

Scott Bader boosts product portfolio value with Sopheon



Global manufacturer, Scott Bader, provides innovative composite, gelcoats, resins, structural adhesive, and functional polymer products. Employee-owned since 1951, the company employs approximately 700 people across six manufacturing sites and 11 offices.

With a desire to increase margins and reduce time-to-market on new products, Scott Bader sought a single innovation management system to achieve their goals. To meet the mission-critical objectives, more effective and earlier identification of high-value projects in the company's product portfolio was essential.

The challenge was using a common development process amongst the company's six R&D centers worldwide. The development teams were capturing different project data, and each team had its own process for determining which projects should receive priority attention. In addition, the company's teams were using homegrown spreadsheets and documents for gate review reports and to track and maintain development projects. The static nature of these documents meant that project data could not be updated in real-time.

The company turned to Sopheon to bring innovation governance to their teams, help make accurate portfolio investment decisions, and allocate the right resources to ultimately increase margins and reduce new product time-to-market.

Their needs

- Increase margins and reduce time-to-market
- A system that delivered real-time, data-driven "truth" about the company's product portfolio
- Better project, resource and investment allocation processes
- Streamlined gated process automation
- Early and effective identification of high-value projects

Their challenges

01

Decision-making based on outdated and inconsistent product data points

02

Inconsistent homegrown, ad-hoc solutions that required manual upkeep and lacked connectivity

03

Incomplete and unreliable resource allocation data

04

No common process for determining which projects should receive priority attention

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Chemistry is our business. But innovation is our path to creating value for our customers. We view Accolade® as a critical component of our value-creation strategy.”

Roy Phillipps, Global R&D Director, Scott Bader

How Sopheon helped

Scott Bader and Sopheon deployed Accolade, the leading innovation management system, based on its unique ability to align with their gated process. The company was able to adapt its process models to different project types, such as resource-intensive projects, technical support requests, or modifications to existing products. Accolade also provides Scott Bader with a central repository for tracking and sharing tasks, deliverables, and the projected value of each project, reflecting both high-value, long-term projects and short-term projects with higher margins.

Through the use of Accolade, Scott Bader's executive and development teams can now determine which projects are truly mission-critical to achieve their revenue targets and which should be killed prior to development.

With Sopheon, Scott Bader increased the value of its product portfolio **by 30%**

Working together with Sopheon, Scott Bader achieved:

- ✓ A 50% reduction in the number of high-priority projects in its development pipeline.
- ✓ A dramatic improvement in the business potential of Scott Bader's product innovation investments due to the improved processes.
- ✓ A 30% increase in product portfolio value within the first 18 months following the deployment of Accolade.

The company is now able to determine which projects are truly mission critical to **achieving revenue targets.**

“

Accolade is the backbone of all our projects. Now we can cut and slice the data to better analyze it and set our priorities accordingly, based on predicted margins and relevant gate scores. Our product portfolio also reflects a better balance between projects with good short-term gains and those that would be considered 'big wins' for us. With Accolade, we can reassign resources on the fly in support of the most critical, strategic projects for our company.”

Roy Phillipps, Global R&D Director, Scott Bader

Download the 'Four ways executives can accelerate innovation and new product development' e-book to see how you can promote more profitable NPD within your organization. [Download it here.](#)

Gain complete visibility to your organization's innovation process, make smarter decisions and improve your time-to-value. Accolade® by Sopheon is the innovation management product that empowers organizations to consistently identify, evaluate, and execute against the right strategic priorities.

Schedule a conversation with one of our innovation experts to see how Sopheon can help your organization.

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