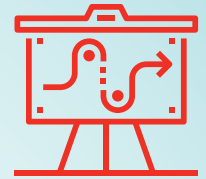


OPERATION & TECHNOLOGY ROADMAPPING (OTR)



Scale Up Your Business Success Tomorrow, Today.



**Check for your organisation's eligibility and funding criteria*

ABOUT

Operation & Technology Roadmapping helps organisations establish a long-term growth strategy driven by technology. Map out and visualise how businesses can grow by exploiting the right drivers, products and services, and technologies.

BENEFITS



Connect with technology specialists



Build big picture perspective



Lead the team through a unified strategy



Facilitator to guide in the roadmapping process



Platform to engage key stakeholders

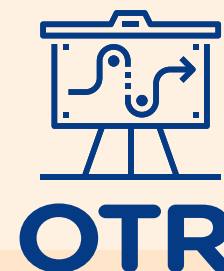


Tools to help in ideation and decision making

THE OTR PROCESS

Build Your Customised Roadmap in 5 Steps

(5 half-day sessions)



+ ENHANCE YOUR ROADMAP WITH VALUE-ADDED SERVICES



Market Research

Assess target market and potential customers



IP/Tech Landscaping

Understand technology landscape and trends



Feasibility Study

Evaluate technical feasibility of developing products, processes and services

WHAT
Develop New Deliverables

HOW
Identify Technology Enablers

WHEN
Chart the Roadmap

WHY
Identify Key Business Drivers

WHERE/WHO
Understand Current Business

• Milestones and timeline

• Suitable technologies and solutions
• R&D programme
• Resource requirements

• Game-changing products, services and business models

• Technology drivers
• Internal business drivers
• Market drivers
• Customer needs

• Strategic assessment
• Roadmap objectives



Contact us now to find out how you can take the first step towards greater success!
Email: A-STAR_GET-Up@hq.a-star.edu.sg Website: www.a-star.edu.sg/OTR