

Powered by design

Designs nye rolle i at skabe vækst og innovation



Eskild Hansen, marts 2013

dkesha@coloplast.com

Design at the top strategic business level

Design is on the front cover of business magazines recognized as one main drivers of new business innovations.

Increasingly more global CEO's are putting design at top strategic level of the business



Globalization and ODM outsourcing models makes it easy to get access to technology, development and production



Alibaba.com international marketplace serves to bring together importers and exporters from more than 240 countries and regions



Software development in India



Engineering in Taiwan



Production in China

Most of the worlds laptops are produced by:



Trying to differentiate on technology and features is very difficult

If you are not different in other ways you will be competing on price

In June 2009 Apple had 91% of sales on \$1,000-plus computers despite having only an overall 8.7 percent market share

Research 2009: The NPD Group



Technology and feature driven

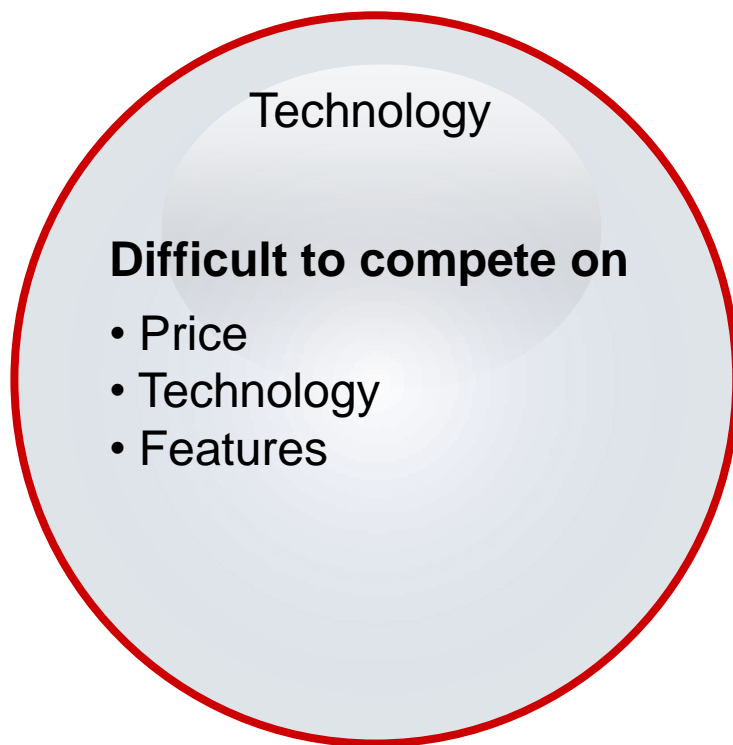
VS:



Design and user experience driven

The New Nature of Innovation

“Technology has always played an important role in driving innovation, and it will continue to do so in the future, but for many companies, technology will gradually move from being a driver of innovation to being an enabler of innovation” From “The New Nature of Innovation” 2009 OECD report about OECD innovation strategy



Technology and feature driven innovation

Vs.



Design and user experience driven innovation

Win the market with user experience innovation

The Flip products became the best-selling camcorders in US with the use of design and user experience innovation



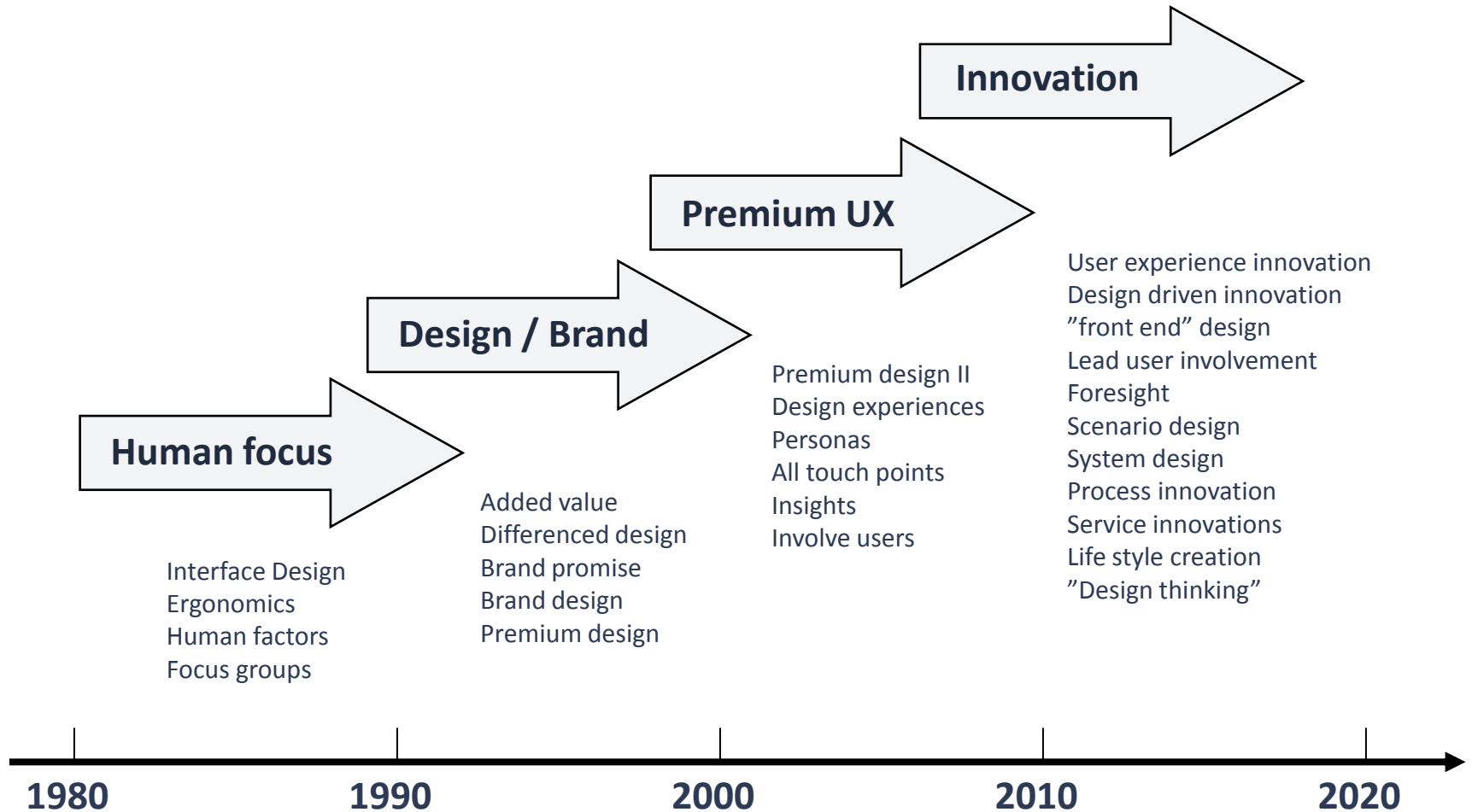
Vs.



“Now 48x optical zoom available!”

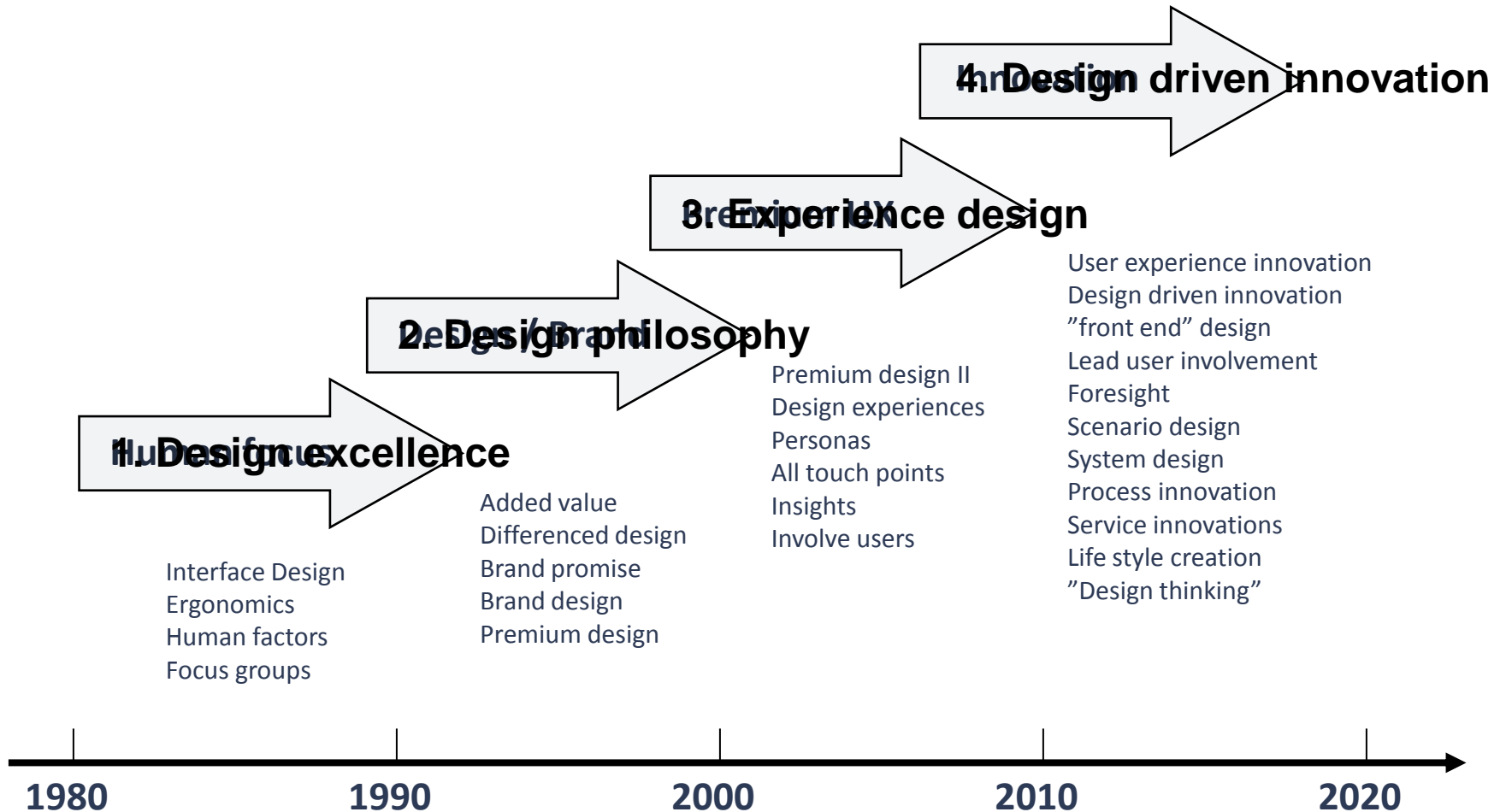
“It is easy to shoot and share”

The evolution of design



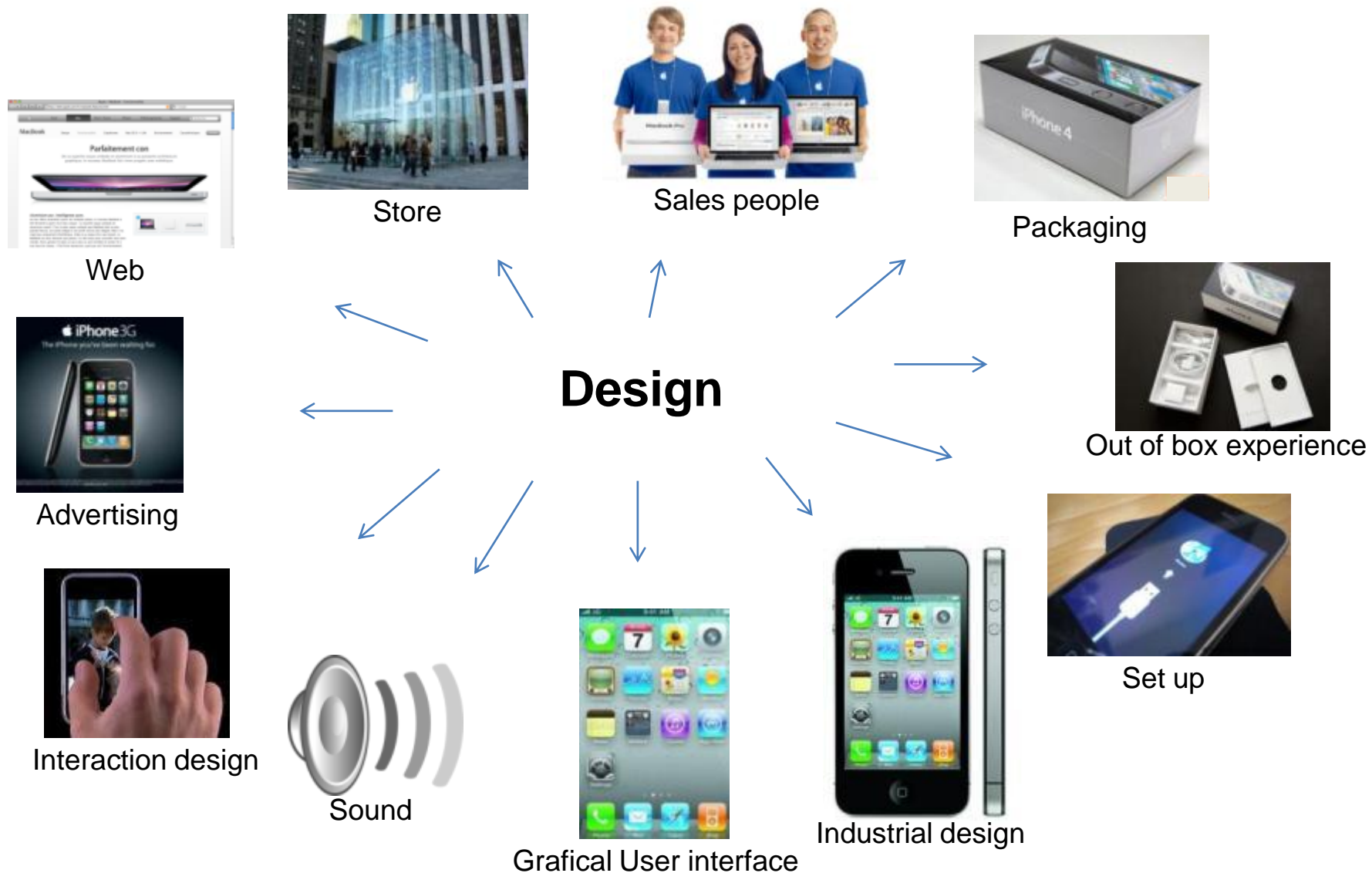
4 levels of design

The evolution of design have create 4 different levels of design.
Each area have own unique importance businesses suscess



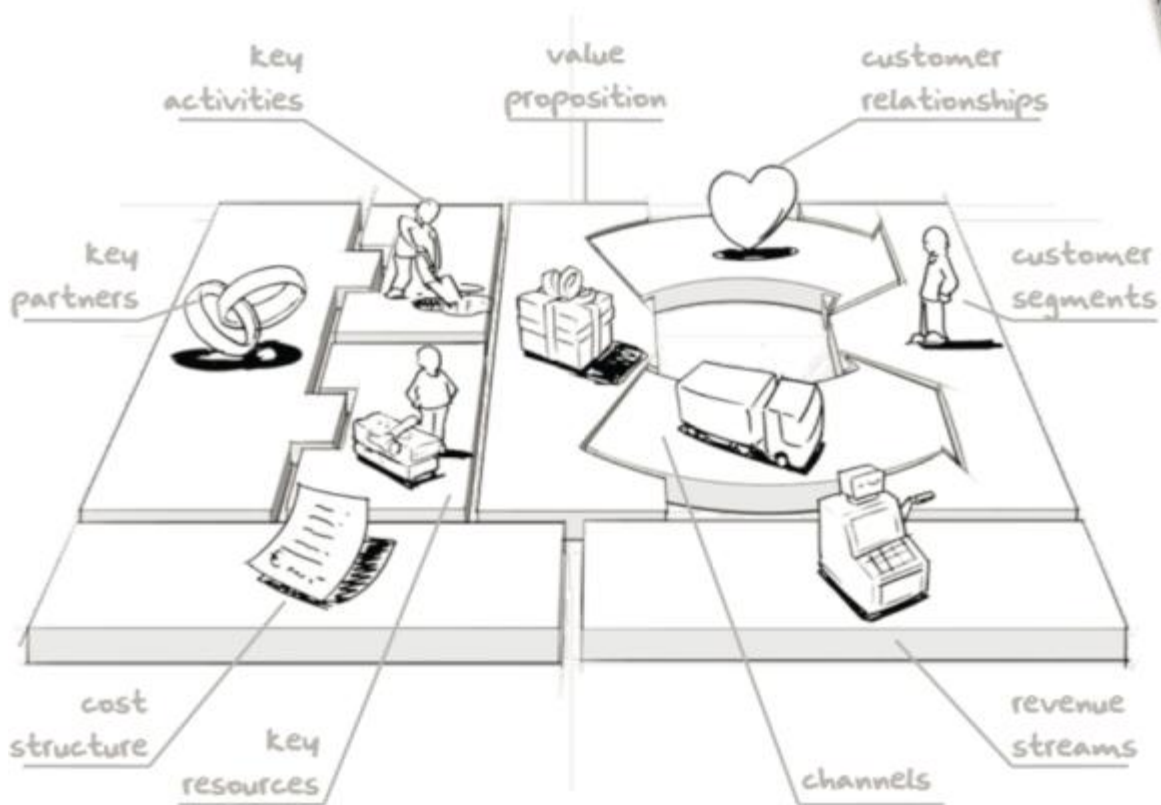
Experience design

All touch points of brand are designed based on the **Design philosophy**



Business Models By Design

BusinessModelGeneration.com is top10 soft cover business book in 2010/11
Design methods are used for generating new future business concepts



images by JAM



Leave your competitors behind with global design

Large global companies are looking for the best locations to set up new effective design centres. Denmark can be one of the global design hubs



Thank you,

www.linkedin.com/in/eskildhansen

dkesha@coloplast.com