

# Consortial Benchmarking 2024/25

## Success factors and successful practices in Technology Management

### Motivation

building innovative strength



A **dynamic environment** requires the swift implementation of **technological innovations** in order to strengthen future competitive advantages:



**(Digital) technological improvements** require constant differentiation on the market



**Sustainability requirements** create new boundary conditions



**External disruptions** intensify the need for the ability to react quickly

Successful **Technology Management (TM)** helps companies to increase their competitiveness. However, **three core challenges** can often be seen:



Designing the **organization of the TM** in processes and structures of the company



**Effective** operation of TM to make better **technology decisions**



**Efficient** operation of TM to ensure that "good" TM is **not becoming a luxury**

### Why do we need a TM?



The successful implementation of technological innovations is crucial for the **growth** and **competitiveness** of companies.

As part of strategic management, **Technology Management plays a central role** in sustainably **differentiating** the company's competitive position through **unique skills** and **resources**.

While **Technology Management** targets on economic success through technologies, **Innovation Management** focuses on **offerings** in the form of products or services and their **market success**.

### Your advantages

learn from the best



**Training**

Receive **intensive training** on Technology and Innovation Management fundamentals



**Results**

Get your **individual benchmarking** and **exclusive access** to the detailed success factors and case studies



**Insights**

During **company visits**, you get to know **five successful companies** and can exchange experiences with them actively



**Transfer**

**Transfer** the identified **success factors** to your company and **discuss findings** in a pre-competitive confidential industry consortium

### What goal are we pursuing?

With the consortium benchmarking "**Success Factors and Successful Practices in Technology Management**", we would like to work with you as a consortium to identify successful approaches and practices based on your individual challenges and questions.

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## Success factors and successful practices in Technology Management

### Our approach

with proven  
study design



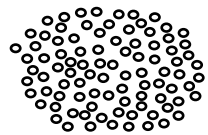
Kick-off meeting  
& training

Screening

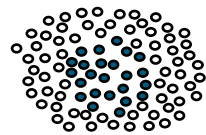
Interim meeting

Company visits

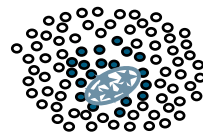
Final meeting



~ 300 surveyed  
companies



Statistically determined  
successful companies



Five selected  
success stories

The study identifies the  
**five most successful  
companies**, which were  
then **visited** by the  
consortium.

### The details

for your  
partnership



Join the consortium and submit your individual questions to discover how Technology Management can be successfully implemented in the long run.



Study period **from  
June 2024 to February 2025**



At least **3 consortium meetings**  
and **5 company visits**



~ **10 consortium partners**  
from different industries



**25,000 €** per consortium partner

Participation is open to SMEs and large companies across various industries, including manufacturing, software, insurance, energy, and construction.

### Your scientific partner



The **Strategic Technology Management department** at the **Fraunhofer Institute for Production Technology IPT** has extensive experience in conducting empirical studies as well as expertise in **methodical-conceptual Technology Management**.



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### Your organizer

The **Innovation Factory** is your contact for the **interdisciplinary implementation of innovations** at **RWTH Aachen Campus**. It actively supports maximizing the potential of your innovation through its commercialization.