



Informatics & Analytics - the team approach



IRFS2008, Nov 6th – 7th, Vienna

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imagination at work

- the challenge
- the process
- the solution

The Challenge

The Challenge

1. Historical focus on tools, not on process.
2. Add-on, not embedded in business processes.
3. Lack of high-level patent strategy (change of mindset).
4. Incomplete briefings and subsequent communication.
5. Snapshots – not updatable.
6. It's ready when it's ready approach.
7. Spreadsheets from hell!
8. Difficult handover.
9. Lack of trust.
10. Poor metrics.
11. Etc.,

Process

Establishing process (1)

1. Taking the issue seriously.
2. Getting management buy-in.
3. Putting a team of experts in place.
4. Getting the attorneys to think strategically.
5. Creating a process (virtual) workout.
6. Applying lean.
7. Embedding into business processes.
8. Rollout.
9. Experts must act as influencers

The analytics process within GE



- Link analytics requests to business processes
- Engage key stakeholders in the process
- Ensure credibility of analytics (quality assurance)



Be clear on objectives

Identify internal experts

Know your portfolio

Clarify external position

Ensure report is actionable

Explore adjacencies & growth areas

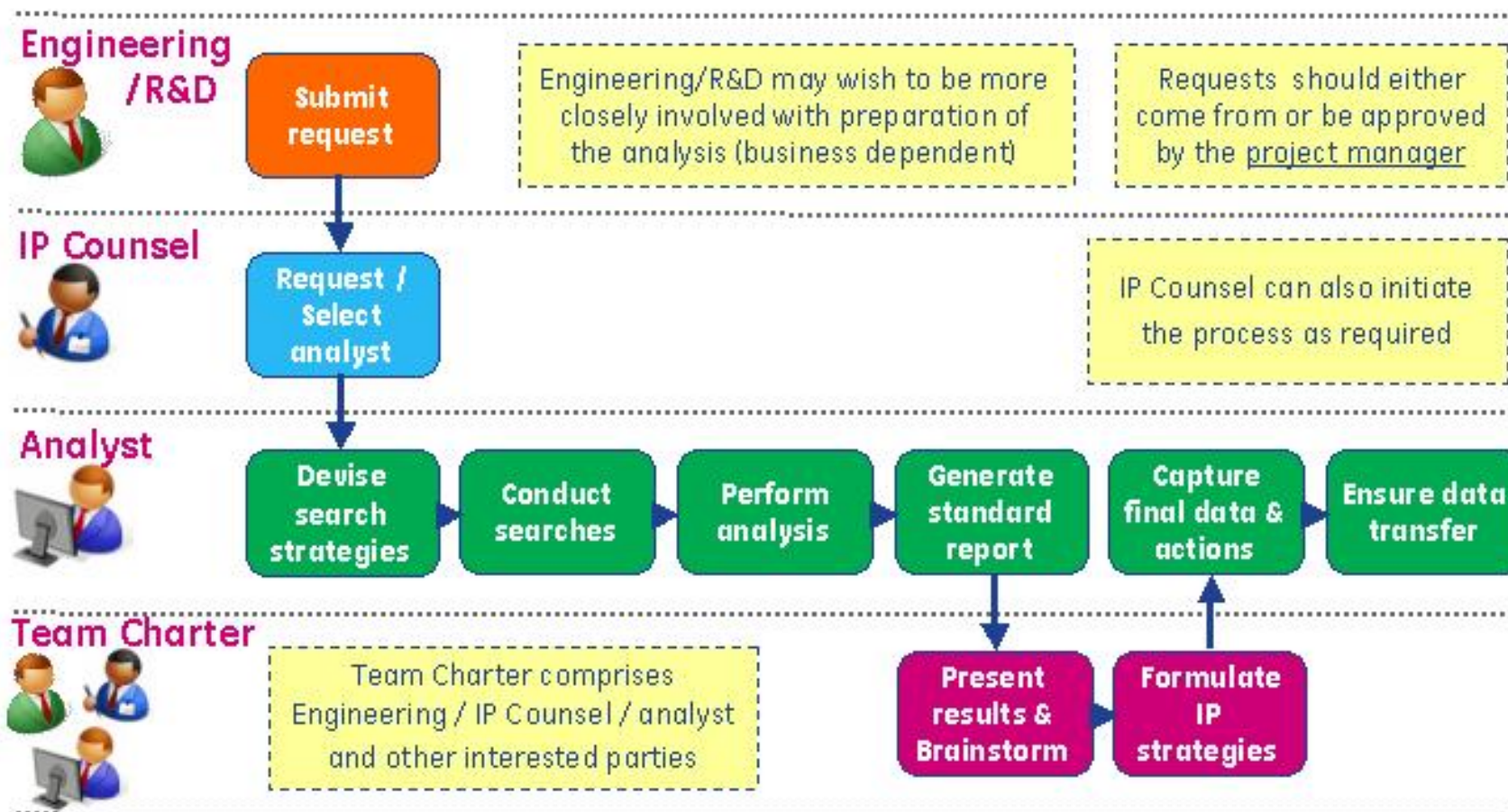
Link with business strategy

Mitigate risk

Link to business processes

Capture successes

The process



Briefing & beyond

1. Online process with workflow.
2. Designed to maximize information capture.
3. Be clear about the aim & scope of the project (what do we want to know? / what are we going to do with the information?)
4. Request placed in queue, allocated to analyst.
5. Total transparency within the system



The screenshot shows a web application interface for 'Symphony - Landscaping'. The header includes the GE logo and a colorful circular icon. The main form is titled 'Requestor' and contains several fields:

Business	Healthcare
GE sub-business	Life Science
Project name or technology sector	Bioprocess
Reason for analysis	Established project support
Analysis title	Bioprocess disposable components
Analysis description	The business is looking to develop new disposable bioprocess components to support our existing products so that we can offer a full complement of disposable components to customers.
Supporting attachment? (eg. project overview / marketing plan)	<input type="text"/> Browse...

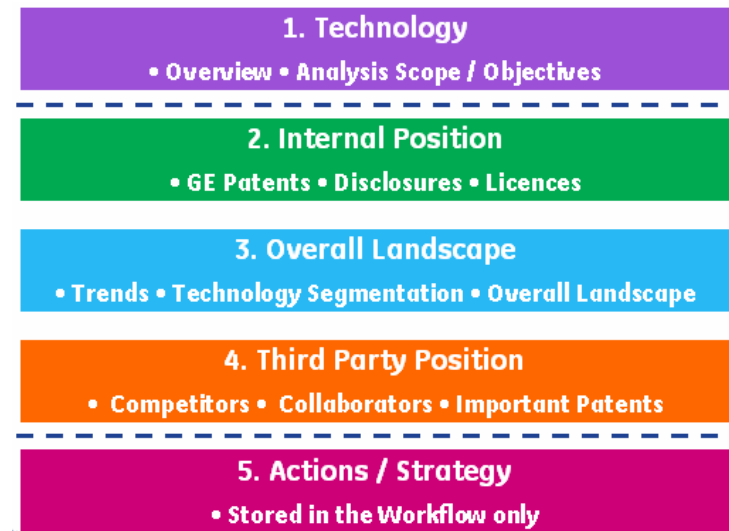
Work in progress

1. Share preliminary results and iterate.
2. Modify search details if required.
3. Ensure analytics are credible/meaningful (easy to produce bogus results).
4. Share best-practice. Templates / process / training.

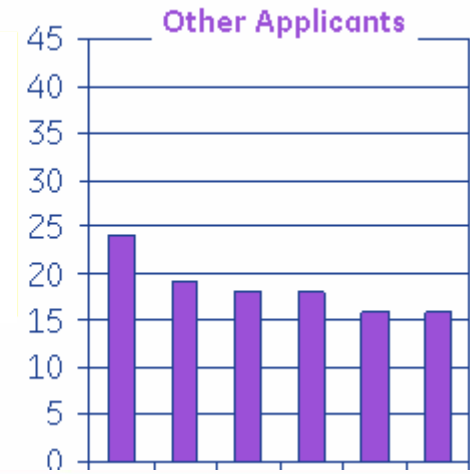
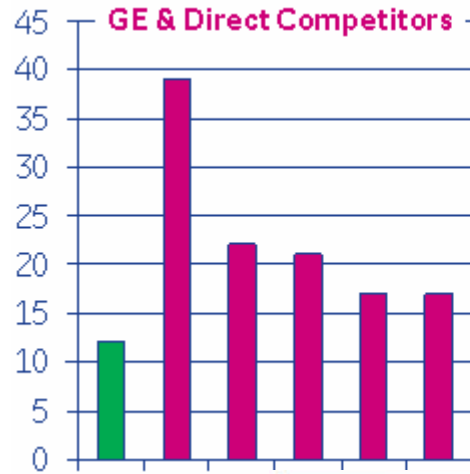
The Solution

Presenting results

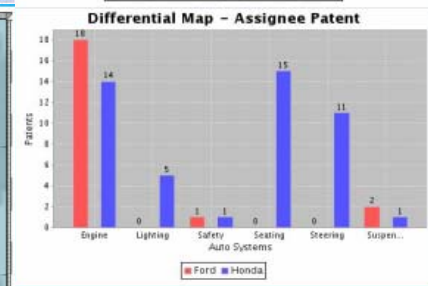
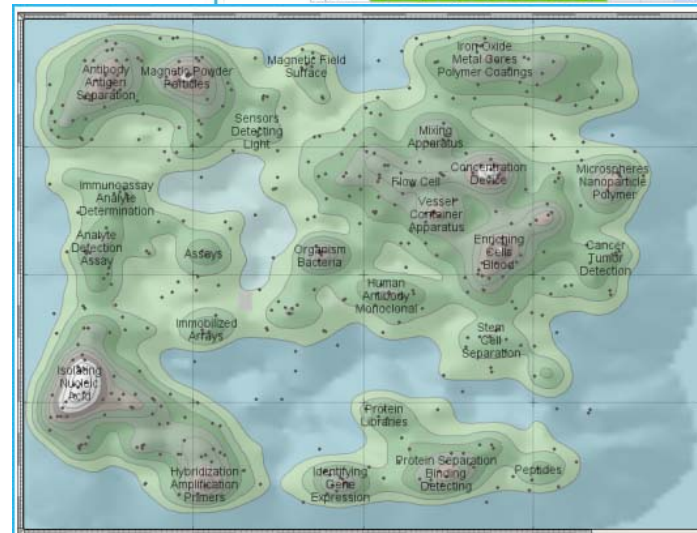
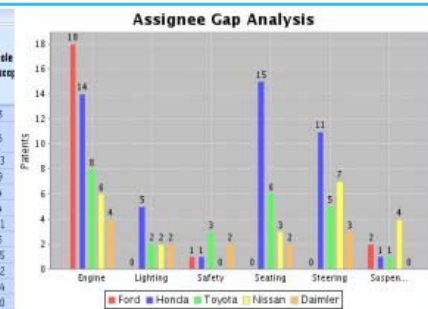
1. No spreadsheets.
2. A template divided into colour coded sections.
3. Designed for optimum communication.
4. Clear messages, as interpreted by the analyst.
5. Designed to drive strategy



Actual results



Axis Name	Child Name	Ferrari*	Ford*	Honda*	Lear Corp*	Motor*	Mitsubishi*	Nissan*	Other companies (not Toyota*)	Whole Lifecycle
Auto near alternator	near alternator						3			3
Automotive Alternator	Alternator						6			6
Fuels	Electric	6	8	11	9	10	1	2	7	63
	Hybrid	New Details								9
	Diesel	Report								4
	Petrol energy	Residue								4
Near operator	energy	4	3	5	4	1	1	1	1	31
	Near			1			4			5
	Seating	5	7	14	10	11	6	1		7
Parts	Steering	5	9	17	11	13	8	1	1	6
	Safety	3	8	14	4	7	5	1	1	4
	Suspension	1	2	5	3	4	4	1		20



Key benefits

1. Archive reveals “have we looked at this before?”
2. Share results, learn from other businesses
3. Reduced cycle time – greater productivity.
4. Results updatable.
5. Reports are more consistent.
6. Comprehensive metrics available.
7. Smoother handover.
8. Businesses “involved”.
9. Reports facilitate proactive brainstorming
10. Link output to business processes