

# B'E aware of T'Transfer

How to succeed with Technology Transfer  
Dr. Wolfgang Herburger, Austria

Automotive Industries Forum 1996

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# Focus



# Technology Transfer

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Transfer of Technology

&

Transfer of Techniques

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Know-How

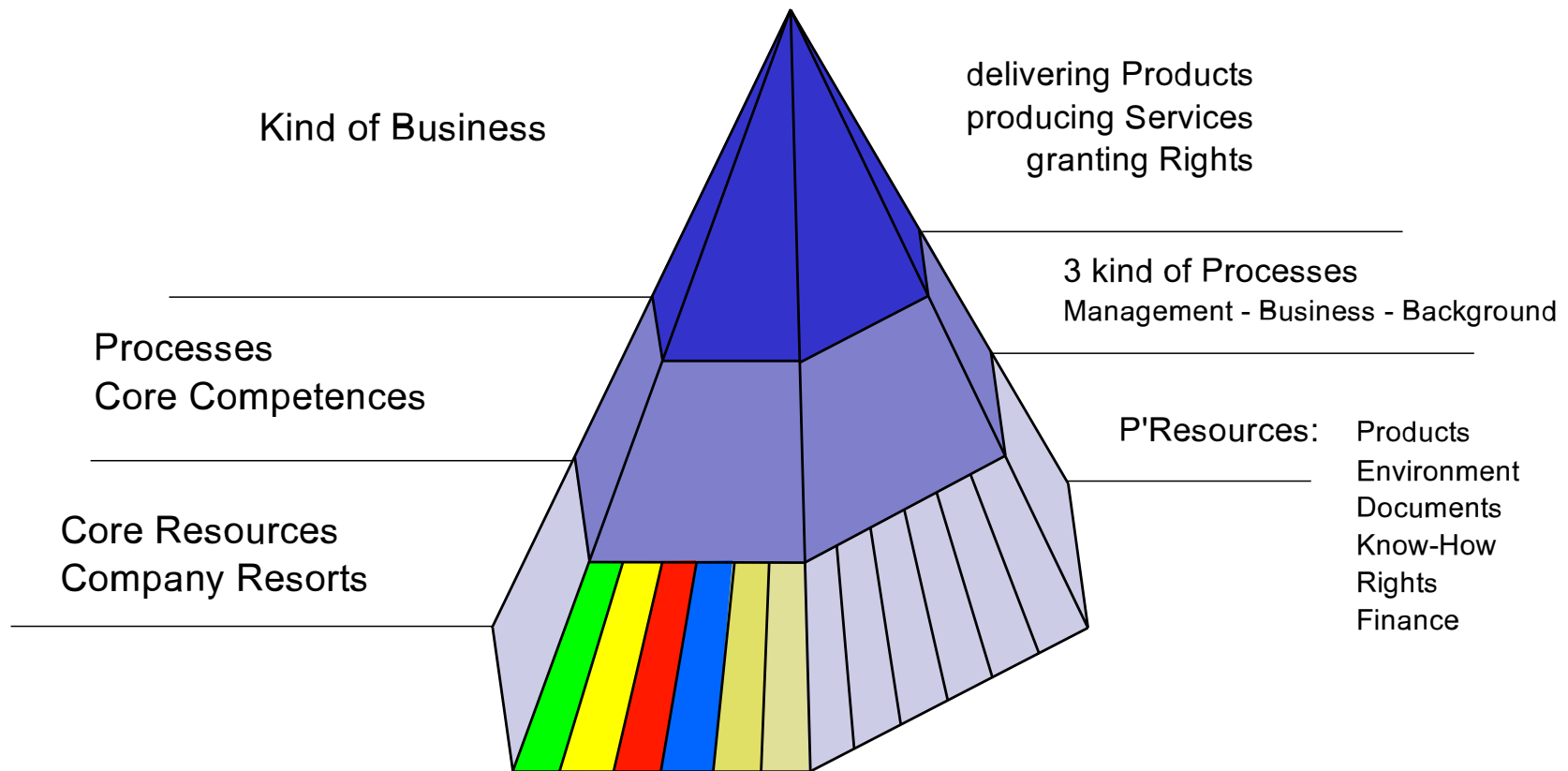
Products & Environment & Documents &

& Rights & Finance

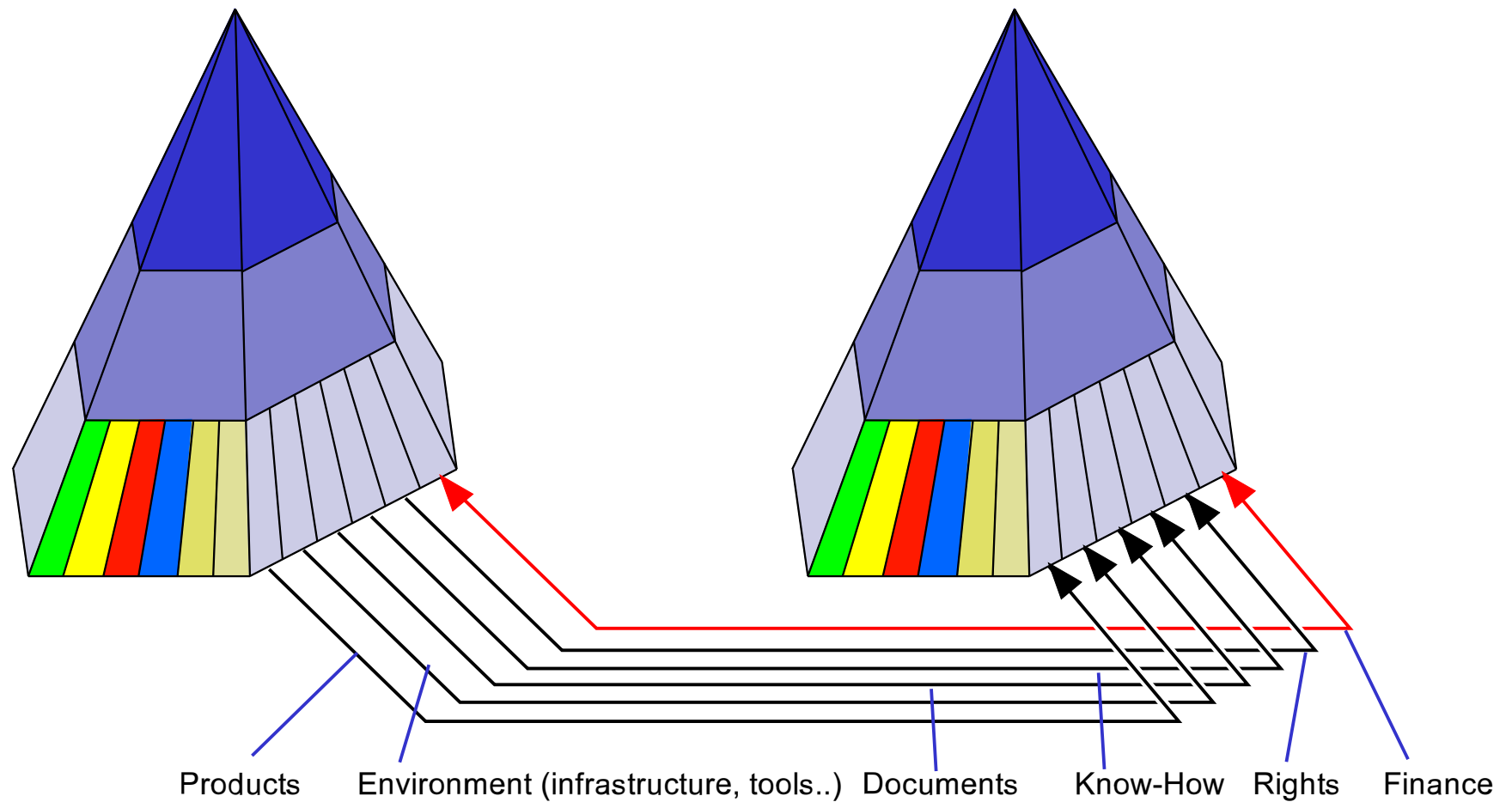
# T'Transfer is between Enterprises

Layers of an Enterprise?

What is its Nature?



# Technology Transfer is: the Transfer of Primary Resources



# Technology Transfer is managing 3 kinds of Business.

- a) Delivering Products  
&
- b) Services as Education, Know-How Transfer,  
development of infrastructure.  
&
- c) Licencing Property Rights

95% of Contracts run into serious Problems.

In only 5% Management adapts their processes for entering new Business Fields at an early stage.

# Structure of T'Transfer

	Preparation	Contract	Realizing
<p>A: Definition</p> <ul style="list-style-type: none"> <li>1. Products</li> <li>2. Environment</li> <li>3. Documents</li> <li>4. Know-How</li> <li>5. Rights</li> <li>6. Financing</li> <li>7. Project management</li> </ul> <p>B: Expenses</p> <ul style="list-style-type: none"> <li>1. Repeating</li> <li>2. once per step</li> </ul> <p>C: Revenues</p> <p>D: Profit and Loss</p> <p>E: Draft Contract</p> <p>F: Risks and proposition</p> <p>G: Data Package</p>			

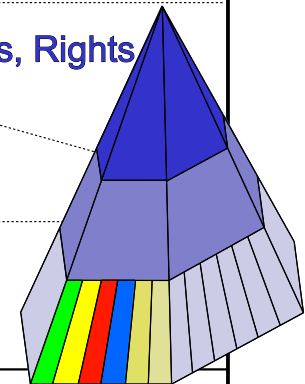
## Technology Transfer:

- needs new understanding of Business Interactions.
- means establishing a complementary Value Adding Network (VAN).
- means linking Know-How to Know-How
- may be combined with venture, countertrade, compensation.
- Planning T'Transfer only on a green table will lead to a desaster.
- means long term thinking
- means Partnership



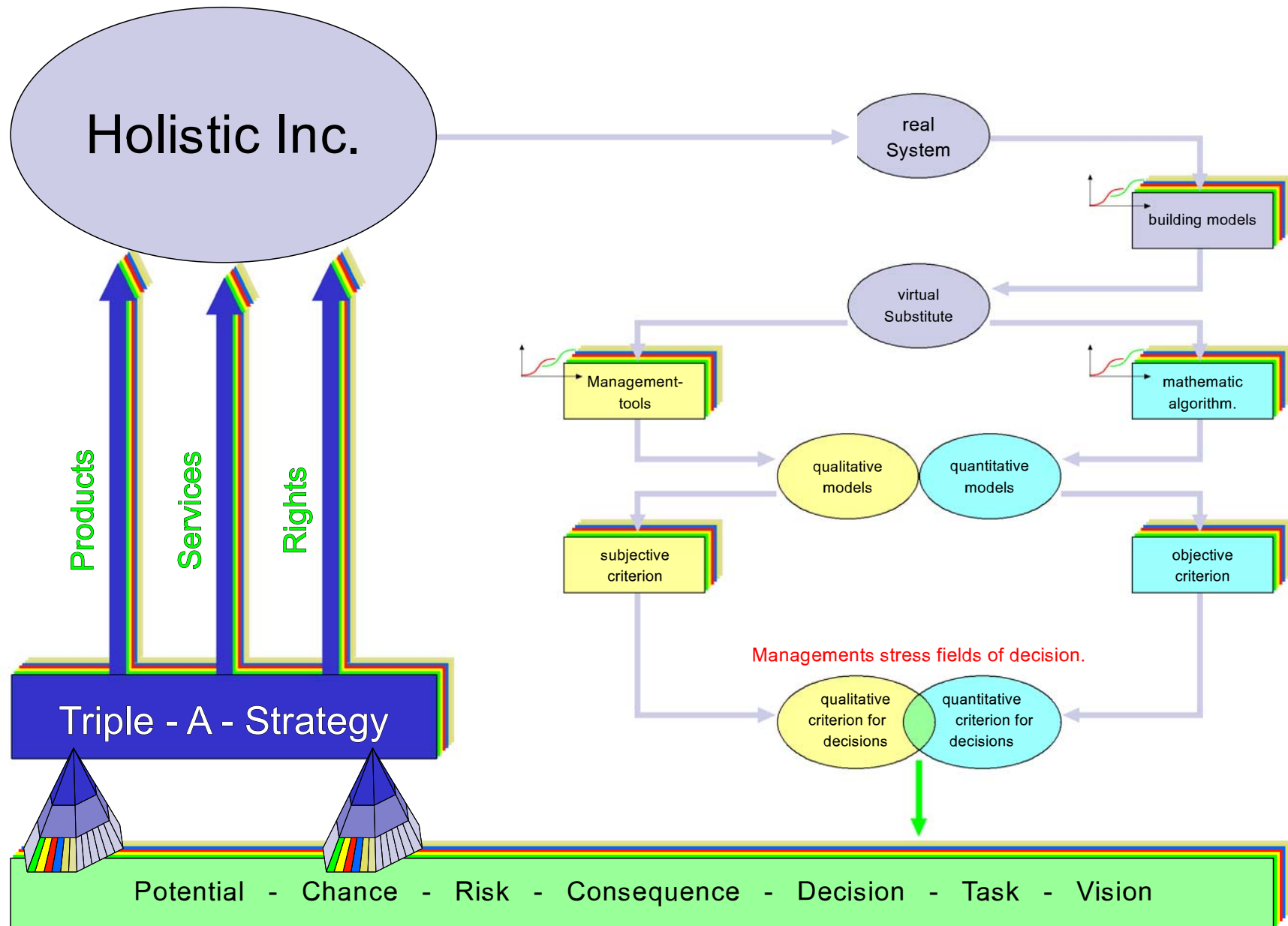
# Technology Transfer is part of the future Business

	Yesterday	Today	Tomorrow
Focus	Product	What buyer wants	What buyer needs
- Offer	Products	Products, Services	Products, Services, Rights
& Pre-requisite		& Processes	& Processes
& Pre-Pre-requisite			& Resources
Question	How to realize products?	How to simplify processes?	How to use Resources and capabilities?
Answers	Structures share of labour making themselves	minimizing costs automatisation outsourcing leaner	maximizing earnings enlarge Business activities insourcing smarter



-> Management will face that it will be an important task finding innovative solutions in order to localize the Core Resources and create new business opportunities.

# Technology Transfer is realizing the Triple - A -Strategy

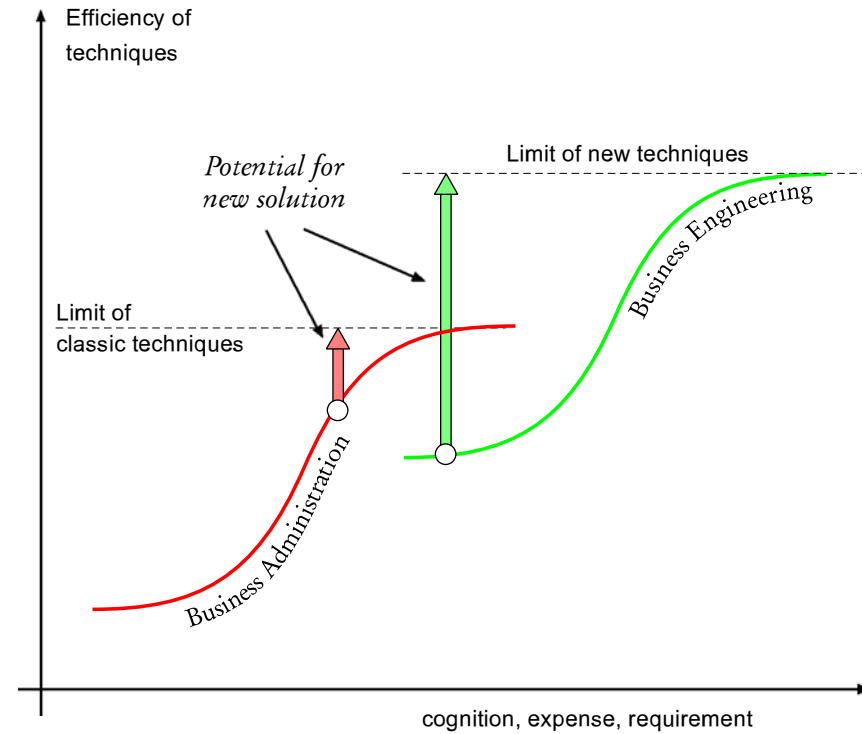


# Business Engineering = High Techniques for managing Complexity

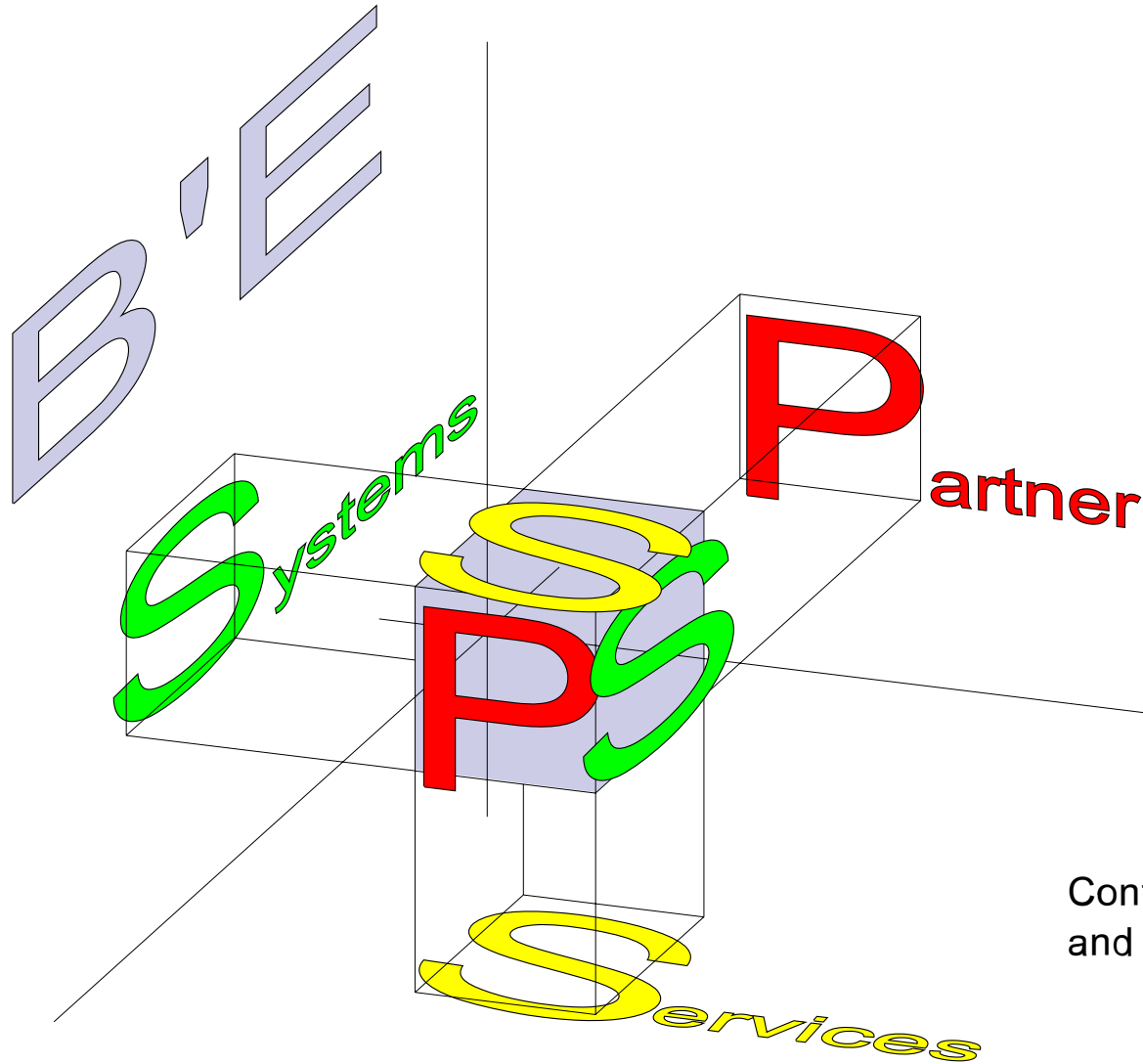
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