

How open is your innovation – and are you keeping pace?

Five key findings from The Open Innovation Barometer, created by Economist Impact and sponsored by SUSE

Introducing the Open Innovation Barometer

Researchers surveyed 500 senior executives in the US, UK and Germany. Companies received an openness innovation rating from 0-100 based on 65 factors.



Lowest score



Company average

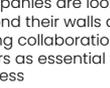


Highest score

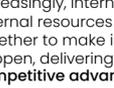
The big picture: Open Innovation is now mainstream



Many businesses are shifting away from traditional R&D, which relies heavily on internal knowledge and resources



Companies are looking beyond their walls and seeing collaboration with others as essential for success



Increasingly, internal and external resources are coming together to make innovation happen, delivering **speed and competitive advantage**

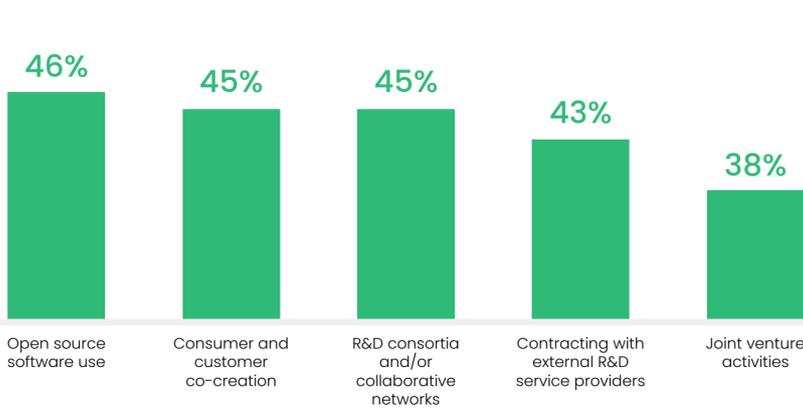
The Barometer delivered 5 Key Findings

#1 95% of respondents said their organizations practice Open Innovation



A growing number of high-profile global companies – including BMW, Nestle and Samsung – have titles like “Manager of Open Innovation”

#2 Open Innovation is happening across business activities



Open source software is growing in popularity



of respondents said open source platforms are important to the success of their organizations



of respondents use open source software for Open Innovation, with 38% planning to

#3 Open Innovation delivers competitive advantages

Innovation activities, such as patents, are positively correlated with performance. Those scoring highest reported significant advantages in key areas, such as:

Financial performance

Innovative products



Why this happens

Open Innovation helps companies keep pace with technological change, providing greater access to creative ideas, valuable skills, key technologies and other intangible assets.

#4 Open Innovation is gaining momentum

Even though internal (closed) innovation still dominates product, service and process development, the shift to Open Innovation is gathering speed:



of respondents reported increased budget for Open Innovation projects during the next three years



said this included increased funding for open source software

Why is change happening so quickly?



Companies with very different backgrounds are collaborating because Open Innovation can give them an edge

Seven powerful forces are at work

- Fast-changing customer preferences within dynamic markets
- Digitalization and the need to power new products
- The speed and complexity of technological change
- Lower costs through collaboration and knowledge sharing
- Skilled knowledge workers being increasingly available and mobile
- Thriving startup ecosystems and co-evolution between companies
- Greater ROI and brand reputation through innovation

#5

Most companies recognize that Open Innovation is key to their future success

Put simply, they know that **some of the world's smartest people are just a few clicks away**



of organizations have implemented **key pillars** of Open Innovation or plan to in the next three years



of respondents expect innovation to play a pivotal role in their organization's overall business strategy in the same time frame

Pillars of Open Innovation



Three steps to achieving your goals faster



Invest in people and processes that support Open Innovation



Establish new systems, such as for licensing and managing IP



Develop a company culture that values and supports new ways of thinking and working

Discover more: [Download the report](#)

Check out the full findings from Economist Impact today.