

Predicting the success of innovations

# SUMI

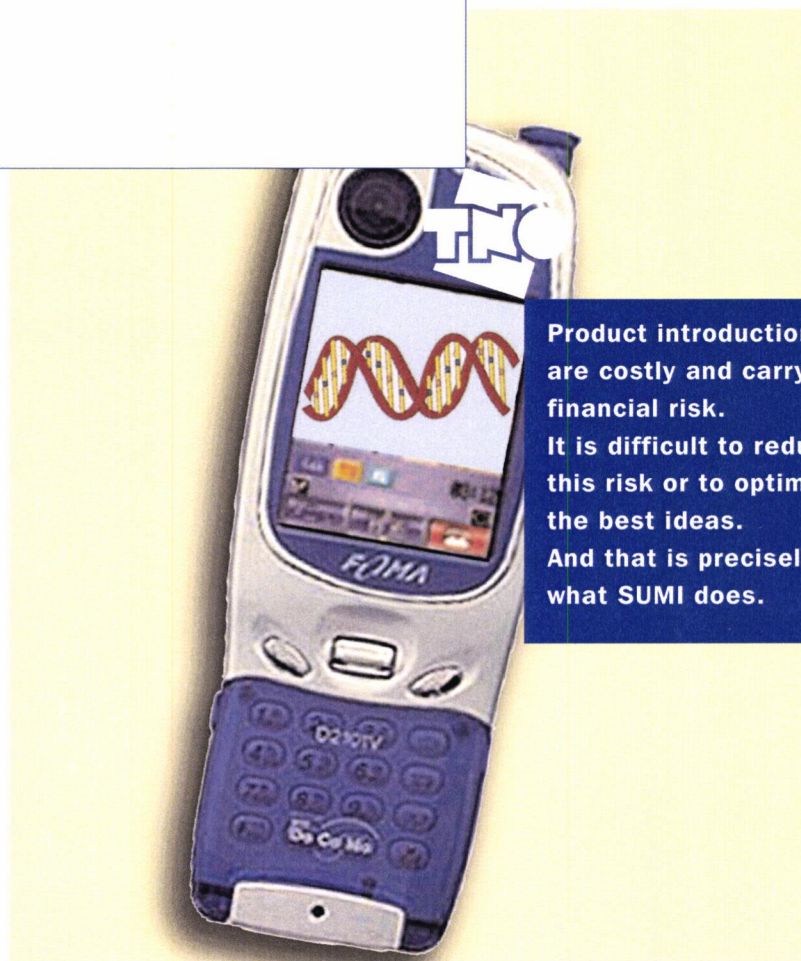
### Copying behaviour

SUMI 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 transformed this theory into a completely new instrument that provides insight into how people are influenced to use a product or service.

Surprisingly accurate results have already been achieved with SUMI applied, for example, in the telecom sector in the Netherlands and Germany.

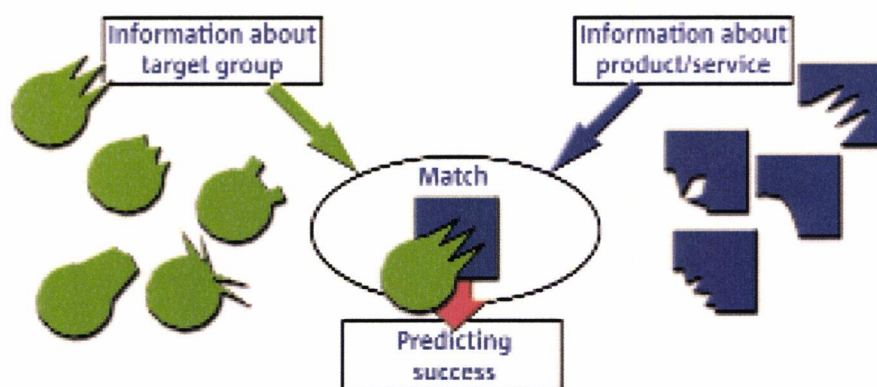
### What does SUMI do?

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



Product introductions are costly and carry financial risk. It is difficult to reduce this risk or to optimise the best ideas. And that is precisely what SUMI does.

- SUMI provides three types of results:
- predictions of product/service success
  - clear focus for improving product/service design
  - identification of the most suitable target group



### Implementation

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

SUMI is already being used by one of Germany's largest mobile phone operators, E-Plus, and the Dutch market leading mobile operator, KPN Mobile. As well as this, a new service developed by the Dutch fixed network operator, KPN, has been optimised with SUMI. In order to test its broader application in other sectors, a large employment agency is now using SUMI to optimise its services for temporary workers.

### SUMI and you

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

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

For more information please contact:

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