



Technology Management

SAGENTIA

The strategic importance of technology is well understood by the great majority of businesses. The challenge is how to manage it. Technology is rarely without cost; ensuring that it delivers full value for the business is always important and often crucial.



At Sagentia our Technology Management service helps clients develop and apply their technology capabilities to achieve targeted business. The service comprises a number of linked business processes.

The first of these ensures the portfolio of work being undertaken aligns with the client's business objectives and consists of two approaches: Technology Scenarios, and Disruptive Technologies. These forecasting techniques are designed to help understand the future impact and performance of individual technologies or classes of technology.

This initial forecasting process inevitably leads to the issue of Technology Sourcing. Here the need is to identify what technologies exist externally and determine a make-or-buy decision. Increasingly, companies are focusing their development efforts around Technology Platforms, which allow the application of advanced developments to a range of opportunities, improving both time-to-market and cost effectiveness.

A further factor to consider in determining the make-up of a technology portfolio comes from systematic Intellectual Property (IP) Management and Exploitation. In a competitive arena, IP can be used both defensively and offensively.

Technology-enabled businesses will usually have a number of projects competing for limited resources. The situation is further complicated by the need to provide ongoing support for existing products. The growing imperative for 'front end' innovation imposes additional demands on stretched resources. Here, we have shown Portfolio Management to be a vital tool at both strategic and operational levels, and we invoke a range of analytical and decision-making tools, such as risk-adjusted NPV and real options analysis, to ensure the right priorities are assigned to technology tasks.

At Sagentia, we are immersed on a daily basis in the practical application of Technology Management, both within our own technology-intensive business and that of our clients. We work with our clients to provide insightful input and guidance

for the practice of their business, and if needed we can undertake complete assignments based on any or all of the processes described here.

For further information email:
info@sagentia.com

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*[®] – 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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