

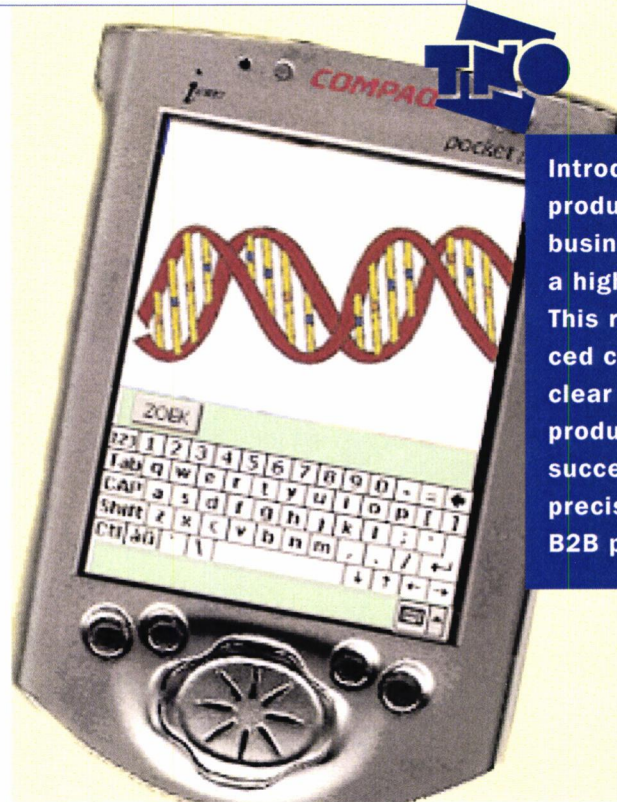
SUMI B2B

Copying behaviour

SUMI B2B is based on a new scientific theory that addresses the development of behaviour within a population. Behaviour appears to be copied and thus spread like a virus. TNO Telecom first transformed this theory into SUMI, a completely new instrument that provides insight into how consumers are influenced to use a product or service. But next to consumers, companies copy each other as well. Think of fax, email, websites and mobile phones, but also TQM, BPR and UMTS licenses. That's why TNO Telecom developed SUMI B2B. This instrument predicts the success of an innovative product or service in the business market.

What does SUMI B2B do?

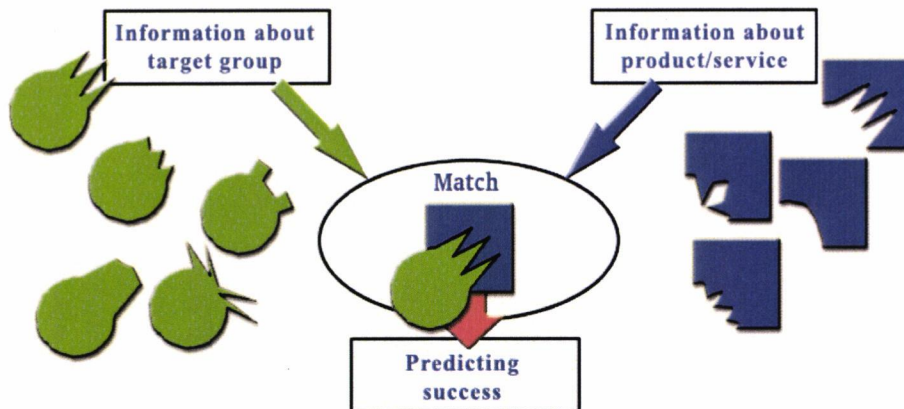
SUMI B2B analyses the match between product features on the one hand and characteristics of the target companies on the other. This analysis is based on the likelihood that the target companies will copy the behaviour related to the use of the product or service. Through this analysis, SUMI B2B calculates the match between product and target group, and thereby the chance of success.

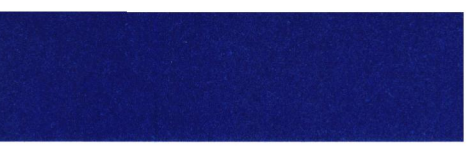


Introducing a new product into the business market carries a high financial risk. This risk can be reduced considerably by a clear picture of the products chance of success. That is precisely what SUMI B2B provides.

SUMI B2B provides three types of results:

- predictions of product/service success
- clear focus for improving product/service design
- identification of the most suitable target group





For more information please contact:

TNO Telecom

Customer Behaviour
Jente Klok

P.O.Box 15.000
9700 CD Groningen
The Netherlands

sumi@telecom.tno.nl
www.telecom.tno.nl

T 050 58 57747

Implementation

A SUMI B2B-analysis typically consists of a few information-gathering sessions in which the product(s) and target group(s) are characterised. SUMI B2B is then applied to carry out the analysis and a workshop is held to present and interpret the results. SUMI B2B can compare a number of new product ideas or possible target groups. SUMI B2B can also track and continually improve a product throughout its development cycle.

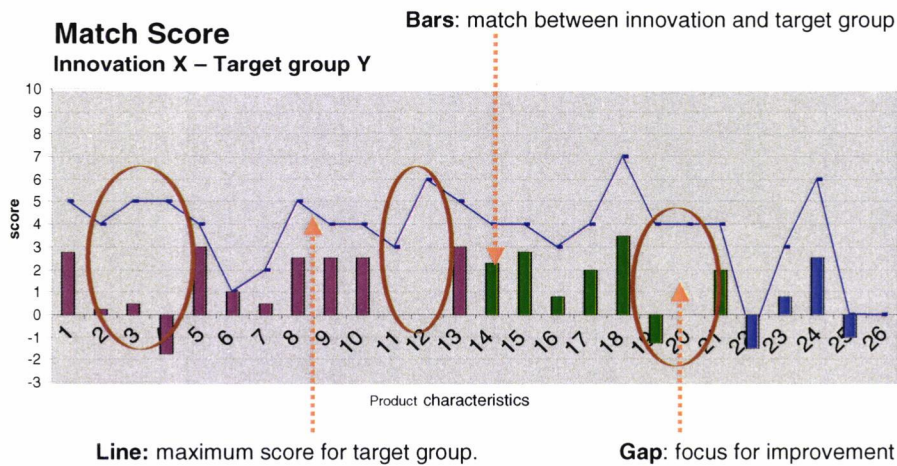
SUMI B2B and you

A good product or service idea is all that SUMI B2B needs. Very early in the development process, even before you have spent a single cent on realisation or prototype-building, SUMI B2B can provide insight into the potential of your product ideas in the business market. In this way, you can make better informed choices at each step in the development. By using SUMI B2B, you lose less money on bad ideas and you profit more from your best ones.

SUMI B2B can help you if: your business invests substantially in product/service introductions in business markets and your rate of success is not as high as you would like it to be.

TNO Telecom

TNO Telecom is an independent applied research institute in the Netherlands. It provides value-added consultancy in the telecom sector, builds ground-breaking knowledge related to telecommunication technologies and develops new business based on this knowledge.



Example of SUMI B2B analysis

