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CORPORATE EXPERIENCES IN OPEN INNOVATION

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In the 21st century, companies are facing new challenges in a rapidly changing environment. Global competition and technological progress, in particular of information and communication technologies, have shortened life cycle products, opened up new markets, and lowered barriers to firm entry. These changes are compelling firms to find new and more rapid ways to innovate.

In this context, we observe a growing trend toward more open innovation models. Firms reformulate their innovation strategies, giving a prominent place to R&D and technology available from external sources in the public and private sectors. Knowledge in universities, research organizations, customers, suppliers, and competitors is seen as a highly valuable resource, needed to bring new, innovative products quickly to the global market.

At the same time, in open business models, business R&D units exploit two ways to create value from generated knowledge and to demonstrate financial returns on R&D investments: commercializing new innovative products and spinning out technologies and intellectual property rights developed internally.

This is bringing about changes in the value chain, which is increasingly fragmented across countries, especially in high tech sectors. New players are entering not only production activities, but also research and technology development areas, which favors the development of a global technology market.

In this session, four organizations will share their experiences and strategies in the new ecosystem. Ericsson, Everis, and ATOS Origin representatives will give their views on how their businesses handle and profit from open innovation, explaining their new sources of knowledge and technology and their collaboration models with external entities. The fourth member, an academic, will discuss how universities can be integrated in these open collaboration models to extend the R&D capabilities of companies.

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