

Innovation and Enterprise: Knowledge Transfer Aspects

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Innovation through Knowledge Transfer 2009:

Research with Impact

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The Speaker

Dr. Vladimir Stantchev

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- Affiliated Researcher University of California, Berkeley

Memberships

- ACM, GI, IEEE Computer and Education Societies

Education

- Master: Computer Science, Humboldt-Universität zu Berlin
- Dr. rer. nat: Computer Science, Technische Universität Berlin
- Post Doc: Computer Science, University of California, Berkeley

The Setting

‘We’ll just go in here, so that you can say you’ve been, but it’s very simple. It’s absurd to call it a maze. You keep on taking the first turning to the right. We’ll just walk around for ten minutes, and then go and get some lunch.’

So said Harris, from Jerome K. Jerome’s *Three Men in a Boat* (1889).

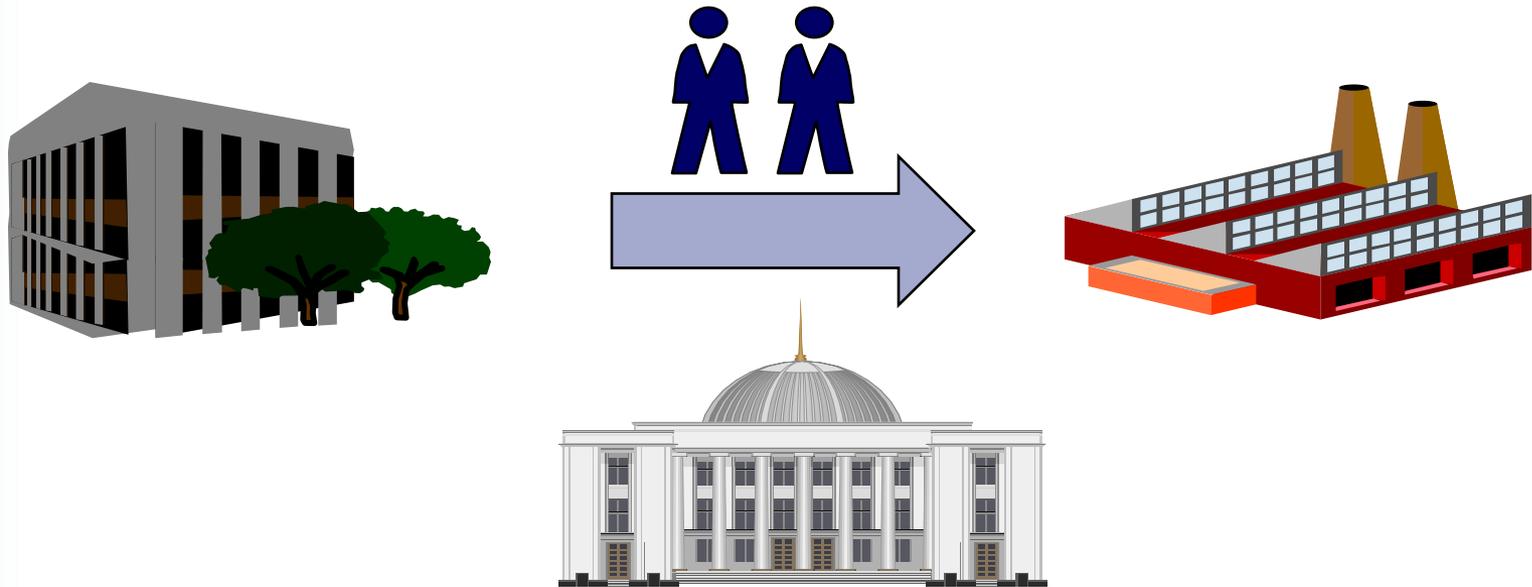
The tourists he led into the Maze subsequently got lost for hours.

Innovation and Enterprise

Knowledge Transfer Aspects of Project Portfolio Management

Knowledge Transfer Aspects of R&D Projects

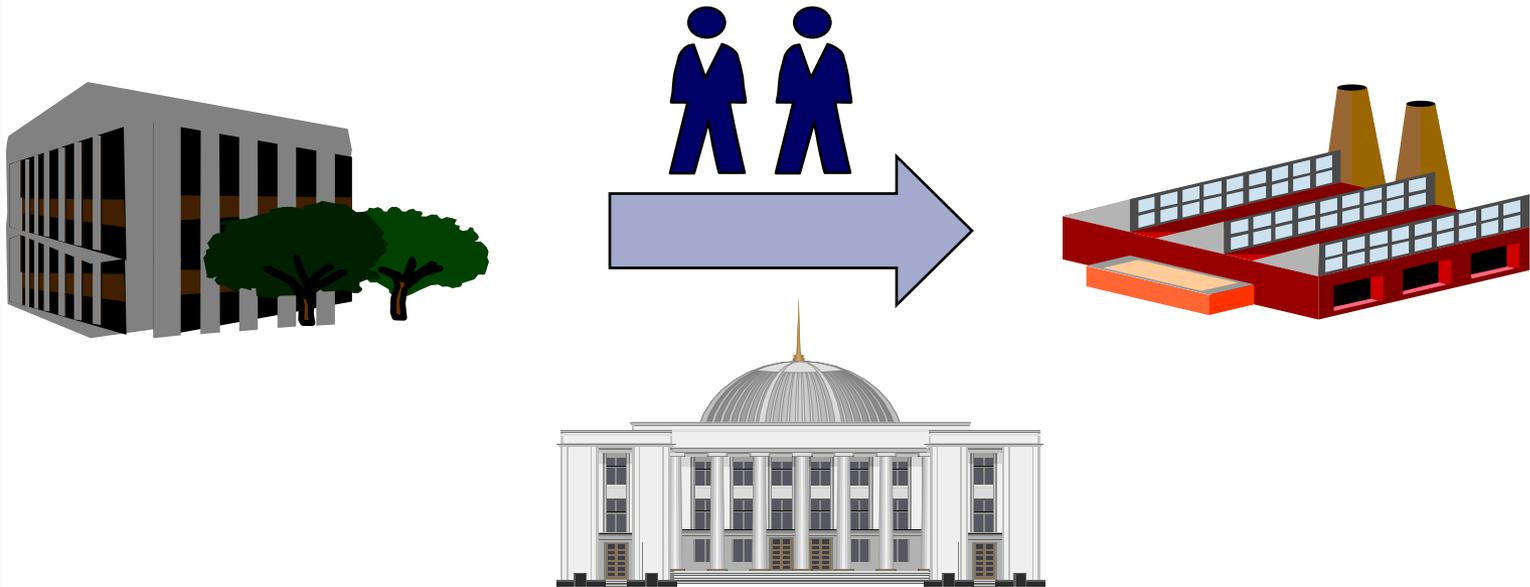
Conclusion



**Generate
Knowlege**



**Use
Knowlege**



Cambridge
Stanford



Bletchley Park
Google

Innovation and Enterprise

Knowledge Transfer Aspects of Project Portfolio Management

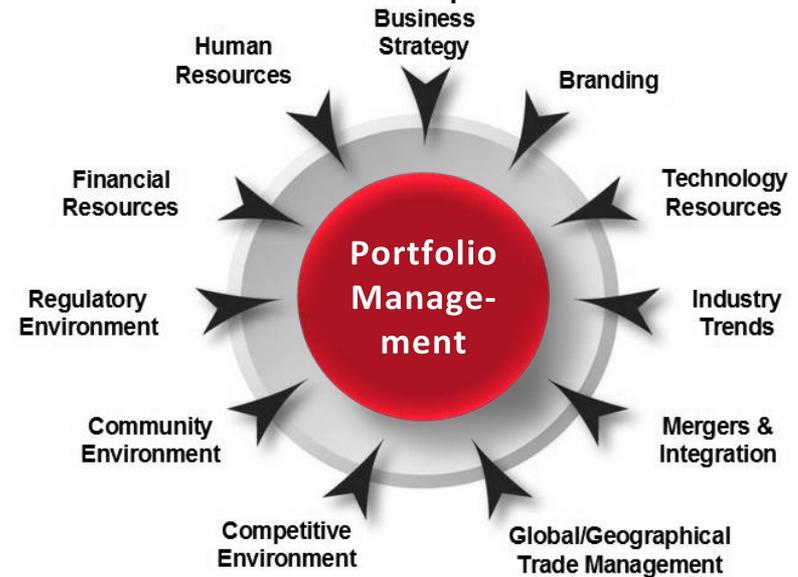
Knowledge Transfer Aspects of R&D Projects

Conclusion

Portfolio management emerged from the financial theory as a holistic investment approach. It can also be applied to the management of complex project landscapes in an organisation. Portfolio management is implemented within the innovation and product development process, the central component of the product lifecycle management (PLM). PLM itself is a complex lifecycle approach which aims to encompass all processes and activities related to a product.



Mission: successful operationalisation of the company strategy through effective resource



Focus: A holistic view

SOCIAL ASPECTS

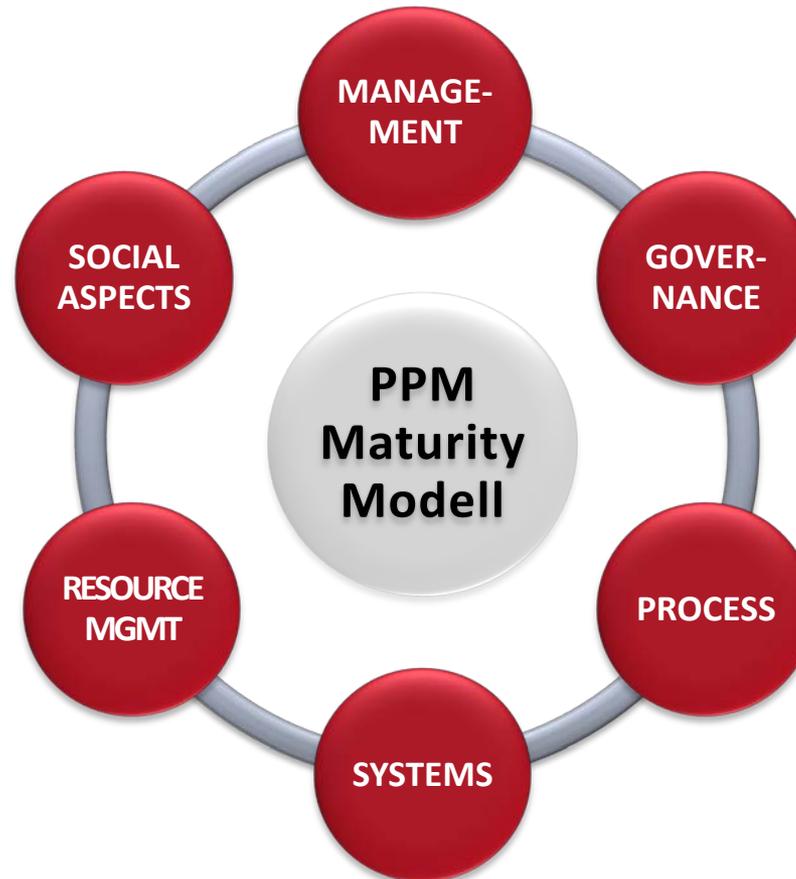
Stakeholder Incentives
Company Culture
Change Management

RESOURCE MGMT

Capacity Bottlenecks
Human Resource
Skill Management

SYSTEMS

Software Usage
Data Quality
Level of Integration



MANAGEMENT

Value & Importance
Top Management Support
Corporate Strategy Alignment
Project Evaluation Framework

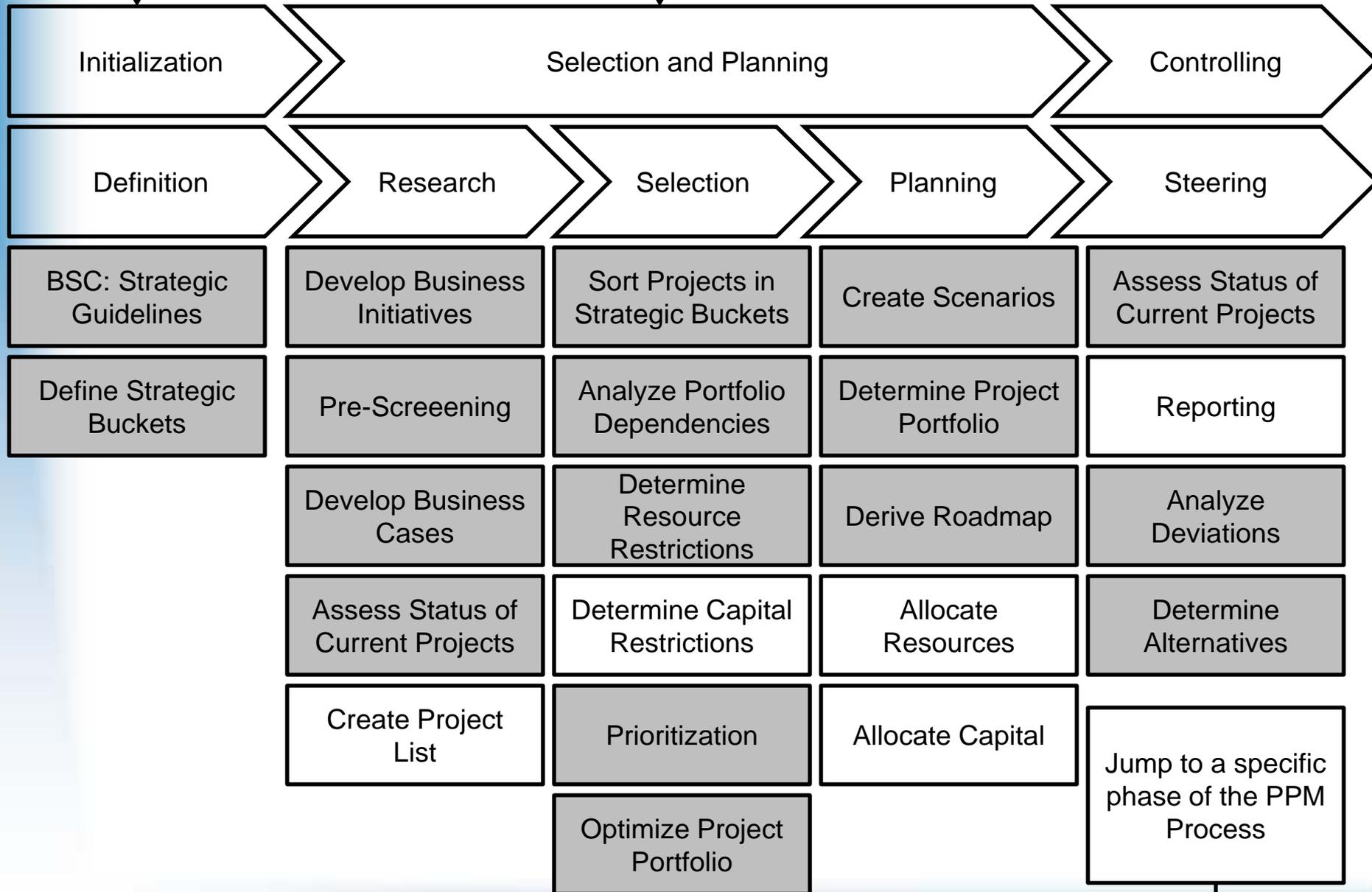
GOVERNANCE

Portfolio Management Office
Strategic Project Buckets
Continuously Improvement

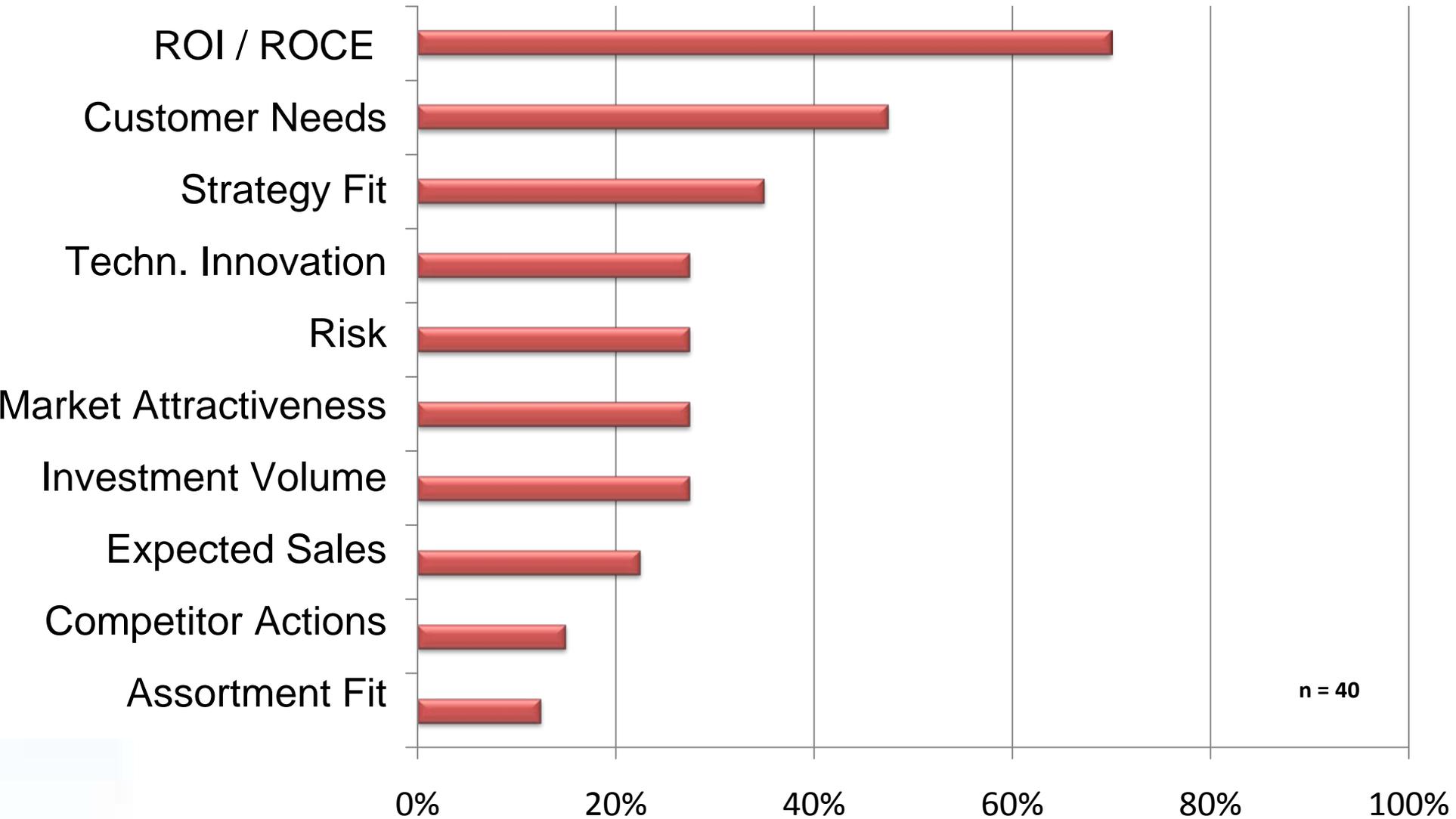
PROCESS

Process Excellence
Selection Methodology
Performance Review

Knowledge Transfer Aspects of Project Portfolio Management



Decision Criteria for Project Investments



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**Knowledge Transfer Aspects of Project Portfolio
Management**

Knowledge Transfer Aspects of R&D Projects

Conclusion

The Wireless City Berlin Project

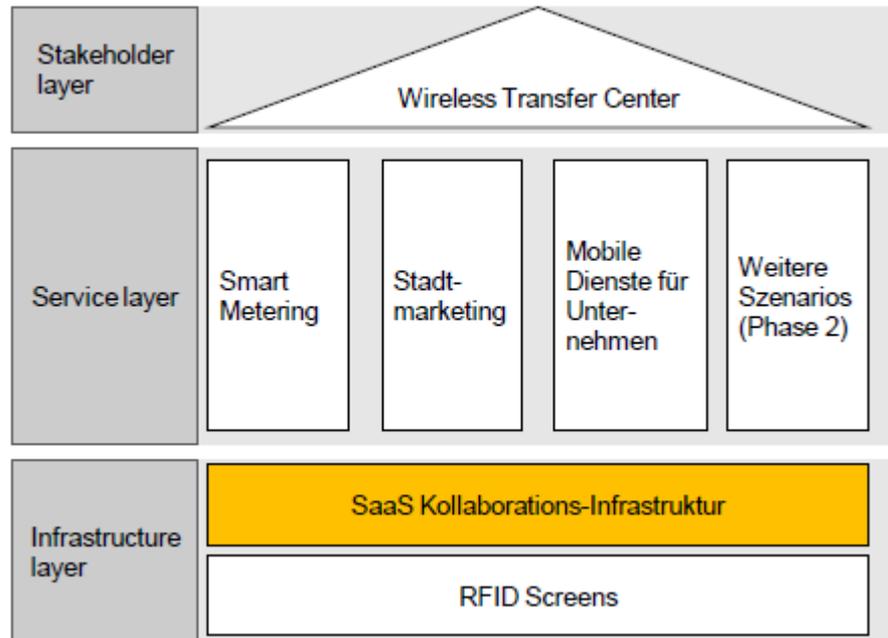
EU Regional Development Fund
 Research Organisations and
 Enterprises
 Phase I: 2009 - 2011

Expected Outcome

Wireless Transfer Center Berlin
 Identification of Mobile Services
 Working Technology Prototypes
 User Acceptance Studies

Objectives

Further establish Berlin as a Competence Center
 Innovation through Knowledge Transfer
 Optimized and Seamless User Experience



- Knowledge Transfer is a Competitive Advantage for an Enterprise
- Knowledge Intensive Tasks such as Project Portfolio Management can benefit greatly from Knowledge Transfer Activities
- Knowledge Transfer is also a Strategic Priority
- Innovation: Early Access and Risk Sharing