

Outcome Based Technology Management:

Finding and Seizing Golden Opportunities

**Dominic Manchee
Somersolvit Limited**

Why does **Technology**
Management matter so much?

... and what can we **learn** from others?

*In decade 1998 and 2008 only 75%
operating in 1998 still existed in 2008.*

*... only 12% of organisations had achieved
sustained and profitable growth over the
decade.*

Zook, Profit From The Core, 2010

Industry Turbulence Is Forcing Changes

... under volatile environments, it seems that a firms' competitive advantage is becoming much shorter and difficult to sustain

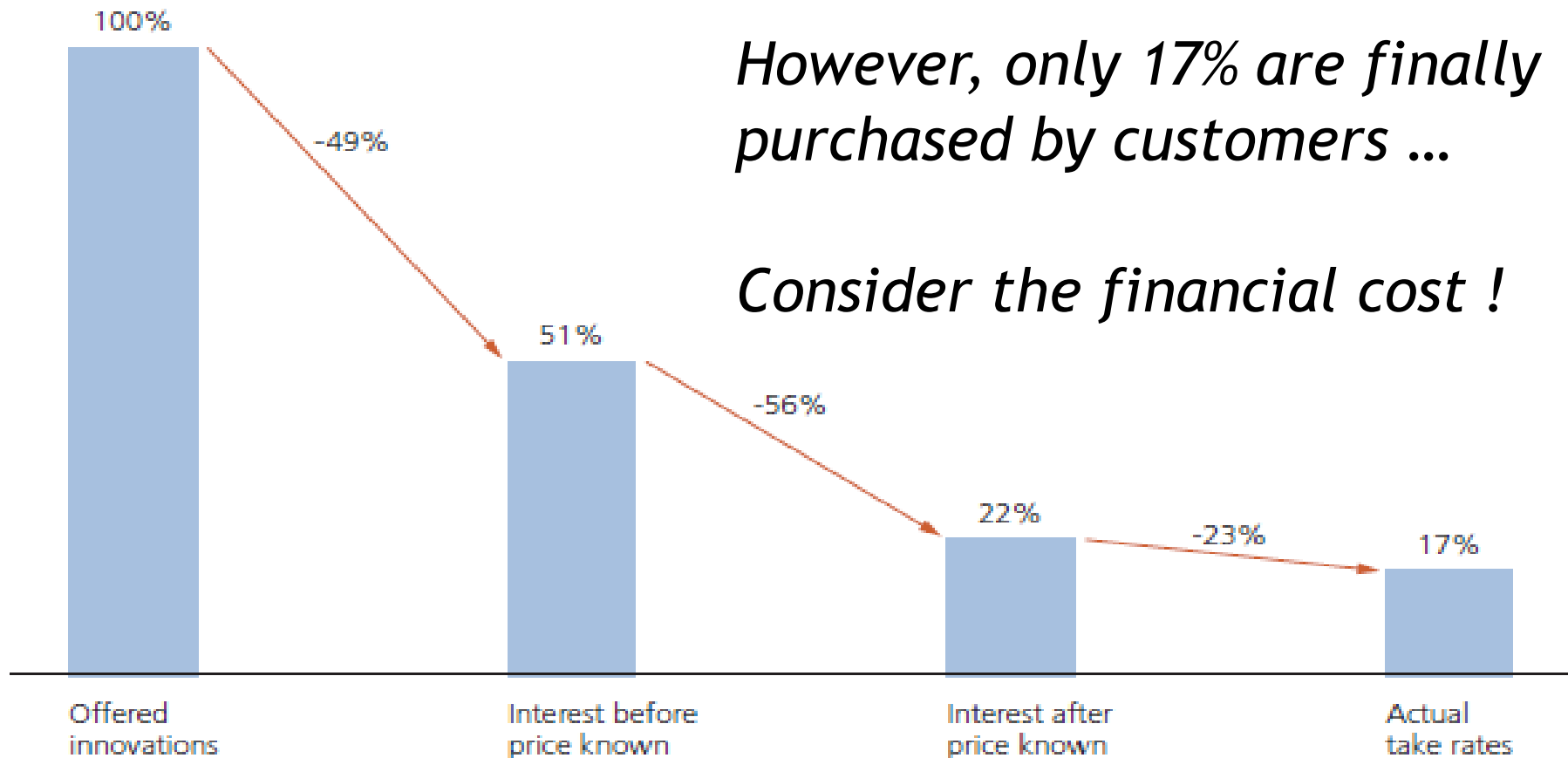
Soderholm, 2008

The automotive industry has developed many innovations ...



Only 17 percent of innovations are bought by the customer

Sales success of innovations¹



However, only 17% are finally purchased by customers ...

Consider the financial cost !

¹ Germany / U.S., based on 14 innovations in buying simulation

Source: Car Innovation 2015, www.oliverwyman.com

So what is **Technology**?

... and how can I identify and select technology that is of greatest **relevance** to my organisation / supply chain?

Product Technology



© JCB

JCB's latest high mobility excavator for the defence market



Product technology is delivered to the end customer.

Process Technology



© Starbucks

Preparing and delivering food and drink



UPS Tracking System © UPS



© Amazon

Amazon 1-Click ordering technology and personalised recommendations

Process technology aids production, innovation and delivery.

'The more opportunities I seize, the more opportunities that multiply before me'

Sun-Tzu : Art of War

Outcome Based Technology Management (OBTM)

'Outcome Based Technology Management' is all about identifying and selecting the right opportunities then ensuring technology is developed that is fit for purpose.

Customer intimacy and innovation may lead to market changing products



© Hilti – Dust Removal System

Ideas may increase safety

© Camelbak



Certain customers may need distinct features

Vodafone Emporia designed for visually impaired

Customers may simply desire the brand



Dominic Manchee
Owner - Somer Solvit Limited
Twitter - @somersolvit