

# Exploiting leading technology

## Philips - What you can do with sensors programme?

### Situation

Royal Philips Electronics of the Netherlands is a global leader in healthcare, lifestyle and technology. Delivering products, services and solutions through the brand promise of "sense and simplicity". Philips employs approximately 121,700 employees in more than 60 countries worldwide and sales of EUR 27.0 billion in 2006.

Philips has been a member of the H-I Network for many years and upon requiring an external business perspective to some of their leading technologies they asked H-I to help.

### Objectives

The objective of this programme was to bring together executives from leading organisations to bring a perspective on the customer needs and new business ideas to leading technology capabilities that Philips possess. The expectation of participants was to:

- gain perspectives from other organisations
- exchange views, key business issues and requirements
- develop and challenge new customer needs
- judge how other organisations perceive your capabilities
- unlock the potential from partners
- provide an opportunity to create new joint opportunities

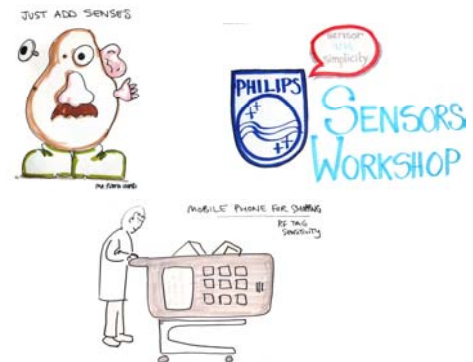


DHL Express, GlaxoSmithKline, Kidde, McLaren Technologies, Premier Foods, SEEDA Enterprise Hubs,

### Approach

H-I Network used its depth of experience to implement a programme for Philips and the participating organisations

- Understand the issues facing Philips Research and technology area
- Bring together complimentary organisations around the topic
- Conduct structured interviews
- Structure a programme and working meeting
- Build trust and understanding in participants
- Facilitate a stimulating workshop which used an artist
- Provide meeting notes and next step actions



### Results

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

*"Excellent session with more follow-up leads than originally anticipated."* **Leo Poll, Business Development, Philips** - *"Very good session"* **DHL Express** - *"best workshop.."* **GSK** - *"session was useful both for networking and obtaining a outside perspective on the applications of sensor technology"* **Kidde**

We are delighted to be continuing the actions from the workshop which will bring new products and services to market.

