Case Study:
Increasing innovation

Kalaydo, today part of the Markt Group, is an online advertising portal used by various regional daily newspapers in NRW, Rheinland-Pfalz and Hessen in order to bundle classified ads on a variety of topics and thus exploit the advantage of extended recognition and reach.

Challenge

A project structure needed to be designed which would increase innovation potential and efficiency

- Create a basis for an innovative process
- Build a structure for the innovative process
- Create a meaningful project structure and detailed project planning
- Systematic development of project controlling as a way to measure efficiency

Methods

- An overall innovation process was developed, roles within the innovation dialog were established
- A holistic process for the generation, uptake and prioritization of ideas was put in place, backed up with specific criteria for measuring their success
- Project structure, priorities and focus were agreed upon, and the identification and implementation of ideas substantiated
- A project-controlling system was developed
- Operative support: Preparation and timely support for „Innovation Day"

Results

An efficient process from idea generation to implementation and evaluation was agreed and put in place.

> With the help of enable2grow we were able to clearly prioritize and evaluate our projects, and thus increase our innovative speed significantly.
>
> **Joachim Vranken**, CEO, Kalaydo GmbH & Co.KG