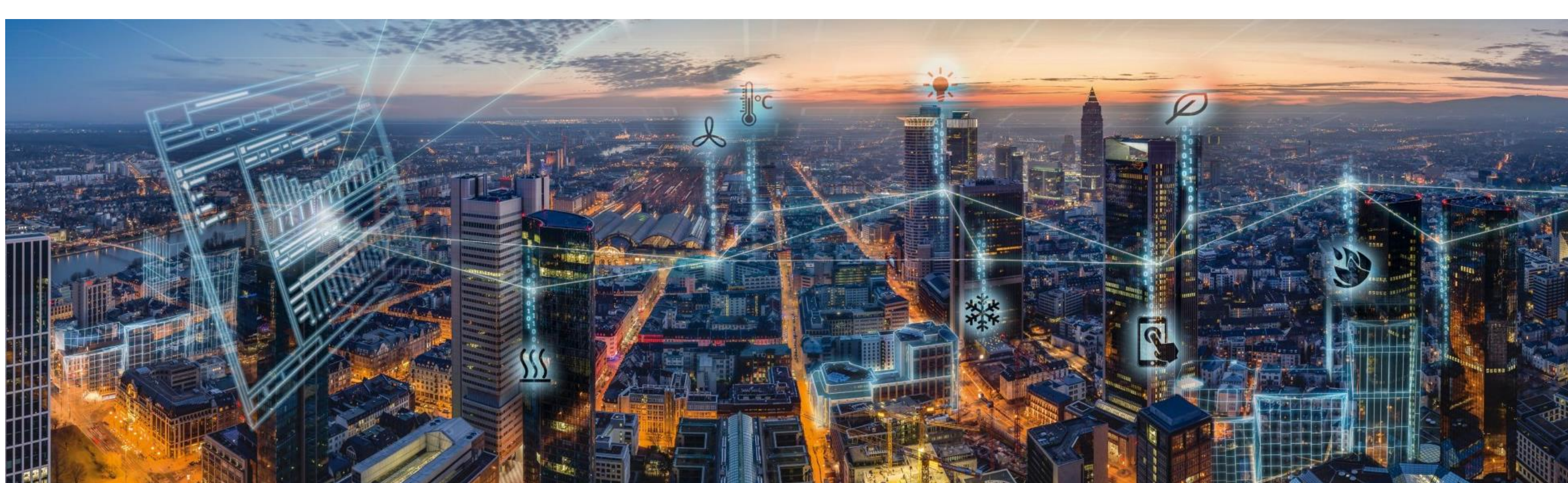


Master-Thesis Business Engineering

# Introduction of an Innovative Idea Management Process at Siemens Building Products



## Problem Description

Siemens BP has developed a tool that enables the analysis and visualization of innovative business and technology ideas. The tool can only evaluate existing innovations but is unable to uncover new ones. Therefore, the author developed the concept of an innovative idea management (IIM) process to meet Siemens BP's requirement for such a process.

Although Siemens BP expressed satisfaction with the process, an evaluation of its appropriateness for their needs and potential for refinement must be conducted prior to implementation. To accomplish this objective, a pilot study has become necessary.

## Solution Concept

A three-month pilot project was conducted at Siemens BP in Zug, Switzerland, to examine each step of the IIM concept. Concurrent embedded design was used to collect and analyze data, based on interviews and a questionnaire. The ultimate aim was to verify the concept for a practical implementation in the future.

## Results

The successful implementation and subsequent pilot of the IIM process has demonstrated its ability to generate useful innovative ideas. Several innovative ideas were generated during the process, two of which were successfully pursued. However, the master thesis showed that certain aspects of the original concept of the IIM process needed to be modified. The result of the pilot project was assessed as feasible with modifications and subsequently verified by the head of predevelopment and the head of global R&D at Siemens BP.

Modifications for the future implementation of the IIM process were derived from the results of the interviews and the questionnaire, which were also verified. The main changes were to improve timing, visibility and clarity. Finally, Siemens BP has decided to implement the IIM process and explore its potential for global expansion.

## Nemanja Adzic

Advisor:  
Prof. Dr. Sascha Götte

External Expert:  
Andreas Bittig, MBA

Industrial Partner:  
Siemens BP, Zug  
Dr. Henning Fuhrmann

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