

Ericsson Training Program on Technology Management & Innovation



1.Goal

2.Audience

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Goal

- › Understand and learn how to apply the key concepts, best practices and trends in Technology Mgmt and Innovation
 - Strategic Management of Technology
 - End-to-End Management of Innovation
 - Intellectual Property Rights
 - Open Innovation and Innovation Ecosystems
 - Creativity Management
 - Business Innovation

Audience

- › R&D Managers and Project Managers
- › R&D Engineers and Product Managers
- › University Professors of Engineering
- › PhD Students of Engineering
- › Students of Engineering Degrees

Modules

I	Introduction to Technology Management	<ul style="list-style-type: none"> • The Dynamics of High Technology • Market and Technology • Strategy and Technology
II	Basic Concepts of Innovation and Innovation Management	<ul style="list-style-type: none"> • Key Innovation Concepts • Innovation Management • Outlook and Trends
III	Introduction to Open Innovation	<ul style="list-style-type: none"> • The Traditional Innovation Model • New Approaches to Innovation • The Open Innovation Model
IV	Introduction to Innovation Ecosystems	<ul style="list-style-type: none"> • Motivation • Dynamics and Strategies • Case Studies
V	Introduction to Managed Creativity	<ul style="list-style-type: none"> • The Dynamics of Creativity • Purposeful Creativity • Systematic Innovation
VI	Introduction to Business Innovation	<ul style="list-style-type: none"> • Business Modelling • Building the Business Plan • Business Model Innovation
VII	Introduction to Intellectual Property Rights	<ul style="list-style-type: none"> • Patent Theory Basics • Patent Process • Software and Patents

Module I: Introduction to Technology Management

- › Introduction
- › The Dynamics of High Technology
 - Sustaining and disruptive technologies
 - Technology Adoption / Diffusion of Innovations
 - › Diffusion model
 - › Social influence on Technology Adoption
 - › The Chasm in Disruptive Technologies
 - Technology Life-Cycle
 - › Technology Innovation
 - › Technology Maturity Stages
 - › Technology Competition
- › Market & Technology
 - Techno-Economic Analysis Principles
 - The Business Model Concept
 - Business Model Examples
- › Strategy & Technology
 - Technology Roadmapping
 - Make-or-Buy Decisions
 - Adaptability
- › Q & A

Module II: Introduction to Innovation and Innovation Management



- › Introduction
- › Key Concepts
 - Innovation Dimensions
 - › Technology
 - › Business Model
 - › Processes & Organization
 - Innovation Matrix
 - › Types of Innovations
 - › Change Levers
 - › Connected Innovations
 - Innovation Funnel
- › Innovation Management
 - Challenges and Scope
 - Framework
 - › Innovation Strategy
 - › Innovation Organization
 - › Innovation Systems (Processes, Teams & Networks)
 - › Innovation Metrics
 - › Innovation Learning
 - › Innovation Culture
- › Outlook & Trends
- › Q & A

Module III: Introduction to Open Innovation



- › Introduction
- › Closed Innovation
 - Industrial innovation in the 20th century
 - Erosion Factors
 - The limits of the closed innovation model
- › Other Approaches to Innovation Mgmt
 - Study Cases
 - › IBM Transformation
 - › Lucent's New Ventures Group
 - › Open Innovation at Intel
 - › Ericsson Mobile Platforms
- › The Open Innovation Model
 - The New Logic of Innovation
 - The New Paradigm of Open Innovation
 - Closed Innovation vs Open Innovation
 - Benefits
- › Innovation Intermediaries
- › Q&A

Module IV: Introduction to Innovation Ecosystems



- › Introduction
- › Definition
 - Examples
 - Characteristics
- › Motivation
 - Innovation around the transfer/collaboration models
 - The transition from product to technology centric companies
 - The new Economy: Knowledge and Networks
- › Dynamics of Innovation Ecosystems
 - Setup
 - Opportunities & Risks
 - Sustainability
- › Strategy in Innovation Ecosystems
 - Matching
 - Competition & Cooperation
- › Case Studies
- › Q&A

Module V: Managing Creativity

- › Introduction
 - Definitions
 - Creativity vs. Innovation
 - Lateral Thinking
- › The Dynamics of Creativity
 - Motivation
 - Curiosity and Fear
 - Breaking and Making Connections
 - Evaluation
- › Purposeful Creativity
 - Methodology
 - Examples and Exercises
- › Systematic Innovation
 - Principles
 - Techniques
- › Scenario Thinking
 - Scenarios vs Prognosis
 - Methodology
 - Examples
- › Q&A

Module VI: Business Innovation

- › Introduction
- › Business Modeling
 - Purpose
 - The pieces of the puzzle:
 - › Value proposition
 - › Revenue model
 - › Cost structure
 - › Market situation
 - › Clients segmentation and competitors strategy
- › Building a Business Plan
 - Purpose
 - Structure
 - Examples
- › Business Model Innovation
 - Innovating with new Business Models
 - Examples

Module VII: Introduction to IPR

- › Introduction
 - Why patents?
 - The value of a strong patent portfolio for a Innovative company
 - Patent strategy evolution and Portfolio Management
- › What is a Patent?
 - IPR concepts and context
 - What is a Patent?
 - What can be patented?
 - Basic requirements for patentability:
 - › Novelty
 - › Inventive Step
 - › Technical effect
 - What can not be patented
 - Patents and Standards
- › The Patent Process
 - Priority filing
 - International patent process and strategy
- › Software Patents
 - Software patentability
 - Geographical interpretation
- › Copyright and Copyleft for Software
 - Free Software
 - Other concepts related (Freeware, Shareware, Public Domain Software)
 - Open Source
 - Licenses, copyleft
- › Q&A

Faculty

Manuel Lorenzo Hernández. Head of Technology & Innovation at Ericsson Spain

His unit performs IPR Management and Strategic Research integrated in Ericsson's Corporate Technology function as well as Business Innovation projects performed in close coordination with the local Market Unit (Spain and Portugal) and in cooperation with national and European institutions and technology and business partners.

Manuel holds a B. Eng degree in Telecommunication by Universidad Politécnica de Madrid with specialization in Computer Networks. Since 1994 he has developed his professional career in Ericsson (Spain, Sweden, Ireland) in several technology and business fields including Telecom Management, Mobile Internet Infrastructure and Applications, Network Databases and Digital Identity among others.

His profile combines a broad technical knowledge acquired in R&D (as Design Technical Coordinator, Master Systems Architect and Senior Specialist) with business orientation and skills developed in Market Unit assignments (Program Manager, Chief Solution Architect and Business Consultant).

Manuel is member of Ericsson-wide communities and initiatives including the Ericsson Global Innovation Forum. He also actively promotes the networking among companies as well as between the industry and academic worlds with the aim of exchanging, extending and applying knowledge and best practices in Management of Technology and Innovation.



Mónica Gorricho Moreno, PhD. Manager of the Innovation Cell at Ericsson Spain

Dr Monica Gorricho Moreno obtained her Ph.D. Telecommunications Engineer degree in the Politechnic University of Catalonia in 1999, and a MBA from Escuela de Empresa in 2009. In 1999 she joined Amena (the Spanish third mobile operator) and there she developed her activity at the New Services Department, developing new mobile data services in the Innovation area, the Corporate area and the Financial Area, and as the Head of the Partner Program. Since April 2004 she belongs to the Innovation Center of Amena where she is the Research Manager and the Head of the Alliances Program. After the take over of Amena by France Telecom she is the Head of the Innovation Line about digital home, digital office, NFC, mobile digital signature, e-health and convergence.

In September 2008 she joined Ericsson, at the Technology & Innovation area in Madrid R&D Center, leading the team working on the definition and development of services and technologies based on IMS, e-Health and Ambient Assisted Living (AAL), Connected Car, Digital Home, Perceived Quality of Service (PQoS), and NSPS. She is now the Manager of Ericsson Research branch in Madrid, leading the teams focused on both User & Data Mgmt and Policy & DPI research.

She has an extensive business, marketing, research, technical and project management skills on telecom services. She has published several papers on national and international congresses, and a book about mobile communications.



Faculty

Miguel Angel Pallares. Manager of Software Development at Ericsson Spain

MSc in Telecommunications at the Universidad Politécnica de Madrid, he joins Telefonica I+D in 1995, as a hardware development engineer of ATM access adapters, and later in the automation of the measurements of the quality of service of mobile value-added services.

He joined Ericsson in 2000, representing Ericsson as a standards delegate in 3GPP CT4 (IMS interfaces), and OMA (web services), moving to a management position (within systems management) in 2005. In 2008, he joined EEM's T&I innovation unit.

He has lead Ericsson Research Software and Services branch in Madrid and now manages a large Software Development unit focused on Deep Packet Inspection systems which are delivered all over the world.



Alejandro Bascuñana Muñoz, PhD. Senior Research Engineer at Ericsson Spain

Dr Alejandro Bascuñana Muñoz obtained his Ph.D. degree in the Universidad Politécnica de Madrid in 2006 and his Master's Degree in Computer Science in Alicante in 1996.

in 1997 he joined Universidad Miguel Hernández (Elche) as responsible of systems within the central IT unit. Within this unit he was the main administrator of the corporative Databases, OSs and Hardware. He was also responsible of the security of the IT systems.

In September 2000 he joined Ericsson and since then has been involved in several EU projects and research projects such are Mind, SHOPS, OPUCE, etc. Within the Technology & Innovation area he has been involved in creativity projects and programs.

Today Alejandro is dedicated to new business development, customer development and business innovation activities.



Schedule 2012

I	Introduction to Technology Management	<ul style="list-style-type: none"> • Venue: UPM South • Date: 01 February 2012. 12:00-14:00 • Speakers: M.Lorenzo & M.Gorricho
II	Basic Concepts of Innovation and Innovation Management	<ul style="list-style-type: none"> • Venue: UPM South • Date: 08 February 2010. 12:00-14:00 • Speakers: M.Gorricho
III	Introduction to Open Innovation	<ul style="list-style-type: none"> • Venue: UPM South • Date: 15 February 2010. 12:00-14:00 • Speakers: M.Lorenzo
IV	Introduction to Innovation Ecosystems	<ul style="list-style-type: none"> • Venue: UPM South • Date: 22 February 2012. 12:00-14:00 • Speakers: M.Lorenzo, M.A.Pallares
V	Introduction to Managed Creativity	<ul style="list-style-type: none"> • Venue: UPM South • Date: 29 February 2012. 12:00-14:00 • Speakers: A.Bascuñana
VI	Introduction to Business Innovation	<ul style="list-style-type: none"> • Venue: UPM South • Date: 07 March 2012. 12:00-14:00 • Speakers: A.Bascuñana
VII	Introduction to Intellectual Property Rights	<ul style="list-style-type: none"> • Venue: UPM South • Date: 14 March 2012. 12:00-14:00 • Speakers: M.Lorenzo



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