

Achieving Alignment in New Product Creation

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October 16, 2003

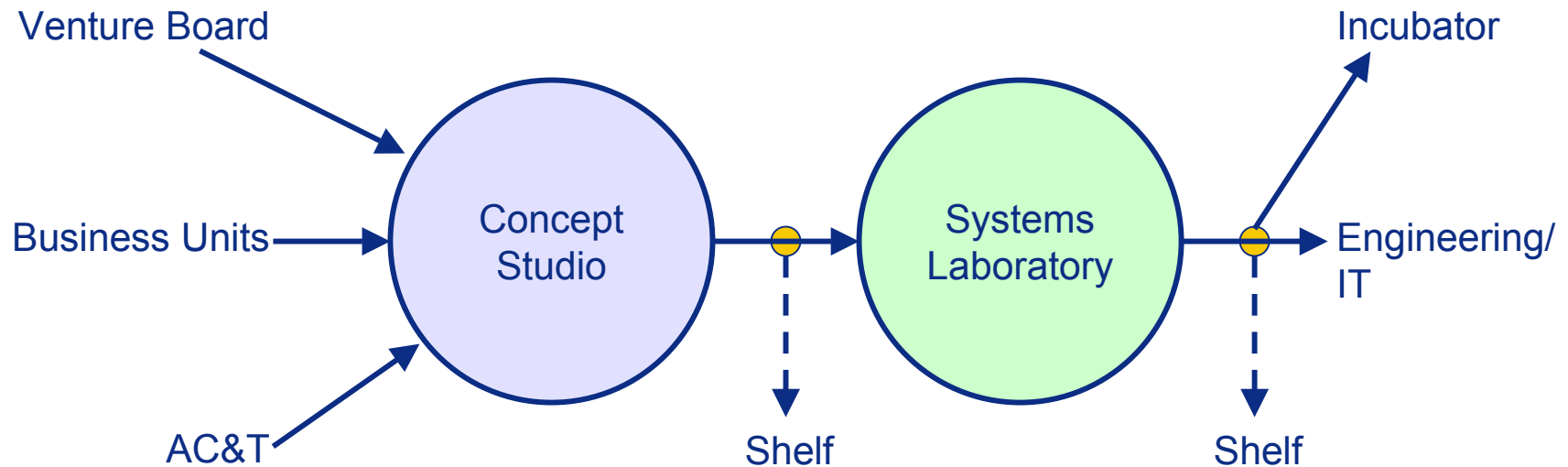


Advanced Concepts & Technology

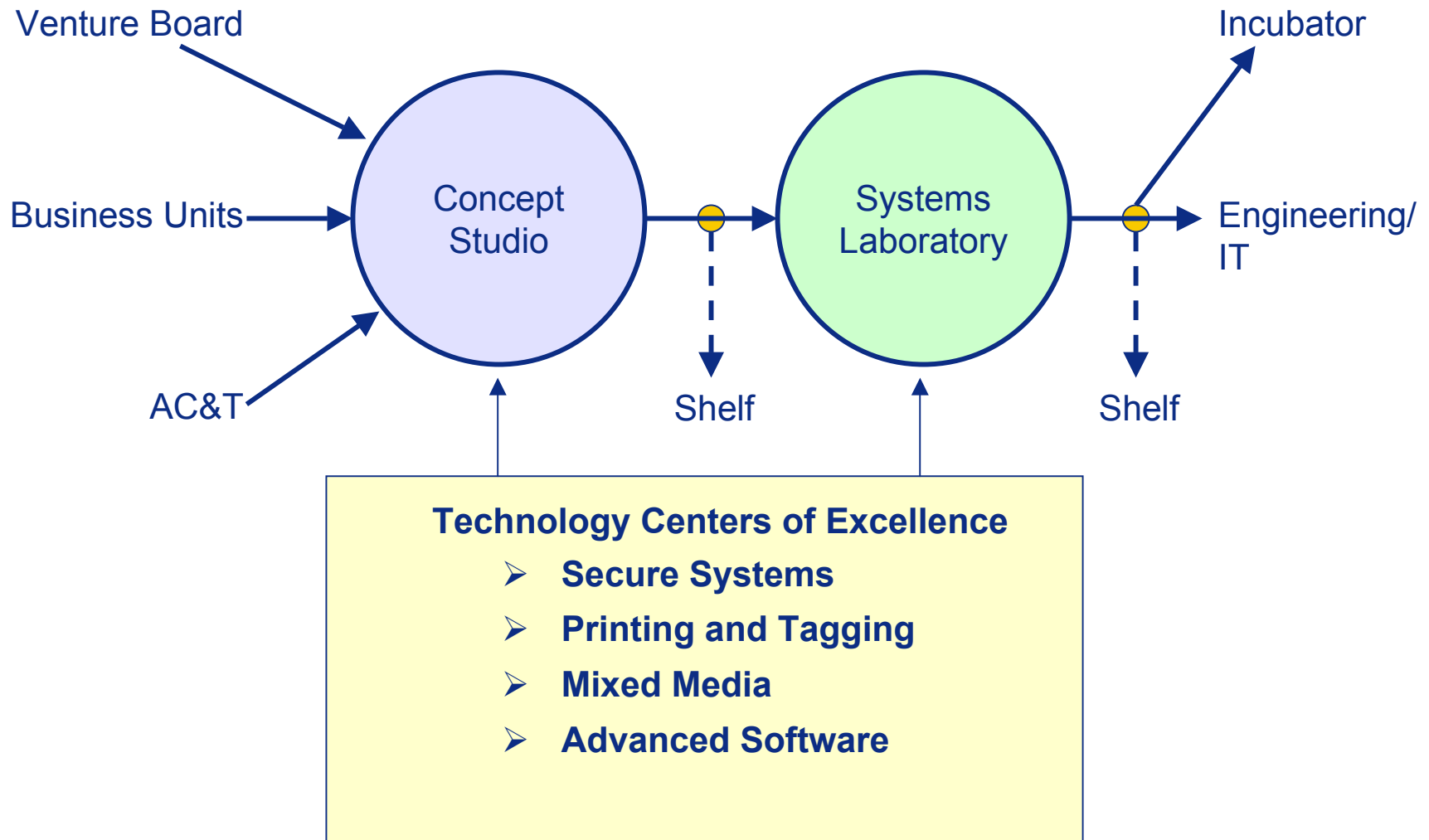
Strategic
Question

Value
Proposition

Business
Case



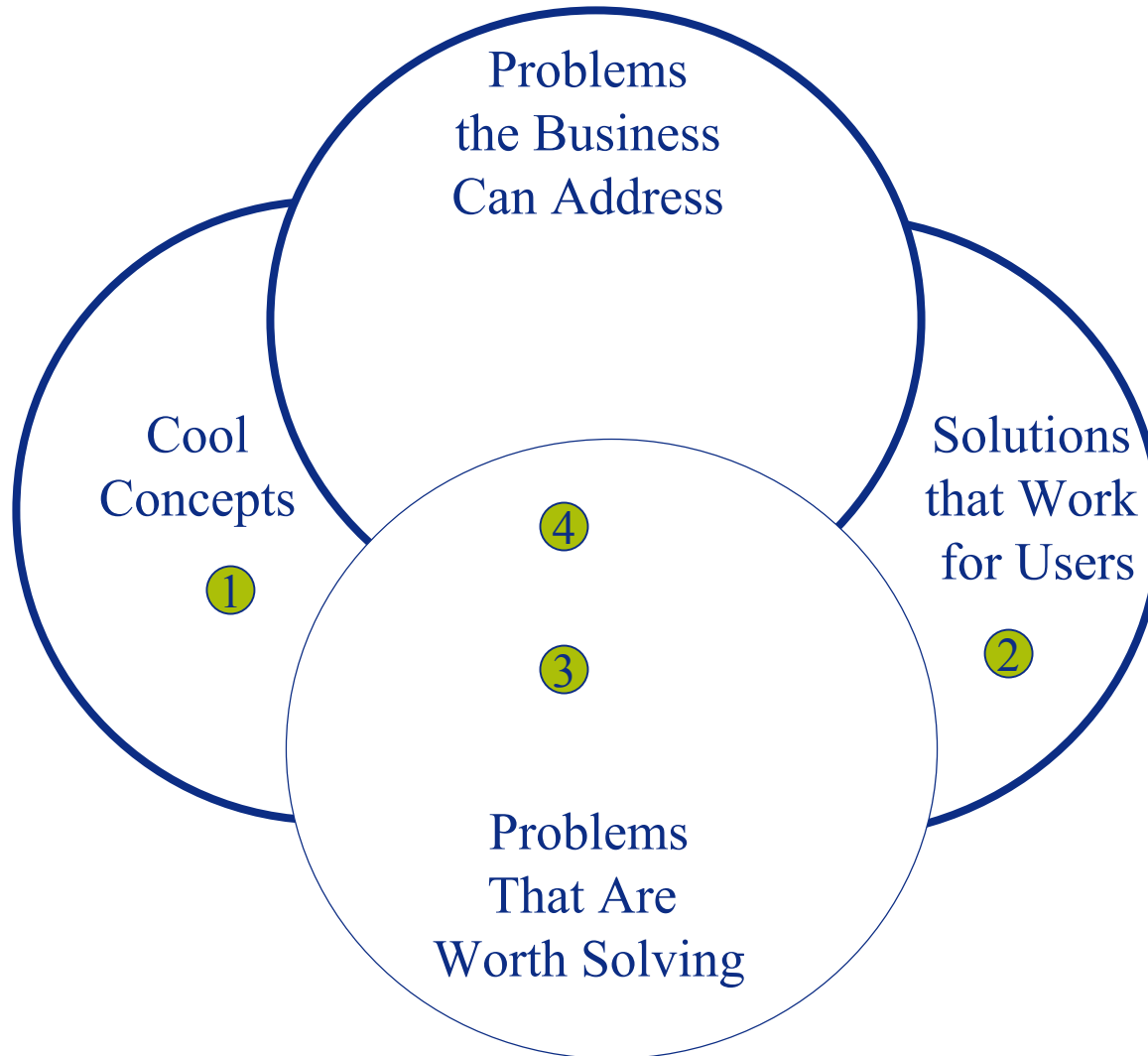
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Customer-centered innovation

- Ethnography to understand user needs
- Ideation centered on customer needs
- Prototyping as the language of innovation
- Iteration toward solutions
- Focus on the value proposition
- Invention to realize the vision

Example: Amita



Conclusion

- Technologists need to get out of the lab
- Innovation is a contact sport
- Value propositions are part of what must be discovered
- Corporate capabilities can (legitimately) limit possibilities