



Sharpening Orffa's innovation protocol

Improving innovation through the use of RevelX's innovation best practices



The expertise and best practices of RevelX on corporate innovation helped us to review our current innovation protocol and identify opportunities for further improvements. In a very pragmatic manner, they supported us in defining a roadmap and action plan for further professionalization of our innovation efforts. A critical third-party view helps to have an open view on opportunities that may otherwise be missed.

- Arno van der Aa
Chief Development Officer Orffa

About the client

Orffa is a dynamic and innovative company specializing in the development, production, and distribution of innovative feed additives and nutritional solutions for the animal nutrition industry. With a global presence and a strong focus on research and development, Orffa offers a wide range of high-quality products tailored to meet the specific needs of livestock, petfood and aquaculture sectors. Their commitment to sustainability, partner excellence, and animal welfare makes them a trusted partner in the feed industry.

The Challenge

Orffa's innovation team has successfully developed a comprehensive innovation protocol for the period of 2023-2028. This protocol takes inspiration from their own innovation team's expertise and incorporates valuable insights from RevelX. Orffa's innovation practice is built upon key pillars, which encompass an internal innovation team, a growth board, an ecosystem of external experts, collaborative partnerships with universities and research centers, and an internal hub consisting of seasoned individuals. Their protocol encompasses a stage gate innovation process, portfolio management, and a robust reporting structure.

However, as part of Orffa's continuous improvement efforts, they recognize the need for a more defined innovation strategy that aligns seamlessly with the overall business strategy. Additionally, they acknowledge the importance of enhanced customer involvement throughout the innovation process. To address these aspects, they aim to leverage innovation management tools and implement corporate venturing practices, which require further attention and exploration. While Orffa are currently delivering 2-3 new products and concepts annually, they acknowledge the potential for improvement in terms of scaling up these innovations and providing adequate sales attention to drive their success.





The Solution

In pursuit of an effective solution, RevelX conducted research on Orffa's existing innovation protocol and pipeline. This analysis was supplemented by interviews with relevant stakeholders. A workshop was conducted, engaging our innovation team and key stakeholders, wherein RevelX provided valuable tools such as corporate innovation playbooks, innovation strategy frameworks, and operating model canvases.

Results

As a result of this collaborative effort, we have achieved significant outcomes. These include a thorough review of our innovation protocol, identification of areas that require improvement, prioritization of these areas, and the development of concrete action plans to drive further enhancements. Building upon these action plans, Orffa's dedicated innovation team will continue to work diligently to professionalize our innovation protocol, refine our efforts, and achieve impactful results. As value creation is listed as one of four strategic pillars for the company, Orffa is ready to embrace new working methods to remain future proof.

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