



Technology Management & Strategy

A sound technology strategy is vitally important in the successful development and commercialization of a product.

We place at the disposal of our clients our academic and practical experience in areas of

- technology management and strategy
- intellectual property issues
- planned technology evolution
- product architecture selection
- strategic knowledge protection
- outsourcing strategies
- knowledge management
- process evolution, and
- management of competencies

In any technology development project we conduct we derive a comprehensive technology management strategy by answering three basic questions:

1. How does the technology/product create value for potential users/customers?
2. Does the organization have the capabilities required to develop, produce and deliver this product or technology?
3. Can this value be captured and retained in the face of competition?

We offer guidance in the development of a comprehensive strategy for investing in the development

of a new technology. It is important to understand the dynamics that come into play, how profitability changes as technologies mature, and how to recognize potentially disruptive developments.

We can also offer this service as an integral part of an innovation and prototyping engagement to a level appropriate for making strategic development and design decisions.

In our strategy developments, we apply tried and tested analysis methods as well as more innovative system dynamics methods, based on control theory, designed to model and understand the dynamics of business systems. An example of the application of systems dynamics to business practice and technology management is detailed in "Evolving the Product Development Process," by Marco Serra. For a copy of the complete Masters thesis, submitted to the System Design and Management course at the Massachusetts Institute of Technology, please email us.

Please contact us if you are interested in learning more about SEC.

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