



bebit focuses on innovation management

bebit[®]

Consulting | Solutions | Services

Customer

bebit Informationstechnik GmbH

Industry

Service providers

Company profile

bebit, a mid-sized firm, is a leading full-service provider of IT services. For over 13 years, the firm has been offering solid sector know-how and specific solutions to its customers.

Role of ec4u

ec4u used existing innovation processes to devise a solution set for managing implementation-oriented innovation. This effort had two facets: 1) business development covering innovations directed at the market and customers, and 2) a process to manage ideas at bebit.

Benefits

The innovation management set of solutions puts bebit in a position to quickly and efficiently check the potential of an innovation and to implement it rapidly, if appropriate.

bebit has always placed great emphasis on offering and implementing innovative solutions. It sought a comprehensive form of innovation management to put the accelerating innovation cycles in the IT sector to even better use for its customers.

“Motivated, dependable, and performance oriented” – bebit’s maxim for its customer-oriented IT services. The roughly 130 employees of this firm from Mannheim (Germany) ensure that more than 50,000 users and over 300 customer locations have round-the-clock access to high-performance IT systems.

ACCELERATING INNOVATION CYCLES

IT service providers, in particular, are faced with rapid innovations in the market. They are thus forced to quickly identify these and assess the potential benefits for their customers. However, the mountains of innovative technologies that appear steadily are almost unmanageable – despite standardizations by major software producers.

INNOVATIVE THROUGH CHANGE

One of bebit’s success factors is its high degree of technological specialization. Since the potential for innovation rises with the growth in networking of technologies, bebit’s practical and targeted approach has enabled it to successfully utilize this potential for itself and its customers. Nevertheless, having grown dynamically to a certain stage, the firm has had to review its past innovation activities.

COUNTING ON BEBIT’S STRENGTHS, EVEN UNDER INNOVATION MANAGEMENT

One of this mid-sized firm’s strengths is its enormous flexibility and speed in capturing and implementing innovations. Hence, it was important to ensure that complex and tedious processes did not destroy this advantage.

In light of the above goal, ec4u defined an innovation process comprising just five phases. These general processes then evolved into two facets –

- 1) a specific business development process aimed at innovations involving the market and customers, and
- 2) an idea management process to cover all optimizations slated for internal workflows.

IMPLEMENTATION-ORIENTED CONCEPT

ec4u’s concept both detailed the processes and defined bebit-specific KPIs for each step of a process. ec4u applied its knowledge of best practices to plan the implementation of innovation management in the organization and developed the initial approach for launching the program at bebit.

ec4u’s implementation-oriented approach also included a solution set for the business development and idea management processes. Key tools of this set are a business plan for making decisions on a business development process and criteria for in-house suggestions. Accordingly, bebit is in a position to use these tools to pragmatically manage innovation.

“Our customers have always been quite impressed by our innovative services. We wish to boost our potential for innovation and serve our customers better through the innovation management approach conceived by ec4u.”

Wilfried Hübl, CEO
bebit Informationstechnik GmbH