Creating an Open Innovation Ecosystem at Deutsche Telekom

Presentation at the EIRMA & OECD: Symposium on Global Innovation Networks.
René Rohrbeck, EICT GmbH, Germany
The open innovation ecosystem of Deutsche Telekom.
DT’s 11 open innovation instruments are managed through 2 major facilitators.
DT’s 11 open innovation instruments are managed through 2 major facilitators.

Intensity (Budget, time, resources)

- Managed by T-Labs
- Managed by EICT
- Managed by T-Venture
- Managed by other units of DT

Defining future innovation areas for the industry
DT’s 11 open innovation instruments are managed through 2 major facilitators.
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**Integrating the developer community in R&D**

**Intensity** (Budget, time, resources)

- **Low**
  - Managed by T-Labs
  - Managed by EICT
  - Managed by other units of DT

- **Medium**
  - Managed by T-Venture

- **High**

**Internet platforms**

**Spin-outs**

**Foresight workshops**

**Executive forums**

**Endowed chairs**

**Idea generation**

**Research**

**Development**

**Commercialization**

http://developer.telekom.de
DT’s 11 open innovation instruments are managed through 2 major facilitators.
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- Idea generation
- Research
- Development
- Commercialization

Intensity (Budget, time, resources)

- Managed by T-Labs
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- Managed by T-Venture
- Managed by other units of DT

Corporate Venture Capital integrates Start-ups into our innovation ecosystem

Corporate venture capitalist

Strategic alliances

sevenload
Ruckus Wireless
bol.com
Click and Buy
LOCANIS
mc mobile commerce

managed by T-Labs
managed by EICT
managed by T-Venture
managed by other units of DT
DT’s 11 open innovation instruments are managed through 2 major facilitators.
Conclusion.
We believe that.

- Open Innovation will increase and use new tools
- It will need to be tailored and controlled
- We will see more Open Innovation facilitators such as
  - Joint-Technology Initiatives (JTI) on the European level
  - University-Industry Research Center (UIRC) such as T-Labs
  - Public Private Partnerships (PPP) such as EICT
Open Innovation Benchmarking - Aims

Questions to be addressed

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>What are Open Innovation methods and tools?</td>
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<tr>
<td>2</td>
<td>What are best-practices?</td>
</tr>
<tr>
<td>3</td>
<td>How can I assess the openness of my company’s innovation system?</td>
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<tr>
<td>4</td>
<td>What can my company do to become more open?</td>
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<td>5</td>
<td>What are the risks involved?</td>
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<td>6</td>
<td>How can I prevent to be too open?</td>
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### Open Innovation Benchmarking - Schedule

<table>
<thead>
<tr>
<th>Preparation</th>
<th>Kick-Off Workshop</th>
<th>Case Studies</th>
<th>Result Workshop</th>
<th>Survey</th>
<th>Conference</th>
</tr>
</thead>
</table>

- **Preparation**
  - Literature review
  - Invitation of benchmarking partners
  - Pilot case study

- **Kick-Off Workshop**
  - Presentation of OI frameworks
  - Presentation of practices
  - Finalization of research aims

- **Case Studies**
  - 10 case studies
  - 15 benchmark talks

- **Result Workshop**
  - Presentation of best-practices
  - Presentation of OI framework

- **Survey**
  - Collect at least 100 usable datasets
  - Statistical analysis to identify critical success factors

- **Conference**
  - Presentation of best-practices
  - Discussion on joint learning activities

### Outcome

- **Preparation**
  - Benchmarking Group is formed

- **Kick-Off Workshop**
  - Research aims agreed

- **Case Studies**
  - Identification of best-practices
  - Development of OI framework

- **Result Workshop**
  - Knowledge about best-practices is shared
  - Research aims for survey agreed

- **Survey**
  - Develop a best-practice framework

- **Conference**
  - Participants gained knowledge to enhance OI practices
  - Further joint activities developed
## Open Innovation Benchmarking - Services

<table>
<thead>
<tr>
<th>Services</th>
<th>Core Partner</th>
<th>Benchmarking Partner</th>
<th>Survey Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Define research aims</td>
<td>✓</td>
<td></td>
<td></td>
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<tr>
<td>Open innovation hotline</td>
<td>✓</td>
<td></td>
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<tr>
<td>2 Best-practice visits</td>
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<td>✓</td>
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<tr>
<td>2 Workshops</td>
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<tr>
<td>Individual assessment</td>
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<tr>
<td>Final report</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Conference</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

- **15,000 €**
- **3,000 €**
- **free**
Thank you for your interest.

T-Labs

Website: www.telekom.de/laboratories

Personal contact

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