive a comprehensive overview of strategies, processes and methods to establish a competitive technology and innovation management system.

In the **review meeting**, we will discuss the findings from the benchmarking study and elaborate on the successful practices of the leading companies. The five potential successful practice companies are selected by the consortium based on a comprehensive KPI analysis of approx. 300 participating companies.

Finally, there will be the opportunity to visit and learn from the most successful companies.

In the **final meeting**, the identified successful practices will be officially presented, and the five successful practice companies are awarded in presence of the press.

## Target Group

Participation in the project is open to large companies from a wide range of industries, manufacturing or processing industrial companies, as well as companies from the software, insurance, banking, energy or construction sectors.

"We have participated several times as a partner in the consortium benchmarking. We were impressed by the high quality of the results, the professional project management and the close exchange with the other participating companies. This enabled us to gain further important impulses for our own technology management. We were encouraged in our approach and process design."

*Thomas Stengel,  
Senior Manager Technology Management,  
Daimler Trucks*

## INC Innovation Center

The INC Innovation Center is your one-stop-shop for the development and implementation of technology-driven innovations. From our six locations worldwide, our experts support a wide range of projects from the initial idea, through validation, testing, and piloting, to implementation in concrete products and services. More than 450 satisfied customers have already been convinced by our cutting-edge methods, consulting, training, and implementation services as well as company-building expertise.

## You would like to become part of the project consortium?



Learn more!

## Our Partner



## Contact Us!

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