Unlock more value by aligning all your innovation processes and data—from idea capture to development, from planning to manufacturing to service—on one cloud platform.

5 Strategies for Continuous Innovation

**Develop**
Turn your best ideas into valuable innovations
Capture and standardize the data and processes needed to test-rack how you turn promising ideas into profitable innovations.

**Plan**
Get a 360-degree view of data to better anticipate and adapt to demand
Accurately align your supply with forecasted demand and optimize your costs to manufacture with a single, collaborative supply chain platform.

**Source**
Quality and select suppliers to turn collaboration into faster innovation
Work strategically with supply partners to unlock new opportunities and standardize how you qualify, negotiate, and integrate suppliers into the production process.

**Make**
Produce personalized offerings to meet customer needs quickly and continuously
Better understand what your customers want, design, produce, and deliver it faster while providing premium customer service.

**Serve**
Prioritize feedback to continuously maintain, deliver, and monetize services
Analyze feedback anywhere, the voice of the customer, the product, and the factory, and leverage it to prioritize the continuous innovations that keep your customers satisfied.

"In this day and age, you have to have access data in real time throughout your entire product lifecycle. Products and services are not being built in a vacuum."

Craig Haltman, CIO, Cohu

Only 6% of CEOs are satisfied with innovation efforts

Innovative companies outperform in a disruptive market by +30%