

Covestro Implements Sopheon's Accolade® for Optimized Innovation Investments and Shorter Time-to-Market

About the Company

Covestro (formerly Bayer MaterialScience) is an independent subgroup within Bayer. It has a global presence with focal points in Europe, Asia and the Americas. The €11 billion company is considered the leader in polyurethanes, polycarbonates, coatings and adhesives that are used in a wide range of products used every day. Covestro's innovative products and solutions are used in many key industrial sectors and help to bring about sustainable improvements to the quality of life.



The Business Challenge

Covestro (formerly Bayer MaterialScience) understands the business need for more aggressive and better coordinated innovation processes to have a firm basis for future growth and improvement of margins in an increasingly globalizing market. The company is striving to achieve even greater efficiency through leadership in technology, safety, quality and environmental matters.

To do that it was clear that the company needed a system that would help to integrate the many different initiatives from the three different BUs (Business Units), each of which has a distributed structure over three continents. Without such a cross-BU system it would clearly not be possible to have sufficient transparency at management level for focused prioritization of innovation investments. In fact each business unit had a separate process and tools, which left Covestro with multiple systems and consequently little visibility across the enterprise.

The Solution and Results

“Find a global, cross-functional, cross-business unit, portfolio management system. The solution should include a Stage-Gate® module, portfolio module, cost accounting module and project documentation module” – was the assignment of a team under leadership of Dr. Joachim Dohm, who at that time was Global Vice President & Head of Innovation Process & Portfolio Management.

Covestro hoped they could find one distinct path from idea to market for all three business units. There was a need for a common portfolio management approach for R&D projects, and automating a consistent portfolio planning management and tracking process across all business units and regions. The ease of configuration and use of Accolade and Sopheon's vast innovation expertise caused Covestro to choose Sopheon's Accolade solution after a thorough comparison with over 60 competing vendors, a real “Beauty Contest” process.

“Sopheon provided an excellent team of true innovation people, not IT driven. They came from the business innovation side but also provided strong project management during implementation and when necessary had skilled IT people that truly understood the technical capabilities, including the Sopheon Germany staff who spoke the language and gave us an extensive background.”

Dr. Joachim Dohm,
former Global Vice President &
Head of Innovation Process &
Portfolio Management

Within a short time of implementation, Covestro had hundreds of projects in Accolade. The company is very happy with Accolade Process Manager™ for the process support, Accolade’s Portfolio capabilities for management information, and the ease of configuration and application management, etc. The users of Accolade agree that the ease of the integration with Microsoft® Office and Outlook® is a strong value proposition and really helps to adopt and integrate the system in the day to day work.

Covestro rolled out the Accolade system with success in the three continents over the three BUs. “The ease of use of Accolade allowed us to focus on the process improvements and the work. The software training itself was a minor part of the implementation program. The support of Sopheon people in the implementation process was very relevant to us,” said Dr. Dohm. “We achieved our goals: the three BUs work now in a single consolidated, harmonized system. That is really added value for our company, allowing us to speed-up time to market, especially for cross-regional and cross-BU projects.”



www.sopheon.com/contact-us
info@sopheon.com

Sopheon Corporation
Tel: +1 952-851-7500

Sopheon NV
Tel: +31 (0) 20 301 3900

Sopheon UK LTD
Tel: +44 (0) 1276 919 560

Sopheon GmbH
Tel: +49 (0) 6151 860 420