

## The Cridon D3 Innovation Framework supports systematic Innovation

Date: 10-28-2008 02:46 PM CET

Category: [Media & Telecommunications](#)

Press release from: [Cridon](#)



Cridon introduces a methodology for innovation management. This framework has been created on the basis of international research on successful innovation and on the basis of Cridons experience.

The D3 Innovation Management Framework consists of three modules: Pragmatic but fact based strategy definition and extraction of quick wins is the objective of D3 Define: Analysis and Strategy. The module D3 Discover: Product Management is tailored to the systematic search and market test of products and services. Implementation and migration to operations is supported with D3 Develop: Business Processes and Implementation.

With its help, enterprises can innovate on a structured way, focus products and services on customers and users and validate the potential success before launch. The D3 Framework is tailored to the use of the internet or of classical software, on structured customer contact via all contact channels, efficiently automated end-to-end business processes and on integrated networks (new media, telecommunication or logistics).

Target customers are enterprises wanting better products and services. They range from large to small companies which share a demand for innovation management such as low profitability, lost structure and little customer insight and time pressure. Selected Sectors are (new) media and communication – transportation, capital and consumer goods and power generation if applicable.

Cridon offers innovation management services for a variety of functions and sectors. Cridon has been founded in 1999 and is a brand of Jürgen H. Städtner. Depending on the actual engagement he works with various industry experts. Jürgen H. Städtner has more than 15 years of experience for instance with Accenture, Booz & Company and otelo.

See also Cridons references: [www.cridon.de/english/success-stories-and-clients/](http://www.cridon.de/english/success-stories-and-clients/).

Cridon  
Breidenhofer Straße 20  
D-42781 Haan

info (at) cridon.de  
[www.cridon.de](http://www.cridon.de)

Telefon: 02129 / 34 56 950  
Telefax: 02129 / 34 56 952

[You can find this press release here](#)