

About Demaya

Demaya takes a holistic approach to strategy, process and practice to enhance innovation capabilities. Our clients are able to take full ownership from the outset, building new skill-sets and deploying novel practices. We believe in the creation of a comprehensive innovation system that is comprised of multiple programs, aimed at generating different types of innovation and addresses different audiences and divisions in the organization. Demaya is committed to its proven application of the "learning by doing" concept. This has been a key factor in practical success in innovation and is the cornerstone of effective learning. We believe in experimenting throughout the process, breaking down initiatives so that the power of experimentation could be properly leveraged. We facilitate the creation of new knowledge and learning as an ongoing practice that serves our clients as they continue to innovate.

We believe in the primacy of individuals. As people become more autonomous, they influence values, enhance bottom up contribution and create emerging innovation. We are not simply focused on creating innovative products and services, but driving innovation in multiple dimensions, across business models (Innovation in the structure and/or financial model of the business), business processes (improving the effectiveness and efficiency of core processes and functions, linking numerous business processes to one cohesive, end-to-end process), technologies, policies and culture.

In today's world, organizations must continuously collaborate to achieve their respective business imperatives and success measures, using innovation tools and collaborative approaches. Individuals and team autonomy fosters creativity when there exists a sense of ownership and control over their day to day efforts and ideas. Demaya believes in enhancing collaboration within the organization and with other firms. Open innovation embraces external ideas and knowledge in conjunction with internal ideas and R&D, offering novel ways to create value and new opportunities and creating long-term value for all parties involved.

Demaya developed an extended network of strong partnerships all over the world. Our partners come from a variety of sectors and fields of expertise and offer both a wealth of experience and impeccable credentials.

The innovation cycle is comprised of Context and Strategy, Collaborative Ideation, Value Creation, finding and working with the right Partners and Implementation. Demaya assesses the current state of the organization and creates, together with our clients, the best, yet practical, customized solution so that eventually - innovation works. Depending on the company, we set the actual practices for each step in the Innovation cycle.

For further details please visit our website www.demaya.com

Collaboration

Demaya believes in enhancing collaboration within the organization and with other firms in every step of the innovation process, developing a framework for methodically mapping and seeking potential partners, creating interest maps and assist in defining the partnership

Context and Strategy

- Identifying future trends and guide the creation of technology outlook
- Defining areas of activity
- Innovation Strategy
- Set comprehensive system for collaborative innovation
- Characterize IT solutions for Innovation
- Workshops

Ideation

- Innovation forums: guide and facilitate forums
 - Communities of Practice
 - Innovation jam
- Using:
- Creative thinking tools
 - Structured thinking tools
 - Problem solving tools
 - Decision making tools

Value Creation

- Guide the analysis of initiatives and new ventures
- Addressing different levels of analysis
- Continually dialoging with senior management levels
- Provide guidance for business, technology and operational feasibility

Implementation

- Facilitate the collaborative practice across the innovation system
 - From context through ideation to implementation
 - Insuring that innovation is implemented
- Managing innovation projects
- Support the launch of new ventures
- Design metrics for innovation

Learning By Doing

Facilitate the creation of new knowledge and learning as an ongoing practice that serves our clients as they continue to innovate; Our clients take Full ownership from the outset, building new skill-sets and deploying novel practices.

Case Study

A large financial company introduced innovation into its strategy, allocates budget and sought professional advice. The business environment was on the verge of large structural changes and enhanced competition from new players. We used a comprehensive framework for managing innovation, starting with defining the innovation context and strategy, and identifying emerging trends. We focused on enhancing collaboration within the company and with other partners, making the ideation process focused, Identifying and implementing initiatives.

During the project we identified innovation areas, based on market and innovation trends, as well as industry innovations and company strategy. In each area we facilitated the generation of 3-5 innovative projects in each area, conducted high level venture analysis, of which the senior management chose to focus on and implement 6 initiatives. The project was very successful due to the active involvement and leadership of the CEO, to the assignment of the best people in each step and emphasizing learning together with practicality.

Results:

1. More than five live initiatives:
 - The initiatives are aligned with the company's strategy.
 - Each initiative is owned and managed by a different division, so that value creation and feasibility are maximized, and the efforts result in implementation.
 - Implementation resulted in new products, new innovation process and a substantial change in the relationship between the company and its suppliers.
2. The organization acquired new skills that are now being leveraged in other parts of the business.
3. Innovation is now part of the company's strategy.

Other Possible deliverables (from various projects):

- An Innovation strategy aligned with the company's strategy.
- Practical processes to execute the strategy.
- Analysis of the innovation ecosystem.
- Comprehensive innovation systems.
- Emerging trends :
 - That might have direct effect on the future of the business
 - Derive business imperatives
 - Point to areas where innovation is most needed and likely to serve the organization's interests
- Customized selection and value creation tool for future initiatives.
- Systematic generation of ideas.
- Collaborative innovation forums.
- Metrics for innovation.
- New and lasting skills and capabilities within the organization.