Status quo and Future Trends & Challenges for Value Management

Dr. Manfred Ninaus

Valuemanager Ninaus VMN
Institute of Innovation and Trendresearch IITF

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- Status quo
- Trend impact for Value Management
- Challenges for Value Management

Institute of Innovation and Trend Research IITF

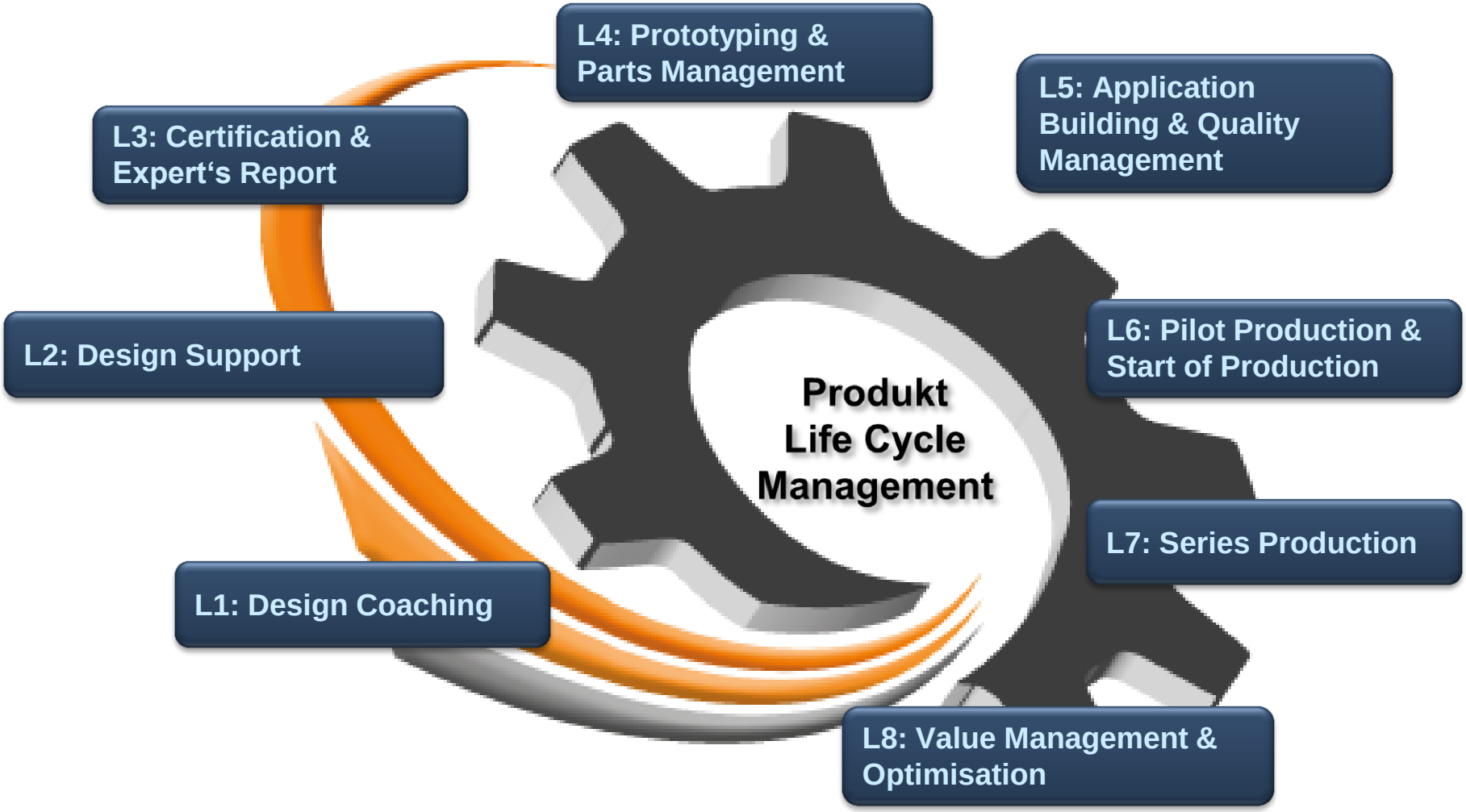
www.iitf.at

- National NCO for Value Management in Austria
- Research Topics
  - Innovation Management
  - Value Management
  - Trend Research

Institute for Innovation and Trendresearch

- Latest Research Projects
  - VAINNO – Value Management in SMEs
  - TV WEB – Bridging the Digital Divide

Holistic Service Portfolio Valuemanager Ninaus – VMN



Status quo Value Management

- Value Management is widely discussed and defined in standardisation EN 12973 (EGB)

Value for Europe
European Governing Board
Value Management Training & Certification

- SAVE:

SAVE
Adding Value. Enhancing Ideas.

The value methodology can be applied to a wide variety of applications, including industrial or consumer products, construction projects, manufacturing processes, business procedures, services, and business plans.

Trend impact for VM

Top 10 Strategic Technology Trends for 2015
Merging the Real World and the Virtual World
1 Computing Everywhere
2 The Internet of Things
3 3D Printing
Intelligence Everywhere
4 Advanced, Pervasive and Invisible Analytics
5 Context-Rich Systems
6 Smart Machines
The New IT Reality Emerges
7 Cloud/Client Computing
8 Software-Defined Applications and Infrastructure
9 Web-Scale IT
10 Risk-Based Security and Self-protection
Gartner
SYMPOSIUM ITXPO 2014

Trend Impact for Value Management

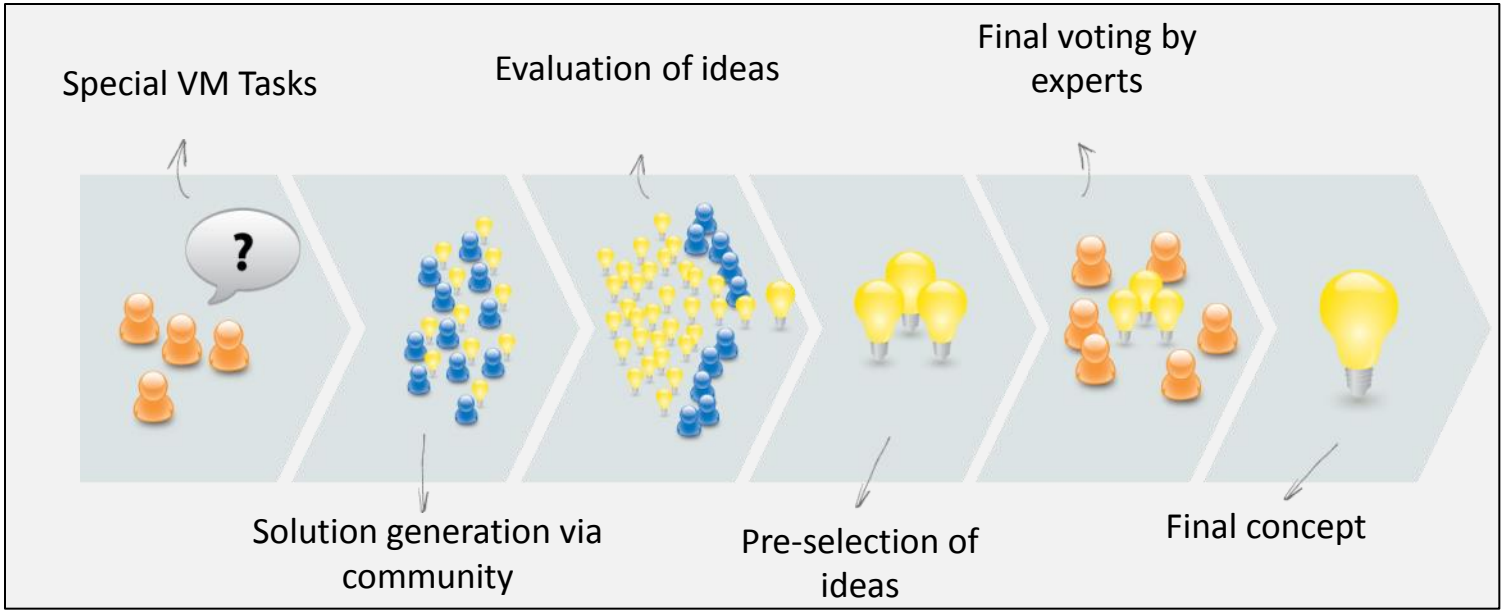
- Computing everywhere
  - Open Innovation - Crowd Sourcing - digital coworking in platforms

www.cra.org

www.neurovation.net

Trend Impact for Value Management

- Digital coworking in platforms and live events



Project work on the final concept

Innovation Design Workshop

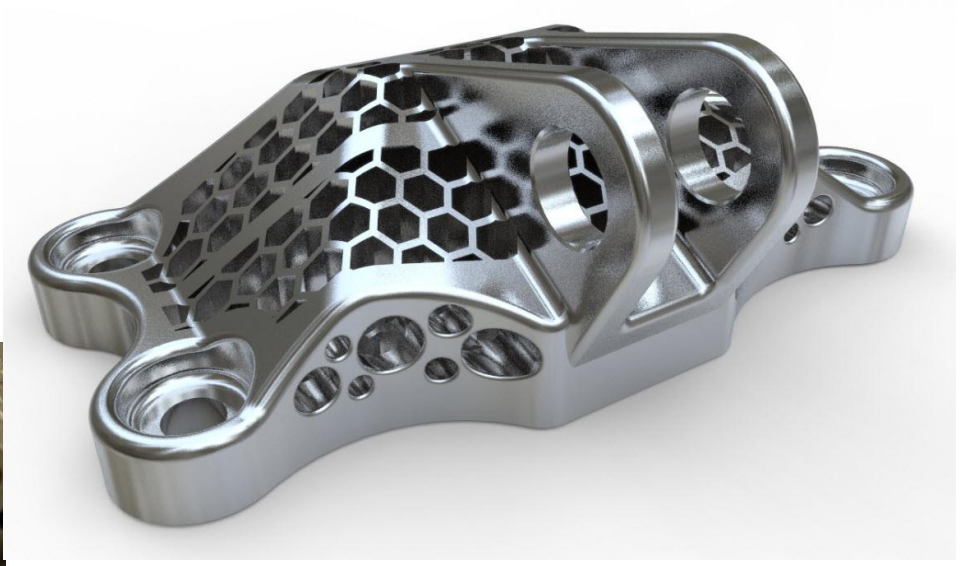
Trend Impact for Value Management

- Prototyping as enabler for new milestones in the VM job plan
  - VM job plan step 5 (new solutions) and step 8 (presentation of concepts) supported with 3D printing

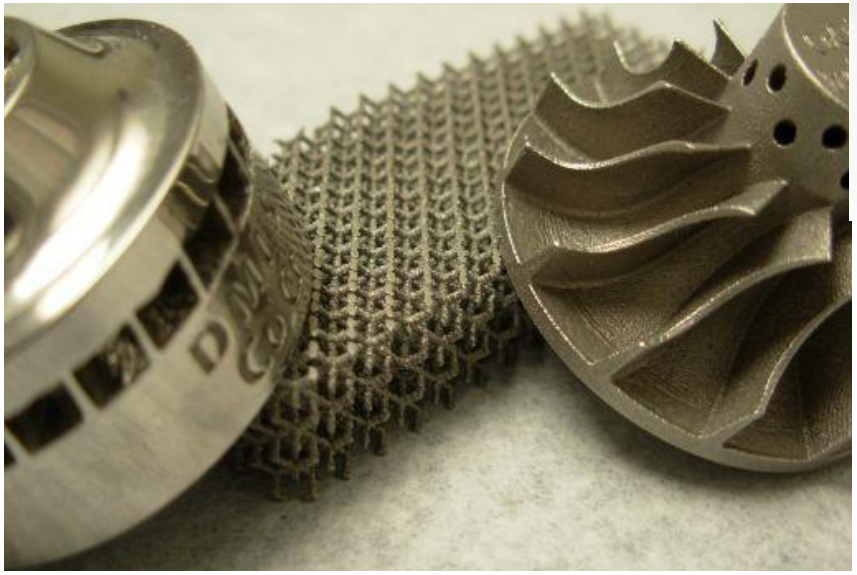
www.hage.at

Trend Impact for Value Management

- 3D printing – Direct metal laser sintering – new production methods



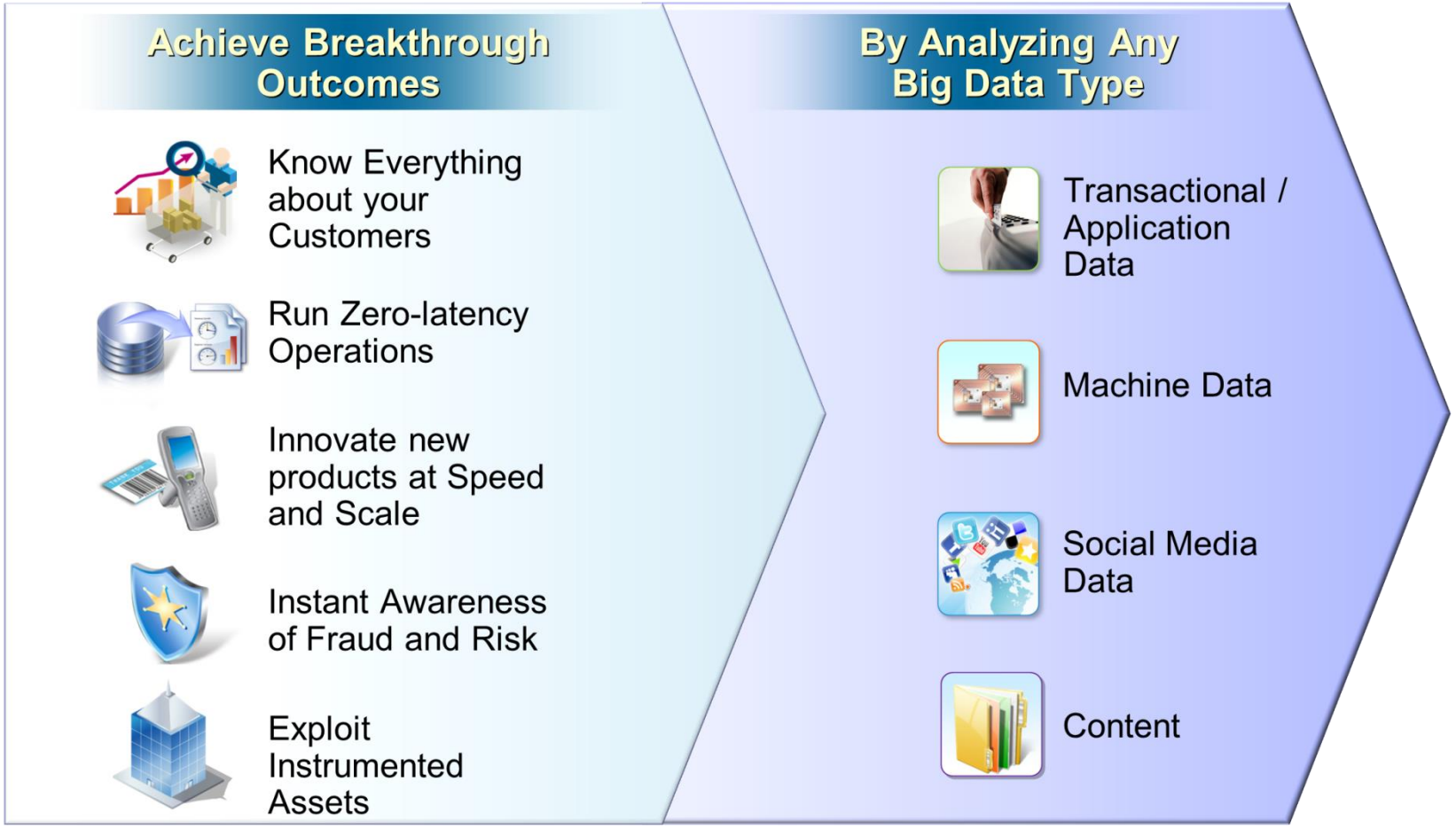
www.williams3d.com



www.econolyst.co.uk

Trend Impact for Value Management

- Context-Rich Systems - Big data



Source Martin Young
IBM Forum 2012 – Estonia

Trend Impact for Value Management

- Advanced Analytics & Context-Rich Systems
  - VM job plan step 3 (data collection) new data sources

Source Martin Young
IBM Forum 2012 – Estonia

Predictive Customer Analytics

Acquire
Grow
Retain

- Up-sell/cross-sell
- Market basket analysis
- Churn prevention
- Customer segmentation
- Brand Monitoring

Predictive Operational Analytics

Manage
Maintain
Maximize

- Predictive maintenance
- Assortment planning
- Reverse logistics
- Resource management
- Quality assurance

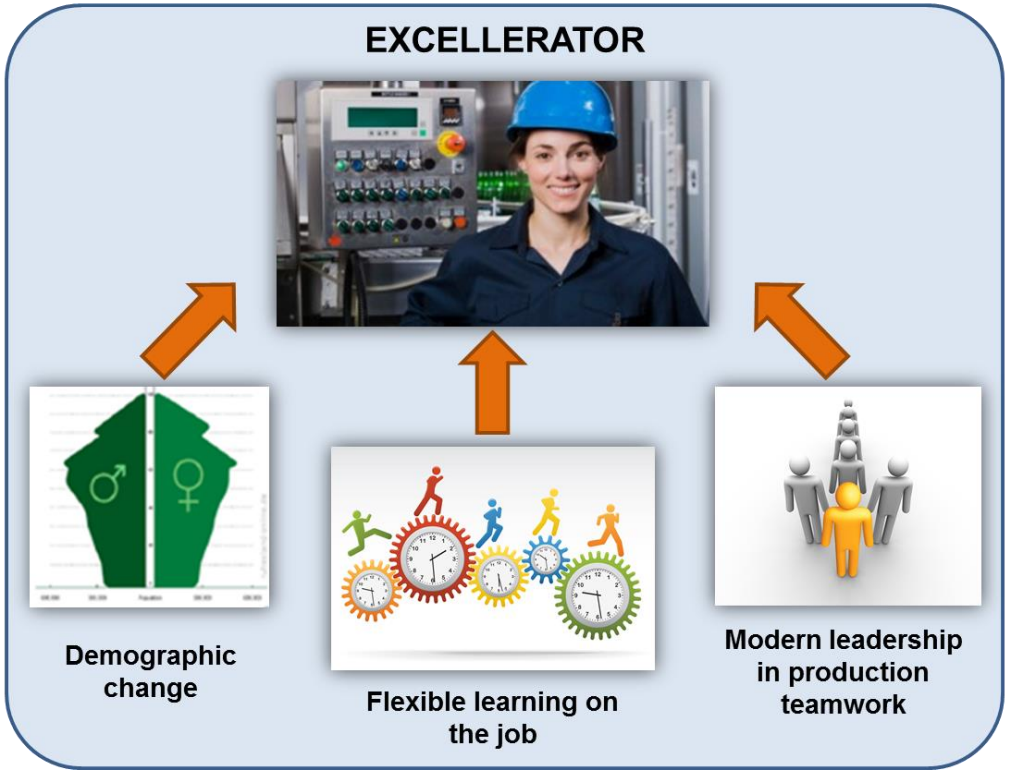
Predictive Threat & Risk Analytics

Monitor
Detect
Control

- Claims fraud
- Credit-card fraud
- Insider threat
- Signals analysis
- Cyber security

Trend Impact for Value Management

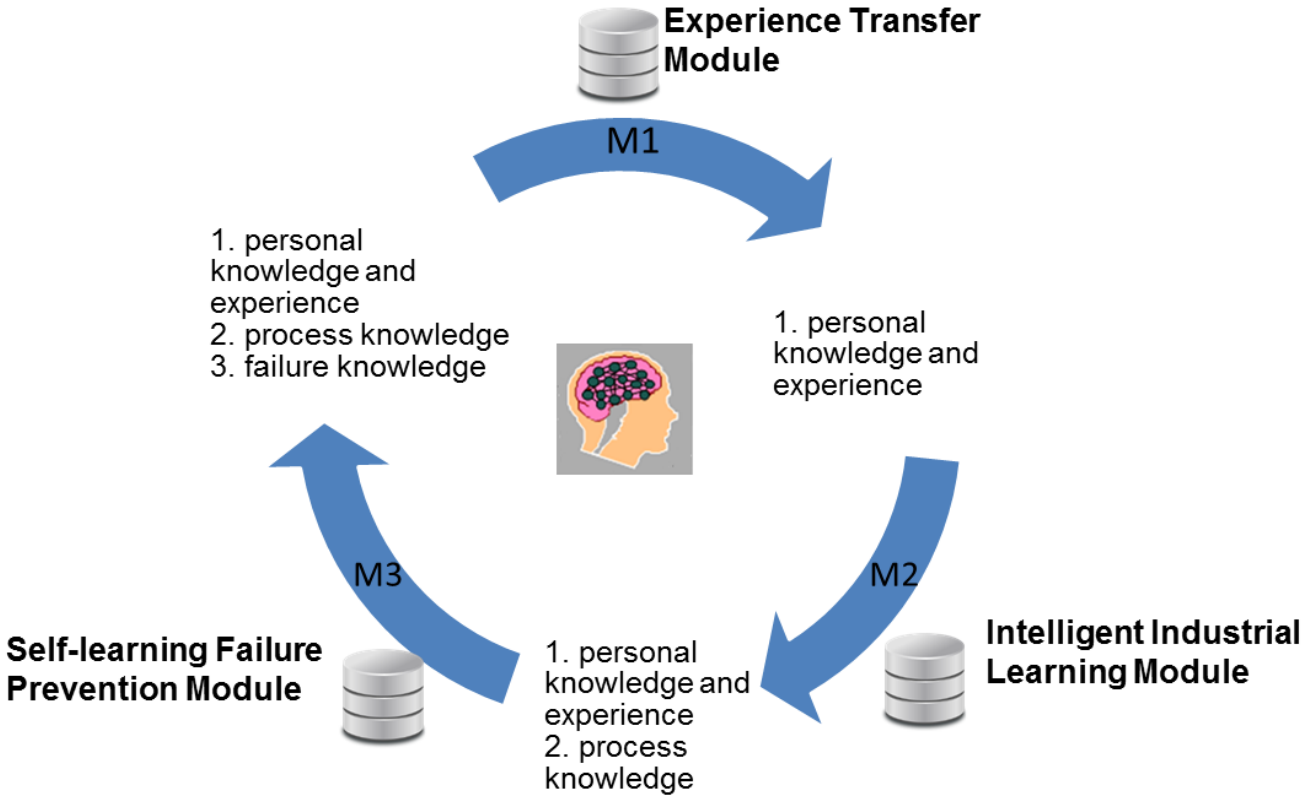
- Context-Rich Systems
  - VM job plan step 5 (new solutions) for process optimisation



IITF & VMN:
Research project Excellerator for error preventing system in production

Trend Impact for Value Management

- Context-Rich Systems
  - VM job plan step 5 (new solutions) for process optimisation
  - Project Excellerator: Need for a bottom-up oriented failure prevention system



Challenges for VM

Challenges for Value Management

- Global markets
  - Requirments engineering - customer needs in different countries

understanding local cultures, customer needs and behaviours,

Challenges for Value Management

- Global markets
  - Only low tech in low standard countries?

Ratan Tata, chairman, Tata Group:
We did not get the Nano marketing strategy right initially.

Trade off between culture customer needs and purchase power

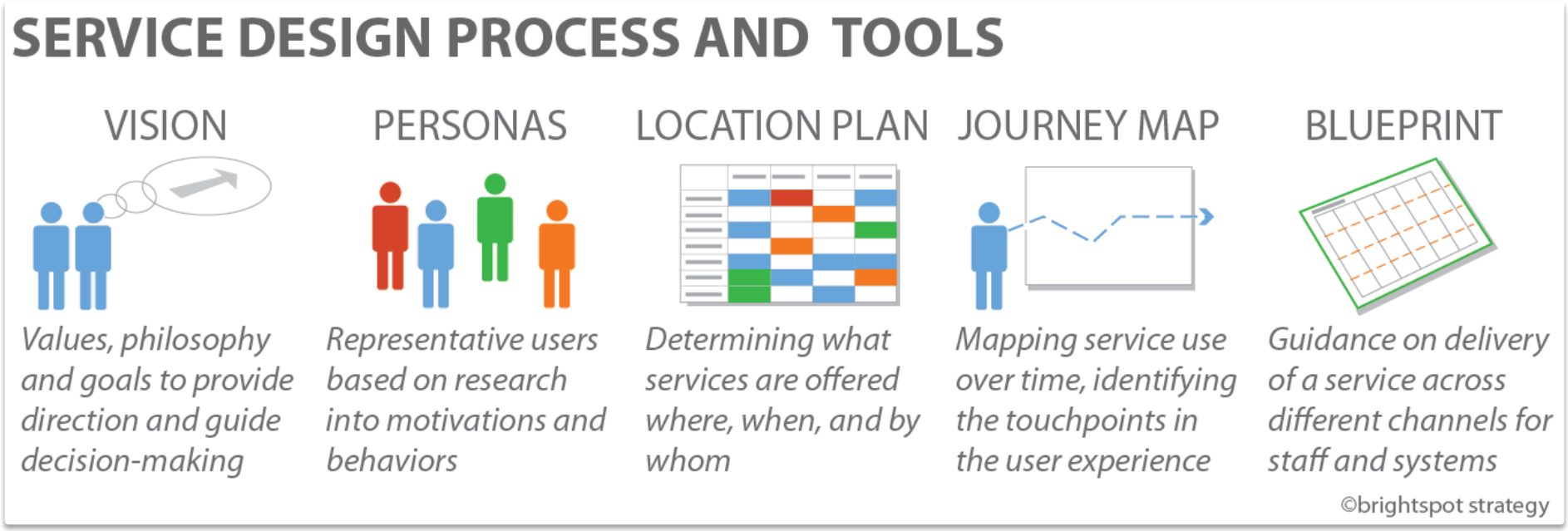
Challenges for Value Management

- Value Management for services
  - How can services be optimised with VM?

VM Steps	Service Design Steps
Project preparation	**Exploration**
AS IS analysis	
Target state description	**Creation**
Solution idea development	
Solution definition	**Reflexion**
Solution realisation	**Implementation**

Challenges for Value Management

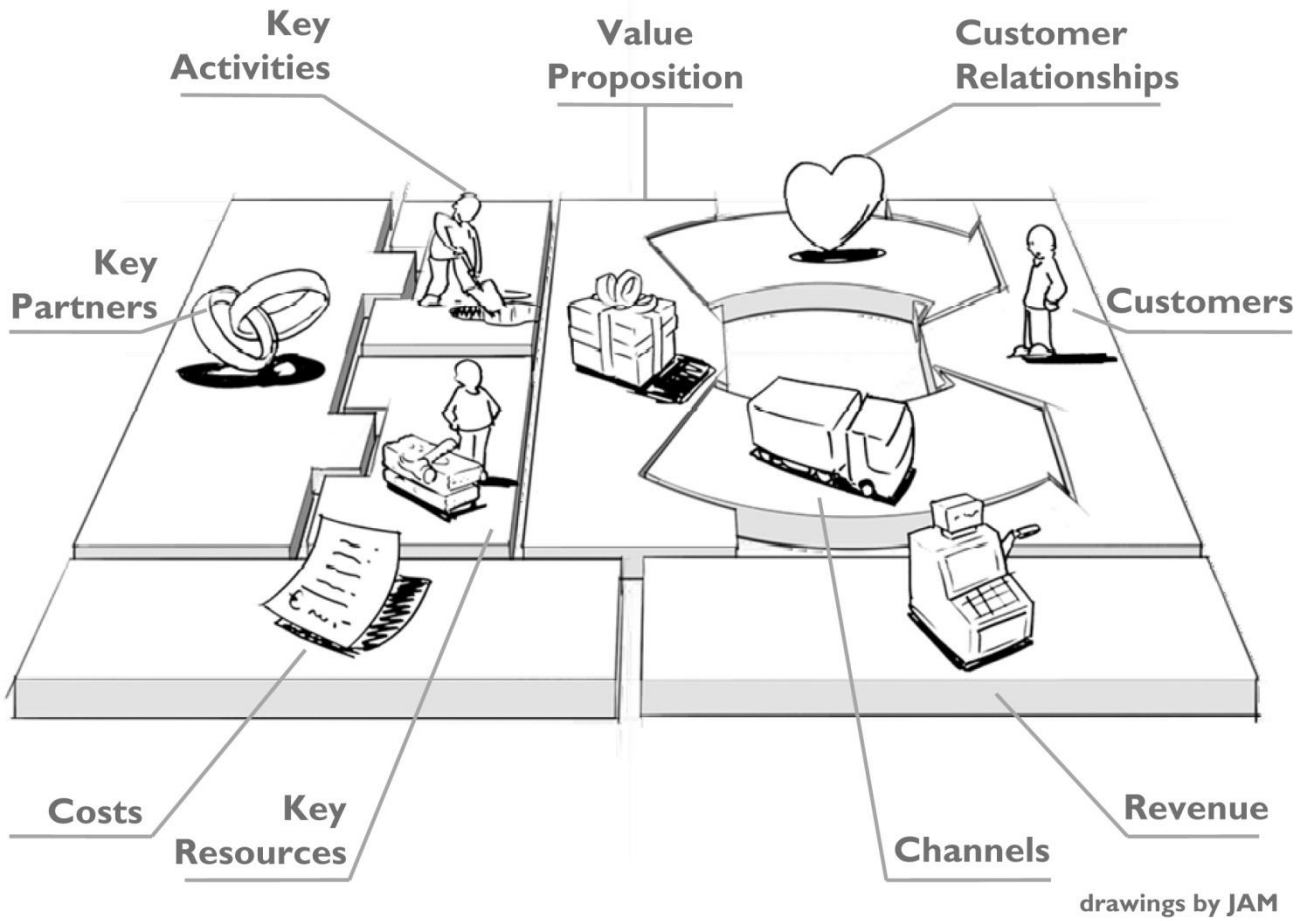
- Value Management for services
  - How can services be optimised with VM?



Lack of cost perspective!
VM cost for service functions

Challenges for Value Management

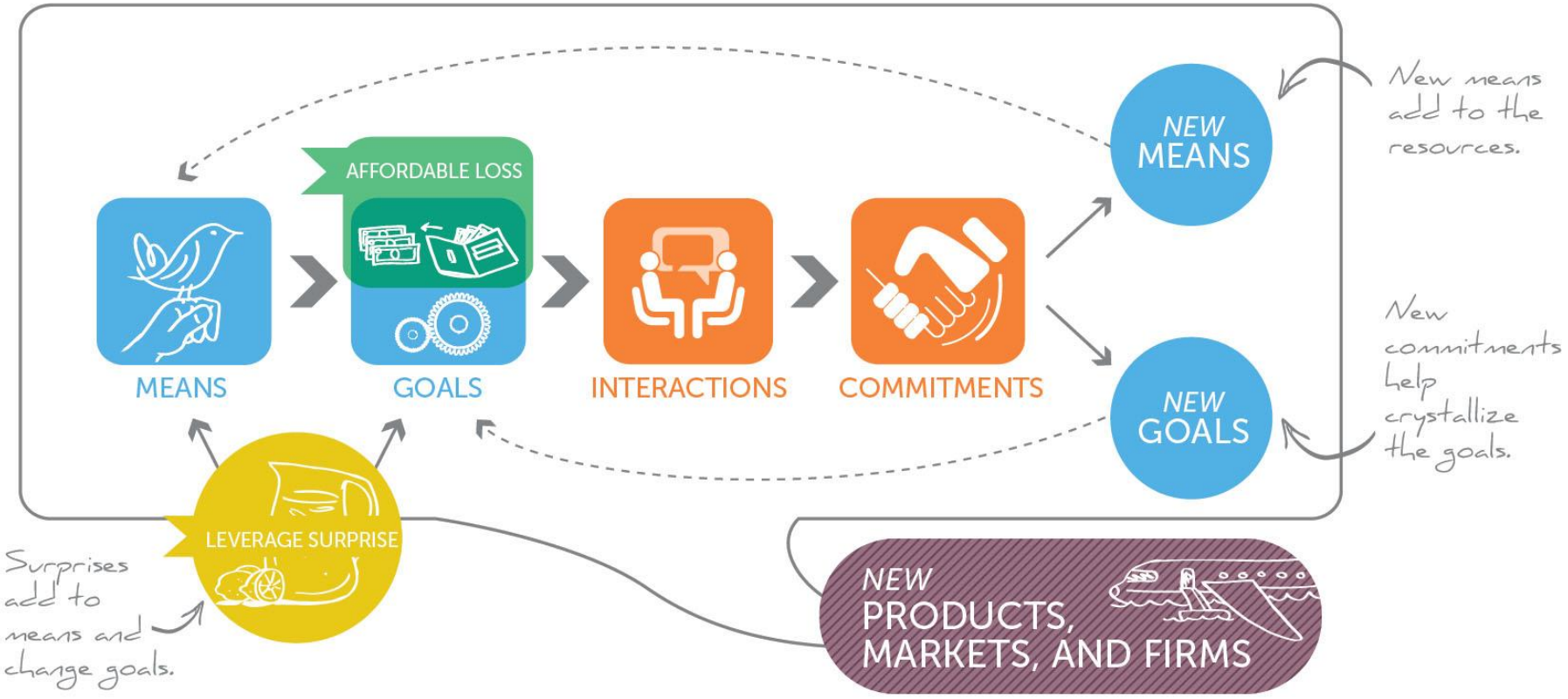
- Value Management for Business Models?



VM inputs
- Customer needs
- Function analysis
- Cost calculation

Challenges for Value Management

- VM for value driven leadership
  - Achieving operational excellence by employer involvement



necrophone.com

Develop means and goals with employees
Evaluate them together and control by values

Challenges for Value Management

- VM for value driven leadership
  - Employees as Intrapreneurs / start up of incubation centres

New ways of work led by values

www.endeavor.org

incubation centre

Thank you for your attention!

Valuemanager Ninaus

DI Dr. Manfred Ninaus
CEO
Mobil: +43 650 4000 899
E-Mail: manfred.ninaus@valuemanager.at

www.valuemanager.at

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