How can we develop a product innovation pipeline and what technologies do we need to know about?

Our client is a leading international player in the food and beverage service sector and wanted to develop an innovation pipeline covering multiple food service channels.

Technologies

- Digital
- Technology roadmapping
- Portfolio prioritisation
- Competitor analysis
- Strategy

Domain expertise

- Food service channels

Our client asked:

Our client also wanted a technology roadmap – straddling both digital and breakthrough electromechanical elements – to underpin this pipeline, with both elements having a five-year timescale.

A key challenge was to build organisational alignment behind the proposed plans.

The project story:

We started by identifying key market trends, including consumer behaviors, customer (retailer) needs, and competitive activity.

We assessed the client's portfolio and identified how it could gain competitive advantage through specific innovations. We then worked with the client to develop a pipeline for each food service channel – split into short, medium and long-term plans.

In an iterative process, we examined a range of enabling technologies – digital and breakthrough electromechanical – from which we developed a five-year technology roadmap.

Results: deliverables and outcomes

This was the first time that the client's R&D division was able to propose a fully integrated pipeline and technology roadmap across multiple food service channels. Previously, each product line had its own roadmap but – with the growing importance of digital – it was essential to have an integrated plan, with a single digital platform and complementary digital functionality at its core.

The process involved collaboration with senior stakeholders across the organisation. This involvement helped ensure high level buy-in to the final outputs from the project.

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