



13<sup>th</sup> R&D Autumn Conference 2019 · October 17/18, Giengen, Germany

# Strategic R&D Management

Thursday, October 17

Parkhotel Lobinger, Giengen

13:00 Get Together and Standing Lunch

14:00 Afternoon Session

## Welcome & Introduction

Martin PAPING · Kontrapunkt Technology · Konstanz (Germany)

*Understanding Customer Needs*

## User Story Mapping

Werner KAMPERT · Senior Project Manager · Francotyp Postalia GmbH · Berlin (Germany)

*Environmental Responsibility*

## Sustainability As A Driver For Innovation

Daniel DROCHNER · Head of Technology BU Tobacco · Siegwerk Druckfarben · Siegburg (Germany)

*New Business Generation*

## Success Factors In Leading An R&D Organisation Through The Teething Problems Of An Established Start-up

Marcel FÜHREN · VP Research & Development · COMET AG · Flamatt (Switzerland)

*Start-Up Innovation*

## Innovation and Cooperation With an Established Brand From the Perspective of a Start-Up

Katin WEIGELT · Co-Founder · Prismade Labs GmbH · Chemnitz (Germany)

*Data Security*

## Global R&D Collaboration: The Trade-off Between Openness And Secrecy

Christian BERG · Senior Director Global Programs · Inficon Ltd · Balzers (Liechtenstein)

*Digital Transformation*

## Smart IoT-Parking

Gerrit BLEUMER · Director of Technology · Scheidt & Bachmann GmbH · Mönchengladbach (Germany)

*Corporate Venturing*

## Lessons Learned after three years of Corporate Venture Capital

Mathias GLASMACHER · Head of Corporate Technology · Diehl Ventures GmbH · Nürnberg (Germany)

18:30 End of Afternoon Session

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

Friday, October 18

B/S/H/ Hausgeräte, Giengen

08:15 Transfer to B/S/H/

08:30 Welcome and Introduction in the **B/S/H/ Showroom**

09:30 **Factory Tour** at B/S/H/

11:00 *Strategic R&D Management*

## Transition From Component Oriented Engineering To Systems Engineering

Godehard NENTWIG · Head of Development Giengen · B/S/H/ Hausgeräte · Giengen (Germany)

*Innovation Management*

## The Innovation Checklist

David GRIFFIN · Senior Consultant · 42 Technology Ltd · St Ives (Great Britain)

12:15 Lunch

13:30 End of Conference

### Understanding Customer Needs

#### User Story Mapping

Product development does not start with the implementation phase. In fact, it starts with understanding the customer's needs. With agile procedures user stories have partially superseded requirement documents and engineering design specifications. However, at a certain stage of complexity user stories have to be structured in order to keep an overview. With user story mapping you can navigate through the input provided by the customers in order to gain a better understanding of their needs. It helps you to prioritize and phase the features over the entire product lifecycle. This continuous procedure is a tool to generate those strategic decisions offering true value to your customers.

*The FP Group Germany is the first multi-channel provider for mail communication, offering the entire range of products and services for physical and electronic mail communication. In addition to franking and inserting machines, the company's service range in the field of physical mail communication includes collecting business post.*

**Werner KAMPERT** · Senior Project Manager · Francotyp Postalia GmbH · Berlin (Germany)

### Environmental Responsibility

#### Sustainability As A Driver For Innovation

Sustainability is one of today's mega topics: ocean littering, single-use plastics, etc. Every company has to deal with it. But what does sustainability actually mean and how does it influence the way we work? As part of the packaging value chain Siegwerk is committed to support a sustainable economy for packaging. This commitment is the major driver for our innovation activities. This presentation will deliver insights how innovative printing inks help to close the loop in the recycling of packaging.

*With more than 180 years of experience, Siegwerk commands a profound product knowledge and expertise for many printing methods. Their philosophy "Ink, Heart & Soul" incorporates three principles: tradition, practice-orientation and state-of-the-art technology.*

**Daniel DROCHNER** · Head of Technology BU Tobacco · Siegwerk Druckfarben · Siegburg (Germany)

### New Business Generation

#### Success Factors In Leading An R&D Organisation Through The Teething Problems Of An Established Startup

Low-energy electron beam surface treatment of a wide variety of materials for the purposes of sterilization, curing or materials modification, offers a great alternative to traditional industrial processes. These processes are typically energy-consuming and can involve chemicals that damage the raw materials and the wider environment. Marcel will elaborate on new applications of COMET's ebeam products in the food industry and will share some insights into what it takes to lead an R&D team successfully. Special attention will be paid to a highly innovative but process-immature new business start-up, the teething problems when developing new markets, the industrialization of radically new technologies and the preparation for volume growth.

*Electron beam (ebeam) based technologies offer a great alternative to traditional industrial processes which are typically energy-consuming and can involve chemicals that damage the raw materials and the wider environment. Ebeam has established applications in the printing, food and sterilization industries, but this is only the beginning. Many applications are yet to be discovered, so ebeam works with their partners and customers to bring ebeam innovation to a wider range of industry verticals.*

**Marcel FÜHREN** · VP Research & Development · COMET AG · Flamatt (Switzerland)

### Start Up Innovation

#### Innovation and Cooperation With an Established Brand From the Perspective of a Start-Up

One year after its foundation in 2016 the start-up Prismade has partnered with the family-owned company Edding, a global leader and synonym for creative and industrial markers. Together, they are developing unique technologies in the domain of printed and secure identification and started to exploit them for smart packaging and secure documents under the brand „edding code“. In her talk, Karin will give insights in the process of establishing and deepening the cooperation between a start-up and a mid-sized company. She will point out lessons learned for a successful cooperation and how to master the balancing act between growing together on the one hand and preserve freedom.

*Prismade Labs has been founded in 2016 by Jan Thiele and Dr. Karin Weigelt. The company name Prismade stands for „Printed Smart Devices“. Based on more than 10 years of experience in R&D and product development in the field of printed electronics, Prismade has finally solved the puzzle of printed and secure identification with their brand-new PRISMA ID technology.*

**Karin WEIGELT** · Co-Founder · Prismade Labs GmbH · Chemnitz (Germany)

### Data Security

#### Global R&D Collaboration: The Trade-off Between Openness And Secrecy

INFICON Group operates with three business units and altogether eight geographically separate R&D departments. These groups should be well informed about what the others are doing, have access to all data they need even during business trips, collaborate in specific projects and support each other by sharing know-how. In order to create new products and new IP in a short time, collaboration is key – but secrecy as well. It is essential to keep all shared information safe, without spending too much money on the sharing itself, and even within the company only deliberately assigned access to the data. In his talk, Christian will share his experience with collaboration tools, exchange of information world-wide, data security and cultural differences in this respect. But there are still many open questions, so we are looking forward to a controversial and fruitful discussion among the participants.

*Inficon has a long track record of innovative products, mainly in the domain of gas analysis, measurement and control. The product range is based on strong expertise in physics, material science and manufacturing engineering. Inficon has established a sound innovation process combining ideas generation, development and product launch.*

**Christian BERG** · Senior Director Global Programs · Inficon Ltd · Balzers (Liechtenstein)

### **Smart IoT-Parking**

Providing parking space today requires a particular amount of manual maintenance, which in turn defines the minimum cost per parking lot. Other major factors are the management of physical tickets and the handling of cash. This talk shows how the main cost drivers will be reduced, if not eliminated, by the next generation of Parking Management Systems. State of the art sensors, cloud technology and artificial intelligence come together, making the operator's business more competitive and the driver's experience more convenient.

*Scheidt & Bachmann is a family owned company developing products and services the four market segments: parking systems, access systems, signalling systems, fare collection systems and fuel retail solutions.*

**Gerrit BLEUMER** · Director of Technology · Scheidt & Bachmann GmbH · Mönchengladbach (Germany)

### *Strategic R&D Management*

### **Transition From Component Oriented Engineering To Systems Engineering**

In recent years, home appliance products have changed significantly. The emergence of new competitors from Korea and China means not only an increased level of cost competitiveness but also faster innovation cycles. New players change consumer behavior, providing new formats and new electronic and digital features. Additionally, increasing regulation density concerning energy consumption and health and safety results in a significant increase in appliance complexity. In this environment, incremental component oriented development strategies fail to deliver cost competitive products on time. A test-analyze-fix strategy leads to last-minute changes, unused cost optimization potential and long development times. A model based systems engineering process enables organizations to realize product cost optimization early in the development cycle, and to verify designs quickly. In his talk, Godehard reports about the establishment of a thorough systems engineering methodology in his organisation, the lessons learned about attempting to change the culture of employees, and the patience needed to implement such changes.

*BSH produces the entire range of modern home appliances at 42 factories worldwide. The product portfolio ranges from cooktops, ovens and ventilation, dishwashers, washers and dryers, fridges and freezers to small appliances such as vacuum cleaners, coffee machines or food processors. With Home Connect, BSH offers a cross-brand platform as the basis for a rapidly growing ecosystem of connected home appliances and customer-centric services for a special future experience in the kitchen.*

**Godehard NENTWIG** · Head of Development Giengen · B/S/H/ Hausgeräte · Giengen (Germany)

### *Corporate Venturing*

### **Lessons Learned after three years of Corporate Venture Capital**

Established companies frequently see collaborations with start-ups as an attractive way to boost their own innovation capability. However, daily business situations create many hurdles in achieving true win-win-situations for both parties. Diehl Ventures started business in 2016. In his talk, Mathias will share his experience concerning the internal interfaces with the operational units within his own company as well as the external interfaces with the portfolio companies. Each company and case was found to be different; proper consideration of company cultures and expectations are key factors.

*Diehl is a global industrial group headquartered in Nuremberg. Nearly 18,000 employees develop, manufacture and sell Diehl products all over the world. Divided into the corporate divisions Diehl Metall, Diehl Controls, Diehl Defence, Diehl Aviation and Diehl Metering, the Diehl Group comprises around forty subsidiaries and joint ventures. The company generates annual sales of around 3.7 billion euros.*

**Mathias GLASMACHER** · Head of Corporate Technology · Diehl Ventures GmbH · Nürnberg (Germany)

### *Innovation Management*

### **The Innovation Checklist**

Ever since the famous Boeing "Flying Fortress" crashed on its maiden voyage in 1935 (and probably before), people have understood the value of a checklist to ensure that important things are not forgotten. Checklists can lead to habits, and habits reduce the need for willpower, and lessen decision fatigue. Professional in fields ranging from purchasing to brain surgery create checklists to ensure all of the right things get done. ISO9000 certified companies create written procedures that codify how all the key business processes work, so that best practice can be maintained without having to rely on specific employees' memory or personal talent. But it is rare to see the same thing applied to the process of Innovation. If you ask an industrial company to show you their actual creative process, their plans for continuously improving it and the checklists that ensure it is happening, they may not be able to provide a satisfactory answer. Why is that? In his talk, David will share some thoughts of what can be changed to address it.

*42 Technology is a product development and engineering consultancy. They solve difficult technical problems and develop new and exciting products for their clients. They are a practical and pragmatic group that enjoys hands-on problem solving that gets their clients the answers that they need. Taking the time to understand their problems is therefore a very important part of 42's development process.*

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

## How To Get To The Conference

On **Thursday, Oct 17**, the conference will be held in the **Parkhotel Lobinger** in **Giengen (Germany)**:

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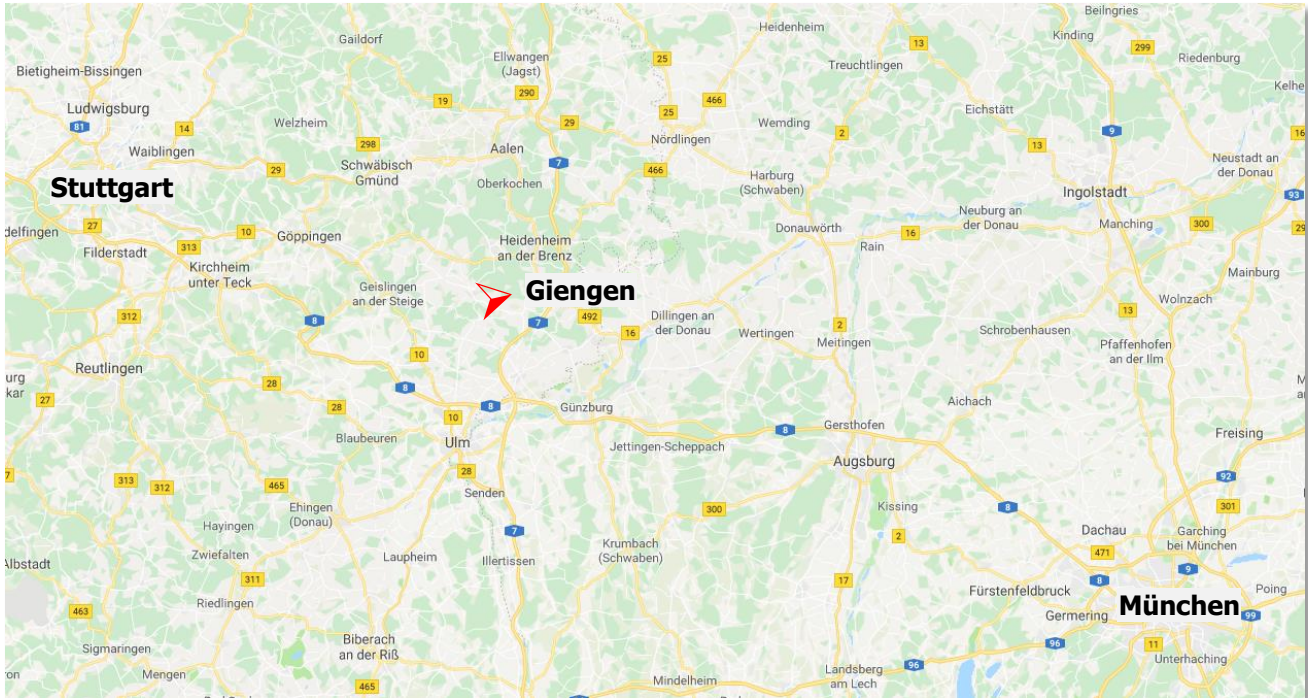
### **Parkhotel Lobinger**

Steigstraße 110

89537 Giengen

+49 7322 9530

[➤ Parkhotel Lobinger](#)



On **Friday, Oct 18**, we will transfer to **B/S/H** after breakfast. Opposite to the main entrance you find the **parking lots**. We will meet in **lobby**.

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### **B/S/H/ Hausgeräte**

Robert-Bosch-Straße 100

89537 Giengen

+49 7322 920

[➤ B/S/H/](#)

