

Accolade® Enables Kronos International to Be the Bright Spot in Innovation

Background

KRONOS is a leading global producer and marketer of value-added titanium dioxide pigments, or TiO_2 , a base industrial product used in various applications. TiO_2 is a white pigment that is key in producing paints and coatings, plastics, papers, and fibers, and in specialties such as cosmetics, pharmaceuticals, glass, and ceramics. Along with its distributors and agents, the company sells and provides technical services for its products to over 3,000 customers in approximately 100 countries, with the majority of sales concentrated in Europe, North America, and the Asia Pacific region.

"Accolade enables the Innovation Process Team to be the brightest spot within Kronos International. We can show top management the time, productivity, and sustainability savings our products have achieved and help make critical business decisions quickly and efficiently."

Dr. Simon Muenzer

Program & Process Manager
Kronos International



Opportunity

Kronos leadership recognized they were stuck with a slow-growing business due to the commoditization of their core offerings and a lack of innovation to push into new growth areas. As TiO₂ became more of a commodity, the Kronos team began to look for ways to differentiate themselves in the market. They needed to be more innovative while improving their time and speed to market.

They created an Innovation Process Management team that reviewed and improved the Kronos product development process, including resource and time planning. When they started this journey, they knew they had to focus on the process and the cultural change before implementing new software programs. Once initial stage-gate processes were in place, they used traditional Microsoft applications but soon realized they needed a robust enterprise software solution to achieve their business goals.

Enter Accolade, Wellspring's Innovation Management solution. For Kronos, developing new solutions involves long lab cycles due to unique performance requirements. Accolade fits the processes Kronos developed and enables Kronos to create products as they want. They were able to orchestrate their innovation management software to support their company-wide processes. Accolade wasn't an IT-led decision but one that the Innovation Management team chose and designed based on their needs.

Result

Working together for almost ten years, Accolade has become the companywide standard across multiple functions and teams.

Unified Processes

Kronos added CAPEX and Resource Management modules

Accelerated Cycles

Development cycles dropped from five years to as little as two.

Efficiency Gains

Kronos has achieved faster delivery with fewer resources.

Revenue Impact

New product revenue grew from near zero to nearly 10% in five years.

Wellspring

For academic institutions and government agencies to forward-thinking corporations bringing products to market. Wellspring is the premier innovation and IP management partner that bridges the gap between research and commercialization, activating opportunities and driving growth. We deliver solutions that simplify complex processes, from initial discovery to market success, giving our customers the ability to innovate more effectively and efficiently. To learn more about Wellspring and its suite of innovation technology products, please visit wellspring.com to check out the new brand and innovation stories that **transform tomorrow**.