## Market Research & Development

**INVENSITY Center of Excellence Safety Management**

### Background

Inadequate market research can limit innovation when technology-driven innovations are assigned to the wrong clients or fields of application.

The Market Research & Development working group monitors the safety market and identifies new trends, methods and standards at an early stage. A systematic investigation of the market highlights innovations worthy of development. These new developments are assigned to the right standards, industries, clients and fields of application, taking into account synergies and premises.

### Background

- Show innovations
- Detect Safety developments
- Brief experts, staff & customers
- Internal
- External

### Conduct systematic market research

### Recognize coherence

- Between industry and norms
- Between norms & standards
- Information exchange through the INVENSITY knowledge database

### Providing the basis for decision

- Investments for technologies
- Co-operation with new customers
- Development of new trainings
- Adoption of new methods & knowledge

### For customers

- For branches
- For INVENSITY
- For INVENSITY Academy

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**Contact**

Karl Jaeger  
Head of Center of Excellence Safety Management  
karl.jaeger@invensity.com

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www.invensity.com