



# Blast off into a New Dimension.

Return on Innovation.

**How can your company gain an edge over the competition?** How can you make innovation and product development activities even more efficient? And when doing so, how can you better manage risks and take better advantage of opportunities? These are extremely important questions all companies ask themselves. In essence, the main idea here is to launch innovations which hold their own in global competition and, as a result, secure the company's success and future. So how can you transform innovations into capital? Here at 3DSE, we can give you the answers to get you moving in the right direction. Our goal as a management consulting firm focused on innovation and product development is to help innovations succeed in the marketplace.

We use our outstanding methods and expertise to advise international companies active in the automotive, aerospace and defense, transportation, and industrial sectors on how to develop innovative and profitable products. In this process, we don't view ourselves as the primary source of ideas, but above all as advisors who pave the way for profitable innovation. Our consulting expertise is comprised by the ability to take existing ideas and skills, build on them with new ideas and suggestions, and together systematically guide the ideas to fruition. We take input and transform it into output with measurable added value. We are your powerful performance enhancer in the field of product development.

**3DSE's expertise covers many aspects:**

- International management consulting for innovation and product development
- Over ten years of experience in advising international companies
- More than 250 successful projects in our core sectors: automotive, aerospace and defense, transportation, and industry
- Outstanding expertise in product development processes and systems engineering with benchmarks and best practices applicable across industries
- A superior systematic and pragmatic approach to consulting which improves innovation and product development performance
- A focus on implementation with expertise in change management
- Offices in Munich and Linz as well as affiliated partners in Budapest and Paris
- An international network of partners

3DSE is a performance enhancer – we offer ideas, amplify achievement, and improve output.”

Dr. Stefan Wenzel, Dr. Armin Schulz, 3DSE Managing Partners



**Electronic audio amplifiers**

transform low voltages or weak input signals into high voltages, and in doing so, amplify the sound produced by the speakers.

Based on the same principle, 3DSE amplifies the power of companies' existing input to achieve a higher level of innovation and development output.



# “Our consulting services are the driving force which helps your product development reach new heights. How high do you want to go?”



## Off to New Heights!

In order to reach ambitious goals, you need a powerful force behind you. With our consulting services, your company will significantly enhance the value of your innovation and product development activities. 3DSE supports you in formulating goals and then derives concepts from these goals which will allow you to generate more growth with new products. In this process, 3DSE focuses on four areas of performance:

- Optimizing your company's innovation and development strategy, i.e. focusing on and entering future-oriented areas of innovation
- Enhancing the performance of your innovation and development department, i.e. maximizing your existing potential
- Restructuring processes and organizational structures to increase the efficiency of your innovation and development activities
- Developing your employees' skills so they can implement projects over the long term

## Strategy and Innovation

When it comes to competitive ability, growth, and securing your company's long-term existence, product development and innovation activities are absolutely key to achieving your company's goals. 3DSE analyzes your current situation and the relevant changes to your company's environment, and based on this information, leads the goal-setting process for your innovation and development department.

We work with you to identify the tools and approaches which can be used to put this strategy into practice, as well as the right performance-enhancing actions to take – including developing an innovation portfolio and a roadmap, and then implementing them.

## Engineering Performance Improvement

Innovation and development activities also require your company to make significant investments which may not pay off until many years later. Enhancing the performance of your innovation and development department is a key way to have a positive impact on your company's profitability.

3DSE helps you maximize that performance. The same way a booster provides the thrust a rocket needs to reach maximum speed during the critical take-off stage, our consulting services enable your development department to reach its maximum level of efficiency.

## Services shaping your future:

- Designing a superior development and innovation strategy
- Deriving and evaluating an innovation portfolio as well as identifying differentiating top innovations and developing an implementation roadmap
- Evaluating and optimizing the development department and development performance
- Designing efficient development processes and lean organizational structures
- Expanding and enhancing the necessary core competencies

In the aerospace industry, the term **booster** primarily refers to an additional rocket used during take-off and transfer maneuvers for the purpose of generating the necessary thrust. In much the same way, 3DSE's management consulting services accelerate the performance and efficiency of your innovation and development activities.



“In order to score in a competitive market, you need the right game tactics and the right players to put the ball in the net.”



#### Processes and Organization

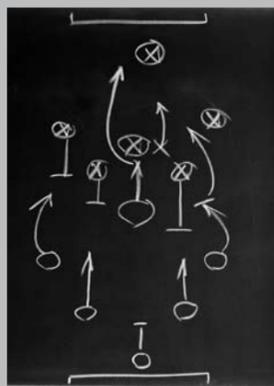
In most cases, companies' innovation and development departments are complex organizations in which specialists in a variety of different fields work together. So it is essential that their interactions are optimally structured. Similar to the tactical formation of a soccer team, the roles need to be clearly defined if you want to have offensive power and score goals. We help you set up the departments' structures and processes so that you can react with flexibility to new market requirements and successfully master the dynamics of competition.

#### The 3DSE Academy

Our aspiration and duty is to have a lasting effect – to improve what's already good and get new ideas off the ground. And in the context, your employees' skills play a crucial role. With our seminars, trainings, and coaching sessions in the 3DSE Academy we enhance the expertise of each individual employee and executive in your company's innovation and development department, and in doing so, create the conditions necessary to effect lasting change.

#### Enhancing Expertise:

- Coaching executives and employees
- Simulation-based training to cultivate product development skills
- Embedding the individual training sessions in multi-stage skill-building programs
- Training and preparing project teams
- Direct input and methods for current and important development projects



Success is simply a question of employing the **right tactics**. This goes for soccer as well as for innovation and product development activities. It's about perfectly executing well-prepared plays, finding the best lineup, and empowering each player to achieve greatness in "their" position ...



The invention of the **pulley** is credited to the ancient Greek mathematician Archimedes, who is said to have used them to pull a fully loaded Roman warship on land. Our consulting services function similar to the law of the lever in a pulley – 3DSE pulls your product development activities up to a higher level. With well-directed effort and the right levers, we can move mountains.

#### **Leveraging Our Expertise for Your Added Value**

In the same way that a pulley is used to move large objects with little effort, 3DSE makes it easier for you to overcome the challenges you face in your innovation and product development activities. With our well-founded, tried-and-true methods, we offer your company added value in a variety of ways. Such as by systematically enhancing your company's performance using our outstanding expertise. And by making your organizational structures and processes clear and more transparent. And by offering simple, viable solutions which you can use to make your innovation and development processes both more stable and more efficient.

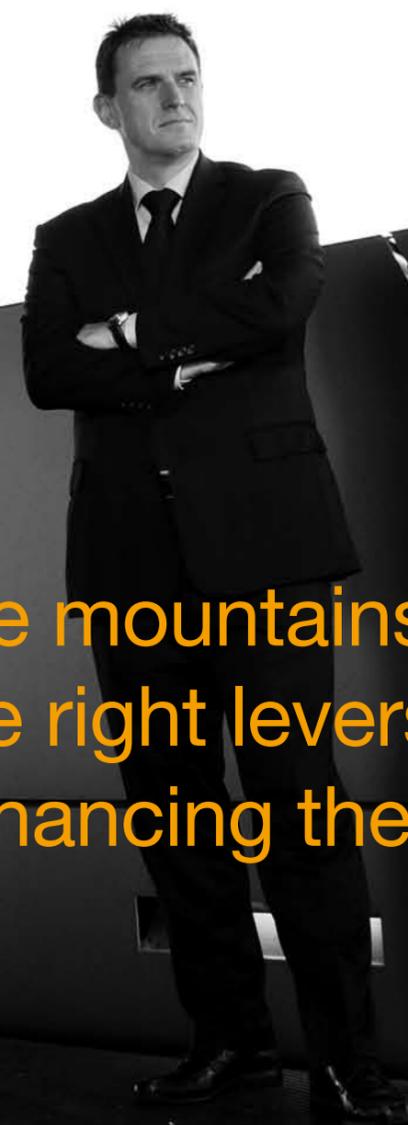
We support you in tackling your specific issues using know-how which spans a variety of industries, an international network of partners, and partnerships with renowned universities. In doing so, we help you place your strategic focus on the right areas, tap the full potential of your development department, and become even more powerful. And we help you expand and enhance your development team's skills. These services give your company the ability to launch higher-quality products more quickly and more affordably, control risks, and increase the efficiency of your actions.

In addition, our magazine, studies, and events will ensure that you remain on the cutting edge even when we aren't directly working together. Over the years we have developed an exclusive network comprised of managers, experts, and specialists from a wide variety of different industries. Why not use our events and "think groups" to benefit from it? We invite you to join in the dialog. We would be happy to send you a selection of our latest publications and a list with the dates of our upcoming events.

#### **Added Value through Excellence:**

- State-of-the-art methods with a systematic focus on goals and results
- A high-caliber network of experts from industry and academia
- Cross-industry benchmarks
- Exclusive studies, publications, and events on current challenges facing innovation and product development processes
- International best practices
- A highly motivated, international team

**"We want to move mountains for our customers by using the right levers, tapping into their full potential, and enhancing their existing strengths."**



### Typical 3DSE

As a management consulting firm focused on innovation and development, we unite extensive expert knowledge with excellent consulting skills. We utilize superior consulting approaches – based on long-term best practices and benchmarks in various industries – which hone in on the right issues effectively, quickly, and with surgical precision. In doing so, we place great value in ready-to-use solutions which can immediately be put into practice and create significant value for your company. Our consultants succeed in examining your development department from a neutral perspective, yet demonstrate complete commitment and maximum dedication when optimizing your structures and processes.

Our experience shows that changes within a company should be viewed from various perspectives and also need clear viewpoints from outside the company, which come from an external consultant. We serve as your critical sparring partner and do not shy away from taking positions. Ultimately, what makes us unique is our ability to continually ignite the spark which drives you to new levels of achievement and profitable innovations.

### What You Can Expect:

- A lean and effective approach to consulting
- Strategic expertise combined with a high level of technical knowledge
- A true external view and neutrality
- Ready-to-use solutions
- A benefit in real high-risk/high-impact issues
- A commitment to performance and dedication
- Excellent value

The high-voltage magneto ignition system invented by Gottlob Honold in 1901/1902 is used to safely ignite the mixture of fuel and air in the gasoline engine. 3DSE's consulting services function similar to the spark plug – they ensure that the engine powering your innovation activities runs at full speed.



“What makes us so unique?  
The way we ignite the spark.”



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