

Leading approaches to new product strategy

Ordnance Survey – How to be more ambitious in your NPS approach

Situation

Ordnance Survey has been providing accurate, reliable and detailed geographic information for more than 200 years. Today OS is a dynamic, modern organisation employing over 1400 people. As the recognised market leader in their field, their name is synonymous with mapping expertise. At the heart of the organisation is a vision that, together with their partners, they will be the content provider of choice for location-based information in the new information economy.

The geographical information and data market is changing very rapidly and Ordnance Survey needs to develop more new products, business models and solutions to match their partners and customer needs. These markets are being driven by a more commercially orientated end-product focus with an increasing emphasis on technology and an increasing need for more accurate and precise data.

Ordnance Survey as a member of the H-I Network wanted to bring a more innovative and ambitious approach to the development of their new product strategy and they asked H-I to help provide insights to new models.

Objectives

The objective the H-I Tailored Programme had for Ordnance Survey was to provide insights to OS from leading organisations' approaches to new product strategy when:

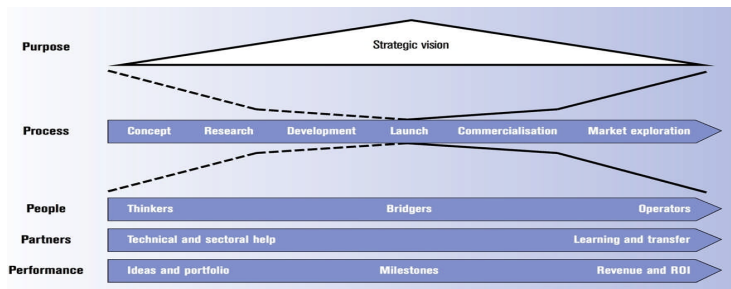
- there are new technologies;
- changing consumer requirements; and
- innovative approaches to developing new businesses.

The programme used case studies and examples from other leading organisations.



Approach

H-I Network used its Open Innovation framework with the Ordnance Survey delegates in order to deliver insights, a common language and a more developed structure to their thinking in new product strategy development.



The output from the day was presented to the board members responsible for product development and the findings are being used in the business development and business model reviews.

Results

The programme achieved the objectives and received very good feedback scores.

'Very informative day that generated a lot of thought and structure' 'very worthwhile'



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