



SUCCESS STORY

Innovation management check:

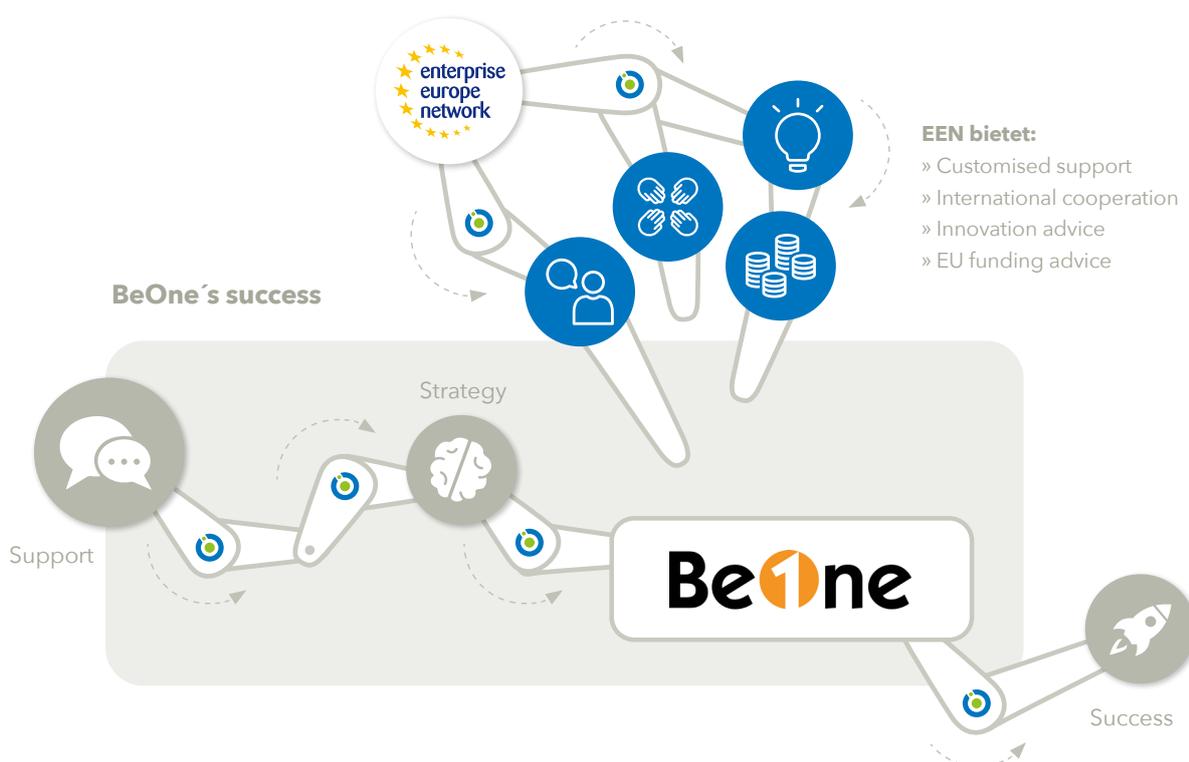
# Engineering digital solutions

“So what does your company actually do?” It’s a simple question, but it’s one that’s often not that easy to answer, especially when a company has developed in many different directions to meet the demands of its clients. Since April 2021, BeOne Hamburg GmbH has been able to say, “We engineer digital solutions”.

BeOne started out in 2004 as a typical aeronautical engineering company. With time, it increasingly picked up project management and digitalisation contracts. Its client base expanded to include the automotive industry and renewables. BeOne grew fast, but cutbacks in development programmes and the difficult market situation of some major customers meant it had to scale back again significantly. The Covid-19

pandemic presented the company with new challenges, particularly in regard to its clients from the aviation sector.

BeOne used this difficult period to work on its own strategy and reposition itself as an innovative service provider on a sustainable economic footing. The innovation management assessment that EEN partner TUTECH conducted with



BeOne in June 2020 showed that the company had outstanding expertise and many good ideas, too, but that it lacked a clear corporate strategy. Most of its client-specific contracts were very diverse and thus didn't lend themselves well to scaling up. And so the main

question BeOne tackled in the course of its consultation with EEN was "Where do we want to go?" The company drew up a comprehensive innovation strategy matrix, developed its new claim based on it and completely overhauled its website and corporate communication.

*"We're very satisfied with the consultancy process. The discussions and the input have really helped us to better structure the 'cornucopia' of services that's grown over the years and so make it clearer internally and to our clients where BeOne's USP lies. We're grateful for your excellent, uncomplicated support and your tireless work with us."*

*Ulf Siegosch, CEO, BeOne Hamburg GmbH*

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**Enterprise Europe Network** is a European Commission initiative to support growth-oriented SMEs to innovate and become more international. TUTECH's services within Enterprise Europe Network are free of charge thanks to support from the European Union and the City of Hamburg.

