

Grow business through technology-based intelligence

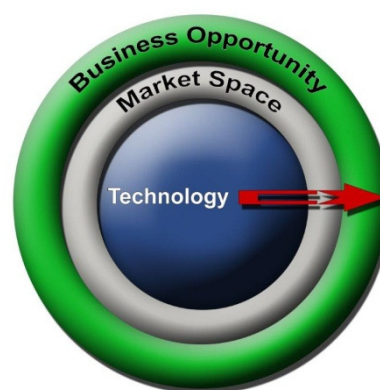
Dr Audrey Verhaeghe with permission from NineSigma

Have you considered the incredible value-add of having access to a landscape of new, emerging technologies to support a variety of business decisions and actions? The risks associated with an investment (or not an investment) in a specific technology could be tremendous without having detailed insight into the technology beyond its current applications, including emerging innovations.

Every organisation should have access to a technological landscape that can assist with alternative technology acquisition decisions or the identification of experts to fill gaps within the organisation's innovation capacity in support of decision-making. Opportunities can easily be missed or risks not appropriately mitigated if organisations do not have access to the relevant evolving knowledge. "Knowledge is power" and knowledge acquired from millions of innovators across the globe is potent.

With NineSigma's incomparable global reach and vast repository of both public and non-public domain knowledge, every organisation from disparate industries will be certain to obtain the most accurate view of the knowledge available across the globe. NineSigma's unique synthesis and mapping processes organise this new knowledge in a highly actionable format to meet your strategic objectives.

Having a global reach across industries utilising the Open Innovation paradigm has provided innovative and unlikely solutions to difficult problems/ challenges. Crash test dummy technology, used for the early detection of fluids when car accidents are simulated has proven to provide solutions to food manufacturing. Sensors central to fluid leakage detection from crash test dummies are now being sold to the food manufacturing sector to detect early leakage in foil poaches in the manufacturing process. This creates new revenue streams for the crash test dummy organisation from sources never imagined before. Existing technologies are used in an unrelated industry. Unrelated connections are made in the Open innovation market everyday taking businesses like Procter and Gamble and Kraft to new heights.



Start with the technology to find new business opportunities

NineSigma, 2020

Open innovation platforms are used extensively to collect technology-focused business intelligence. Business intelligence based on core technologies provides recommendations that can take

organisations into areas of pre-competitive collaboration to create entry barriers into the market Technology focused intelligence identify and evaluates the following areas for actionable business recommendations:

1. The current status of the IP/ Technical know-how, technical feasibility and maturity of external emerging technologies
2. Market opportunities and commercial viability of technologies
3. Business development opportunities and new markets for existing technologies

Ninesigma is the world's largest technology-based open innovation platform with more than 2 million solution providers registered and more than 1700 technology based open innovation projects completed. NineSigma Intelligence TM is a product by NineSigma, in which more than a million technical contacts are leveraged and a global multilingual public domain search is utilised. NineSigma has used their proprietary network search and public domain searches to help clients with:

- Discovery and identification of new technology areas to move into
- Determining the commercial viability of technical directions
- Determining feasibility of commercialisation through ranking and analysis
- Evaluating technology providers/ partners that can assist in all of the above.

The world is a bid space for business. Your technology might be unique, transferrable into unknown industries or the next technology wave in need of the right partnering solution to ensure market penetration. Your technology might also be almost absolute and you might not know it yet. Why not invest in decent technology based intelligence and make informed, pro-active business decisions that can provide the growth you expect.

For more information: Contact the Open innovation office at the Innovation Hub at info@riis.co.za or phone 012 844 0670.