

One of the world's leading suppliers of roll and calender technologies manages ideas with HypeIMT



"We handle about 100 suggestions, from small ideas to large innovation projects per year, which are all competing for the same research and development budget. HypeIMT helps us to avoid personal biases that may impact decisions."

Dr. Benno Fonrobert, Technical Director at Andritz Küsters

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Innovations for customers – this is the philosophy of Andritz Küsters. The company employs about 500 people in Germany, Switzerland and the United States and is one of the world's leading suppliers of roll and calender technologies for manufacturing and finishing processes in the nonwoven and paper industries. In the development of innovations, Andritz Küsters doesn't leave anything to chance. Although good ideas can sometimes be spontaneous, a systematic approach to this subject is vital. This is why the corporation introduced a sophisticated innovation management process. "One can be innovative only if one understands the market, one's customers and their challenges. This is why our developers and technology experts are both consultants and trouble shooters," says Dr. Fonrobert.

Business Challenge

Deep knowledge of customers and their ways of working is necessary to be innovative. This knowledge needs to be structured, documented and shared.

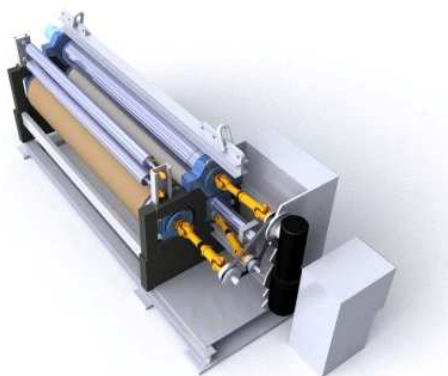
Because of the company's vast product range, including solutions for the paper and nonwoven industries, plus the

fact that most of its products are individually developed for specific customers, the innovation management process at Andritz Küsters was very complex and needed to become more transparent.

Predefined selection criteria were needed to assist management in the assessment and rating of innovations. Andritz Küsters' goal was to improve production flexibility by improving management of internal suggestions.

The Solution

Andritz Küsters was looking for a software solution that would support idea administration and, at the same time, improve internal communication. In 2005, the executive committee at the company decided to implement HypeIMT to manage its internal suggestion box system and its product and process innovations.



Today, all of the company's nearly 500 employees have access to the system via the intranet and are encouraged to discuss ideas online.

In addition, InnoGuide, a module component of HypeIMT that helps to determine the market success potential and possible risks of innovations, was introduced along with HypeIMT. InnoGuide is based on scientifically compiled evaluation methods. Its questionnaire contains predefined selection criteria that are suitable for any industry or product, and easily covers the wide product range of Andritz Küsters.

Licensing fees were another important consideration for Andritz Küsters. As all employees needed to have access to the software, the company profited from a corporate-wide HypeIMT installation for an unlimited number of users.

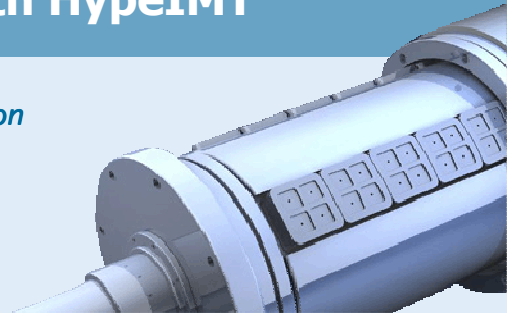
The Implementation

A large deciding factor for Andritz Küsters in choosing HypeIMT was the quick implementation time. Hype Softwaretechnik was the only supplier that guaranteed company-wide implementation of the customized software

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application within three months.

A tailored HypeIMT version built around workflows at Andritz Küsters was tested internally before the official launch. The software was then further customized to the company's needs based on feedback received during the trial period.

Ease of software customization is another benefit Andritz Küsters found with HypeIMT, as innovation management processes are constantly evolving. The internal innovation managers at Andritz Küsters were able to adapt the software themselves after a short training session. Many forms and workflows have

been customized since implementation.

Computers were installed in the factories to make sure that the employees in production facilities are also able to share their suggestions. Suggestions can also be submitted on paper or over the phone. The "Inno Team" then enters these proposals into HypeIMT.

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Feedback regarding discussion possibilities within HypeIMT has been very positive. About 100 ideas are entered into the system per year. On average, two discussion replies per idea are entered by employees commenting on each idea, providing a forum for continued brainstorming.

Benefits

Market success potential and possible risks of innovation ideas are identified based on neutral and scientifically compiled rating schemes.

The decision process has become standardized and transparent. Idea contributors can access idea evaluations and can track the progress of their ideas throughout the innovation management process.

The suggestions box system helps to identify problems and ensures quick, trouble-free project completion.

InnoGuide supports innovation managers in preparing the corporate research and development budget.

Facts and Figures

Company

Andritz Küsters, www.kuesters.com

Software Details

- 500 HypeIMT user accounts
- Roles: 25 idea contributors, 70 suggestion contributors, 5 innovation managers, 3 process designers
- 100 innovation ideas per year are managed with HypeIMT (90% product innovations)

Project Highlights

- Quick implementation time of three months
- HypeIMT manages ideas as well as suggestions
- Internal software customization after a HypeIMT training session
- Reduced workload: focus from paperwork to personal interaction



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