



# Breakthrough Products

SAGENTIA

**Creating a breakthrough product – one that genuinely alters the competitive landscape – is one of the most challenging objectives an organisation can set itself. If done successfully, it can create enormous value by transforming, or even creating markets.**



In our experience, traditional product management and development processes often fail to deliver true breakthroughs. For mature products, which meet the basic user needs, competitive advantage is based on product differentiation and cost. This approach doesn't encourage the risk taking that is necessary to create real breakthroughs – perhaps one of the reasons why many breakthroughs are created by entrepreneurial start ups.

Our involvement in this area has led us to conclude that:

- unstructured front-end innovation processes lead to variable levels of innovation ambition
- formal divisions of responsibilities between 'marketing' and 'development' lead to barriers in understanding whereby the innovators are insulated from market need
- these same barriers in understanding erode innovation ambition during the development process

The starting point for a breakthrough product is a real understanding of market needs and the opportunities arising from those needs. This understanding must become an integral part of the product development process. At Sagentia we have addressed this challenge by developing a three stage approach:

- we first set out to **understand** the commercial, business and technology opportunities that will enable the breakthrough
- we then employ **creative** processes that provide robust, structured innovation, giving confidence that the selected concept is the most appropriate
- finally we **deliver** the breakthrough product from requirement to manufacture via a structured product development process

This approach has been used by Sagentia time and again to develop unique, breakthrough products for our clients in segments ranging from office equipment, through medical devices to domestic appliances.

**For further information email:**  
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## Sagentia

### Many minds make bright work

We create value from technology by developing richer solutions with our clients that enable them to realise better business opportunities.

We operate in six market sectors developing new technologies, products and services that change the basis of competition. We assist business leaders and policy makers to create strategies for technology, innovation and growth.

Our *Collective Technology Wisdom*<sup>®</sup> – the unique characteristic of our company – guides how we work. We form highly creative teams that draw on individuality and collective experience. And we take a multi-dimensional approach to opportunity discovery and problem solving, drawing on our combined technical expertise, business acumen and industry experience.

We can work with you wherever you are in the world. Our teams are situated in state-of-the-art facilities in Europe, the USA and China.

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