

Regaining market leadership with structured innovation processes

How a company can attain immediate freedom of action following a merger

satisloh

Following its integration into the Schweiter Group and a merger with the Satis company to form Satisloh, regaining its technology leadership was the priority objective of the former Loh company. By nominating an ad interim Head R&D following that merger, it was possible to immediately reorient the development team towards the challenges of the future.

The Client

- Satisloh GmbH, DE-Wetzlar, former Division of Schweiter Technologies
- Leading supplier of integrated concepts for the production of ophthalmic lenses and systems solutions for precision optics
- Net sales: approx. CHF 200 million

The Objective

- To recapture its former technology leadership position
- To orient the innovation team towards a common objective following the merger with Satis
- To bring together the entire development competence at the Wetzlar location
- To define the innovation process and establish it throughout the company

The Solution

- Unite the entire resources of the R&D sector under the authority of an ad interim manager from Inova
- Generate a project portfolio and reduce the number of ventures from 30 to five key projects
- Set up core teams for the key projects
- Disband one development location and transfer its know-how to Wetzlar
- Review the LEO project management tool, modify it for simplification and reactivate it
- Establish professional project management and intense coaching of the project leaders

The Client Benefit

- Key projects were implemented to plan, ensuring that the new equipment could be presented at the scheduled trade exhibitions
- A highly motivated team is now facing the new challenges head on, a situation that would have been unthinkable one year ago
- Technologically, Satisloh has again caught up with the market and is well under way to regaining its former technology leadership position
- Deployment of an experienced ad interim manager allowed the time until the new structures had become established and a new Head R&D located to be employed gainfully