

### FORTH Project Details

Sector: ICT

User: Pulse Business Solutions

Country: The Netherlands

Year: 2020

Online  Offline

Facilitator(s): August Eckhardt



### Innovation Assignment:

Using software based on the Microsoft Dynamics 365 platform, Pulse has built a strong reputation for future-proofing production, trading and service companies, by optimising and supporting their business processes. Pulse was looking for new software products and services for their production, service and trading clients.

### Highlights of the process:

A motivated core team of 10 people was ready to start, just when the COVID-19 crisis took place. Pulse decided to be the first organisation to start FORTH 100% online. We used Teams and Miro for communication and brainstorming. After 6 weeks, we had our first off-line workshop, which enriches the process and team spirit. The 2-day brainstorm was also off-line, where 752 ideas were generated. The 10 concepts were tested at 28 clients each and results analysed by MS PowerBi.

### Main results:

The result of this hybrid (online/offline) innovation expedition were that 5 out of 5 Mini New Business Cases were selected. There was a good mix of concepts, including close-by (Exist), more challenging (Extend) and revolutionary (Explore). The new concepts address the challenges of Smart Industry and integrate innovative technologies like Machine Learning and AI.

