



11<sup>th</sup> R&D Autumn Conference 2017 · October 12/13, Ingolstadt, Germany

## Industrial Excellence in Successful Organisations

**Thursday, October 12**

Hotel Zum Klosterbräu, Neuburg/Donau

13:00 Get Together and Standing Lunch

14:00 Afternoon Session

### **Welcome & Introduction**

Martin PAPING · Kontrapunkt Technology · Konstanz (Germany)

*The voice-of-the-customer in innovation projects*

### **Early Customer Involvement and Innovation Marketing**

Joachim LYSZUS · Diehl Controls · Wangen (Germany)

*Customer driven innovation*

### **The Values and Benefits of Co-Innovation**

Vincent FRANCESCHINI · HITACHI Vantara · Antony (France)

*Beyond the boundaries of daily project work*

### **Ravensburger Campus - An Experiment in Agile Development**

Clemens TÜRCK · Ravensburger Spielverlag GmbH · Ravensburg (Germany)

*Self-Delusion in product innovation*

### **Harnessing the Strengths and Weaknesses of the Human Mind to Access More Creativity and Problem Solving in Your Organisation**

David GRIFFIN · 42 Technology Ltd · St. Ives / Cambridge (Great Britain)

*Case study - Supply chain management*

### **The Art of Dealing with Key Suppliers**

Anders CHRISTENSEN · Director Sales and R&D · AVK GUMMI A/S · Laasby (Denmark)

18:00 End of Afternoon Session

19:30 Dinner, afterwards: informal Get Together at the Bar

**Friday, October 13**

Audi Headquarters, Ingolstadt

08:00 Transfer to Audi (Building Markt und Kunde, Room Audi)

08:45 *Digitisation in Automotive*

### **Welcome Note**

Alexander GRAGES · Audi AG · Ingolstadt (Germany)

09:30 Guided **Factory Tour** at Audi

11:00 *The supply chain perspective*

### **Lead Time Reduction in New Product Development**

Uwe FRITSCH · Meyer Burger AG · Reichelsheim (Germany)

*The lean hospital*

### **Building Better Healthcare - Patient Flow Meets Doctors' Demands**

Patrick BETZ · Spitäler FMI AG · Interlaken (Switzerland)

12:45 Lunch

14:00 End of Conference

## The Contributions in Detail

*The voice-of-the-customer in innovation projects*

### **Early Customer Involvement and Innovation Marketing**

Diehl Controls is among the world's leading manufacturers of electronic components for the domestic appliance industry. The involvement of customers in an early phase of an innovation project is a double-edged sword: while trying to avoid to raise wrong expectations, the team has learned from experience that only power point slides will not spark fruitful discussions. In the past years Diehl has developed a powerful set of tools and processes for innovation marketing. In his talk Joachim will share with us the concept of Customer Tech Days, where an interdisciplinary team presents examples and demos in different maturity levels to the customer. During this workshop-style event, the customer is given the opportunity to understand and analyse the potential value proposition and to give corrective, directional feedback to the innovation team. A mandatory prerequisite for such meetings is a clear agreement on any intellectual property issues that might arise.

**Joachim LYSZUS** · Head of Innovation · Diehl Controls · Wangen (Germany)

*Customer driven innovation*

### **The Values and Benefits of Co-Innovation**

Hitachi Vantara is a new Hitachi company combining the portfolios and the strengths of three previous Hitachi companies: Hitachi Data Systems (IT Solutions & Services), Hitachi Insights Group (IoT Platforms) and Pentaho (Big Data/Analytics). This new company, Hitachi Vantara, will unify the operations into a single integrated business in order to capitalize on Hitachi's social innovation capability in both operational technologies (OT) and information technologies (IT). For many years, the Hitachi Group has fostered a collaborative approach to business, from R&D to customer solutions and services deployment. While the initial collaborations were focused on universities and industry partners, the scope of collaboration has been extended over the years to include customers and solution integrators. In his talk, Vincent will elaborate on the values of co-innovation and co-creation, the benefits of proof-of-concepts (PoC) and proof-of-values (PoV), from small projects to company-wide objectives. At a time when most industry sectors are facing the challenges related to digitization, combining the strengths and skills of industry specialists with emerging data-centric technologies is the path to building solid foundations for the future.

**Vincent FRANCESCHINI** · Chief Research Officer · HITACHI Vantara · Sophia Antipolis (France)

*Beyond the boundaries of daily project work*

### **Ravensburger Campus – An Experiment in Agile Development**

Ravensburger is Europe's leading manufacturer of puzzles, games and activity products, as well as the leading publisher of children's and youth's books in the German-speaking world. At the beginning of 2017 an interdisciplinary team at Ravensburger started to work on the development of a new innovative toy. While the team had to solve numerous technical issues, the goal was to launch the product on the market as quickly as possible. Ravensburger decided to try a new method: three days per week, the team met in the dedicated Campus Room to develop the new business opportunity. Supported by an external coach agile methods, processes and tools were applied to be creative and fast, and – a must for all Ravensburger products – to deliver superior quality. In his talk Clemens will share some insights and elaborate on the pros and cons of this new method.

**Clemens TÜRCK** · Technology Innovation Manager · Ravensburger Spieleverlag GmbH · Ravensburg (Germany)

*Self-Delusion in product innovation*

### **Harnessing the strengths and weaknesses of the human mind to access more creativity and problem solving in your organisation**

42 Technology is a technology innovation and product development company that has been working with clients to create products and manufacturing processes in the medical, consumer and industrial sectors since 1998. In his talk, David will confront us with a different view on creativity and problem solving: the human mind uses a variety of techniques to navigate a complex world, but many of those techniques were evolved (or designed?) for a world quite different to the one we now inhabit.

Some of these mechanisms might now seem like flaws (such as our tendency to unwittingly make intuitive decisions then post-justify them logically, and our tendency to rank familiar solutions more highly than novel ones), but if we understand that they exist and learn to work with them rather than against them we can often use them to our advantage. It is important to be aware of our true nature, and ensure that the systems we put in place around us to manage our ideas and our work are based on how we really are, not how we would like to be.

**David GRIFFIN** · Senior Consultant · 42 Technology Ltd · St. Ives / Cambridge (Great Britain)

#### *Case Study – Supply chain management*

##### **The Art of Dealing with Key Suppliers**

AVK GUMMI in Låsby is a leading global provider of rubber solutions for recognised equipment producers in the drinking water, food and healthcare industry. As a mid-sized tier 2 supplier to larger companies, one of AVK GUMMI's core competences is to develop rubber compounds to be manufactured and utilized in their moulding factories in Denmark and China. To ensure long-lasting compound solutions, AVK GUMMI favours commodity ingredients from the most renowned raw material manufacturers worldwide. Some time ago a key supplier of a critical synthetic rubber component announced that it would close its German manufacturing site and move production to The Netherlands, impacting some 80 compound formulations, 100 customers and 800 part numbers. In his presentation, Anders will elaborate on how AVK approached this challenge and will share some key lessons the team has learned so far.

**Anders CHRISTENSEN** · Director Sales and R&D · AVK GUMMI A/S · Laasby (Denmark)

#### *Digitisation in automotive*

##### **Welcome Note**

Audi is one of the world's leading premium brands for high-quality and technologically advanced cars, which are amongst the most sought after on the international market.

**Alexander GRAGES** · Digital Customer Experience · Audi AG · Ingolstadt (Germany)

#### *The supply chain perspective*

##### **Lead Time Reduction in New Product Development**

Meyer Burger is a leading global technology company providing innovative systems and production equipment the domains photovoltaics, semiconductor and optoelectronic industries as well as in other selected industries which focus on semiconductor materials. In his talk, Uwe will describe techniques to reduce the time to market of new products from a supply chain perspective. The techniques apply to both, the development of new products and the modification and customization of existing products. The presentation will focus on demonstrating how the implementation of processes in R&D, engineering, purchasing, and production (and the adherence to such processes) can lead not only to dramatically reduced lead times, but also to lower risk, better transparency of the overall project progress and cost, and higher customer satisfaction. The approach is based on standard purchasing and production processes which enable an easy transfer into production mode once the respective project are completed.

**Uwe FRITSCH** · Chief Global SCM · Meyer Burger AG · Reichelsheim (Germany)

#### *The lean hospital*

##### **Building Better Healthcare - Patient Flow Meets Doctors' Demands**

During last year's conference in Ravensburg, Patrick held an impressive talk about gamification in process development. Participants might remember how Patrick had us play with Lego bricks to visualize flaws in processes and collaboration. In the meantime, he has joined a team in Switzerland which will build a new hospital in Interlaken. His mission: to get the architect and the medical team round the same table, and to take advantage of this unique opportunity to build better healthcare right from the beginning.

**Patrick BETZ** · Manager Lean Healthcare · Spitäler FMI AG · Interlaken (Switzerland)

## How to Get to the Conference

On **Thursday, Oct 12**, the conference will be held in the **Hotel Zum Klosterbräu** in **Neuburg**:

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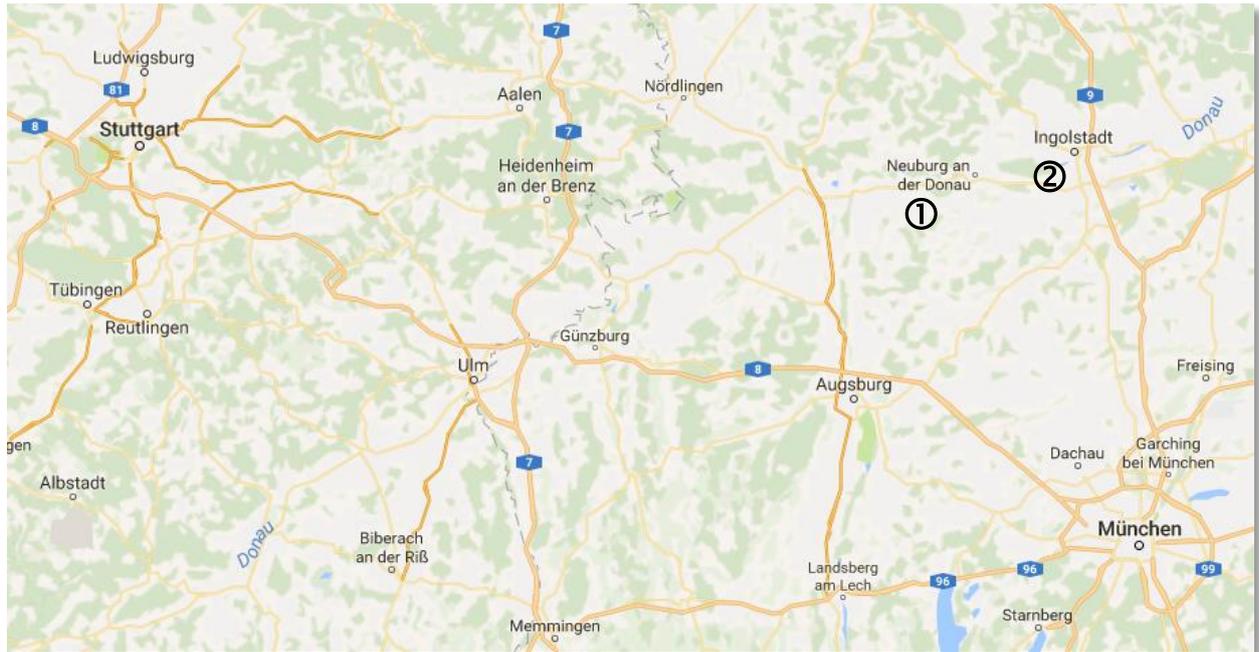
### Hotel Zum Klosterbräu

Kirchplatz 1

86633 Neuburg-Bergen

+49 8431 67 75 0

[www.zum-klosterbraeu.de](http://www.zum-klosterbraeu.de)



On **Friday, Oct 13**, we will transfer to **Audi** after the breakfast. Opposite to the Info-Pavillon you find the **Parking**. We will meet in **Room "Audi"** in the building "Markt und Kunde".

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