

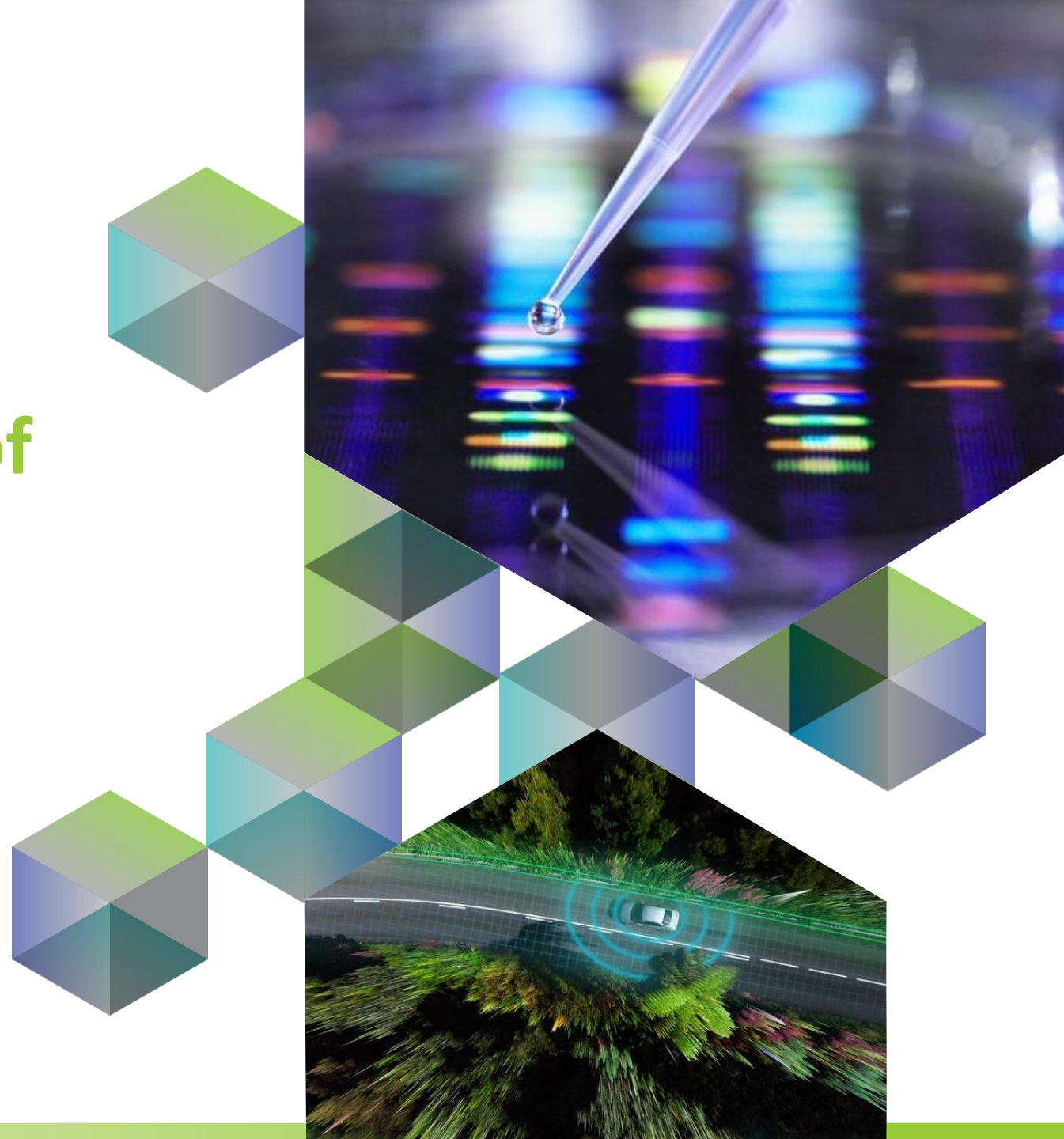
# Co-creating the Transformation Journey of Irish MNCs

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Helen Burke – 22<sup>nd</sup> June 2023

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Ireland. We make it [happen](#).



# Global Reality



## On shaky ground

The 2021 FDI Confidence Index®

KEARNEY  
Global Business Policy Council

**EY** Building a better working world

# How is uncertainty reframing the future of investment in Europe?

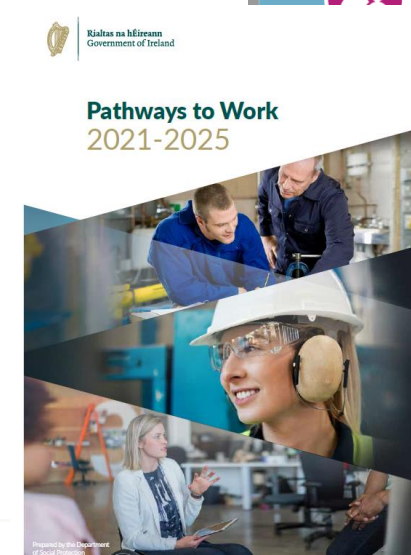
WORLD ECONOMIC FORUM

## Digital FDI

Policies, regulations and measures to attract FDI in the digital economy

WHITE PAPER

# Irish Government





# IDA Ireland



# IDA Ireland's focus



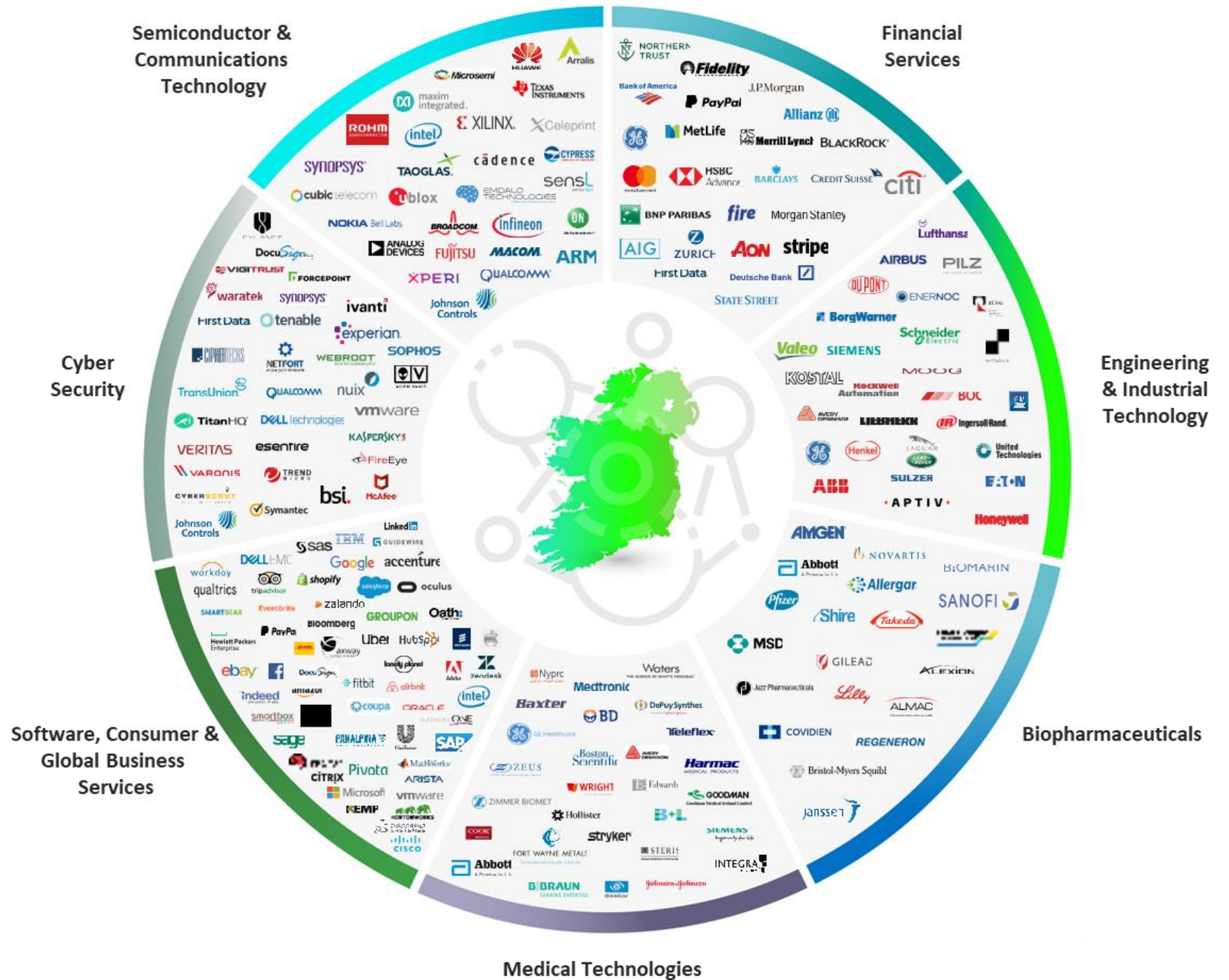
**DRIVING RECOVERY AND SUSTAINABLE GROWTH**  
**2021-2024**

# Outlook: Ireland in a Changing World



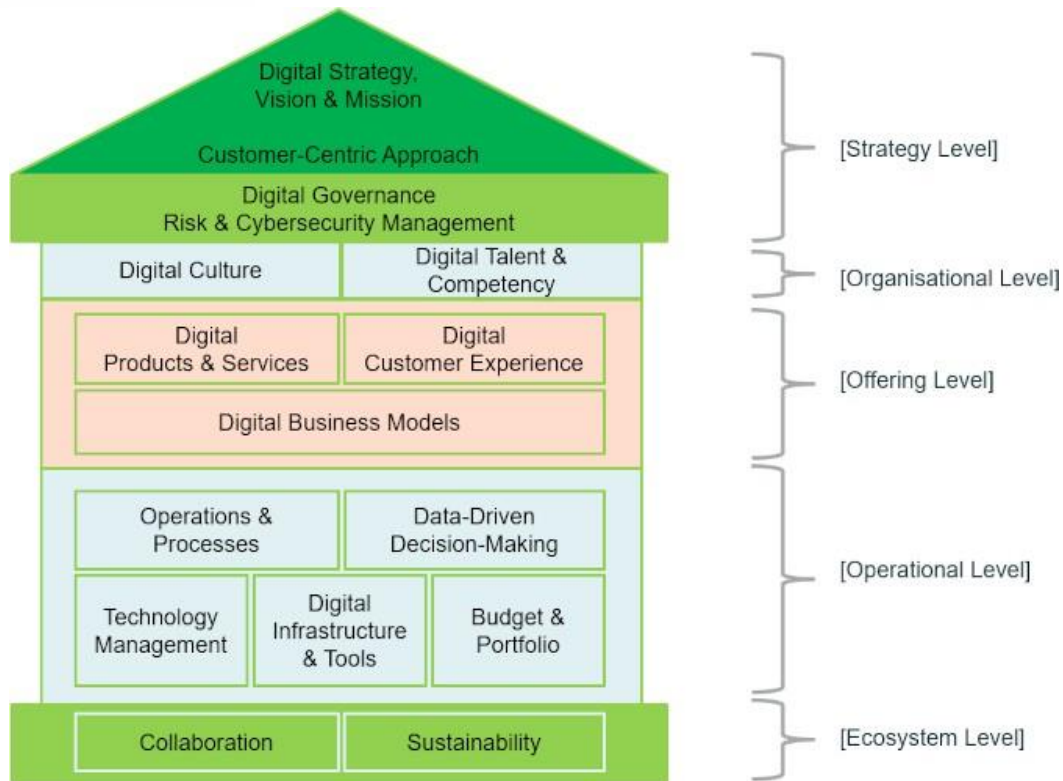


# IDA Ireland



# Co-creating with IVI - Digitalisation Diagnostic for Services' Organisation

Self-assessment questionnaire



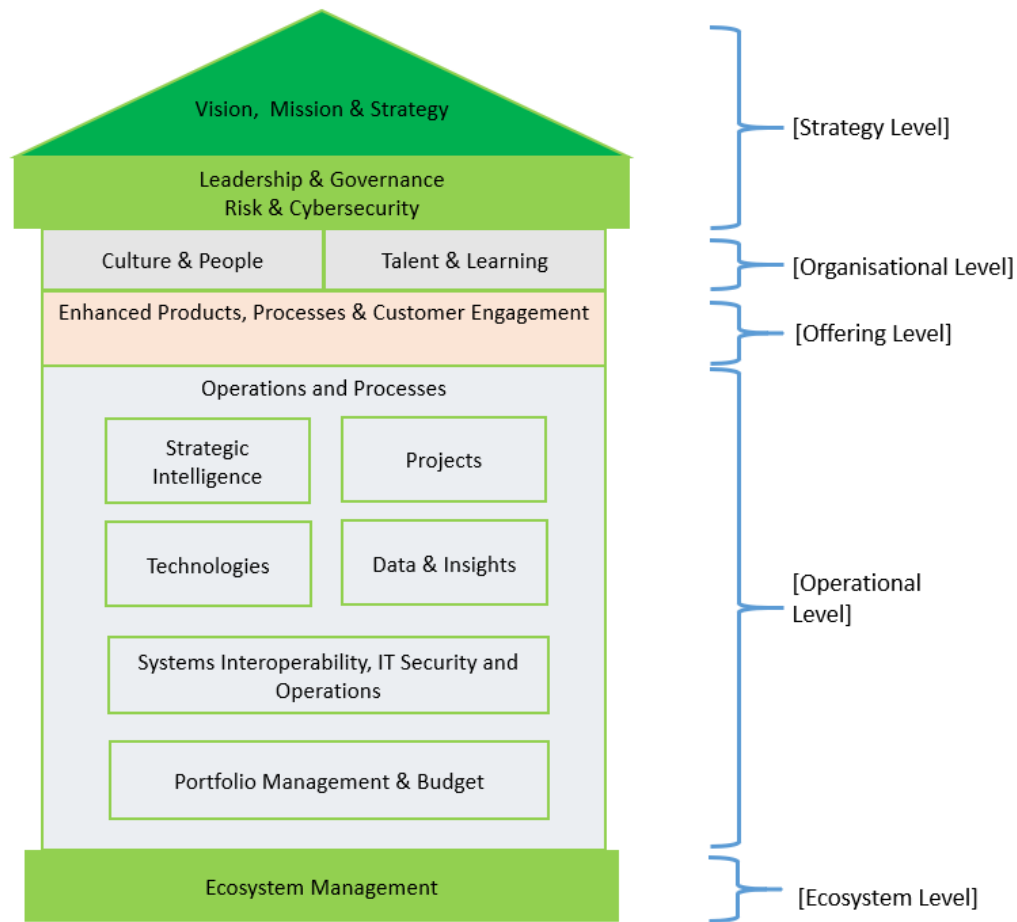
## Digitalisation Scorecard – Question Structure

Level	Sub Categories / Dimensions	#
<b>1. Strategic</b>	1.1. Digital Vision & Mission	Q1
	1.2. Digital Strategy	Q2
	1.3. Customer Centricity	Q3
	1.4. Digital Leadership & Governance	Q4
	1.5. Risk & Cybersecurity	Q5
<b>2. Organisational</b>	2.1. Digital Culture & People	Q7
	2.2. Digital Skills & Learning	Q8 Q9
<b>3. Offering</b>	3.1. Digital Products & Services	Q10
	3.2. Customer Experience	Q11
	3.3. Digital Business Models	Q12
<b>4. Operational</b>	4.1. Digital Operations & Processes	Q13
	4.2. Technology & Data	Q14
	4.3. Infrastructure & Tools	Q15
	4.4. Resources & Portfolio Management	Q16 Q17
<b>5. Ecosystem</b>	5.1. Collaboration	Q18
	5.2. Digital Innovation	Q19
	5.3. Sustainable Digital Enterprise	Q20



# Co-creating with Industry Consortium – Industry 5.0

## Digitalisation Diagnostic for Manufacturing



# Co-creating with Enterprise Ireland – Innovation Scorecard



**IDA Ireland**

**SUMMARY OF ANALYSIS FOR TEST**

**HOW TO USE THIS REPORT**

This report provides you with an overall average score based on the answers provided. The score generated is on a scale of 1 to 5 and should help you understand your position on the innovation journey towards developing your capability and practice.

Areas in need of attention are highlighted in the heatmap below and each area is analyzed in more detail in later pages. The report suggests some recommended actions and directs you to potential resources that may be useful for planning. Please note that this tool and report is intended as a starting point for companies to consider the issues and begin to prepare for developing their innovation capability and performance. The tool and report are intended as a general guide only in key areas for consideration. You should discuss the most appropriate action plan and resources with your Development Advisor.

**1** **2** **3** **4** **5**

**1** **2** **3** **4** **5**

**1** **2** **3** **4** **5**

**YOUR INNOVATION CAPABILITY SCORE & HEATMAP**

**3.9/5** Your organisation has indicated a good area of performance and capability in innovation. There is still room for improvement in some areas. Review the diagram below and consider some of the priority areas identified.

**GROUP 1: LEADERSHIP & PLANNING**

**GROUP 2: ORGANISATION CONTEXT**

**GROUP 3: OPERATION**

**GROUP 4: SUPPORTS**

**GROUP 5: EVALUATION & IMPROVEMENT**

**INNOVATION MANAGEMENT KEY ELEMENTS - ISO 56000 SERIES**

**IDA Ireland**

**TYPES OF INNOVATION USED**

Innovation can happen in many forms. These fall into three categories: organisational innovation, offering innovation and experience innovation. Many businesses still see R&D as the sum of innovation - focusing their efforts on new products and services, new updates, new features. However, as the pace of change accelerates and the risk of disruption increases, successful businesses are investing in additional types of innovation to sustain and enhance their competitive advantage.

The diagram below summarises the types of innovation your organisation is using or is considering based on the answers provided. Review this and consider if there is room for improvement in the range of innovation types used by your organisation.

**ORGANISATION** These types of innovation are focused on the innermost workings of your company, its systems and business model. Areas where you have indicated activity are:

- / OPERATIONS (e.g. seed)
- / BUSINESS MODEL INNOVATION

**OFFERING** These types of innovation are focused on your company's core product or service offerings. Areas where you have indicated activity are:

- / PRODUCT OR SERVICE OFFERING (e.g. R&D)

**EXPERIENCE** These types of innovation are focused on customer-facing elements of your company and its business systems. Areas where you have indicated activity are:

- / SALES AND DELIVERY CHANNELS
- / SERVICE CHANNELS
- / CUSTOMER ENGAGEMENT

**LEGEND**

- Innovation projects of this type completed or underway
- Exploring innovation projects in this area
- Not using or exploring projects of this type
- Unsure whether this type of innovation is being used

**ADDITIONAL INFORMATION YOU PROVIDED**

Outlook for investment in innovation over next 12 months: Moderately increased investment

Principal reasons of innovation effectiveness: Total margin

Your development focus area comment:

## YOUR INNOVATION CAPABILITY SCORE & HEATMAP

**2.8/5**  
Your organisation's average score

Your organisation has some innovation capability and regularly uses good practice in some areas. However, there is still considerable room for improvement. Review the diagram below and consider some of the priority areas identified.



INNOVATION MANAGEMENT KEY ELEMENTS - ISO 56000 SERIES

# Co-creating with Enterprise Ireland & Public Service

The **Disruptive Technologies Partnering Portal** is a collaborative space where all companies based in Ireland can promote, source or partner around disruptive, digital and sustainable technologies. Helping them adapt to the ever-changing landscape of the business world.



AN INITIATIVE OF:





# Co-Creating with Digital Manufacturing Ireland (DMI)

- + IDA Ireland supported the establishment of DMI to accelerate the adoption and deployment of digital technologies by discrete manufacturers and their supply chain partners.
- + National Technology Park Limerick.

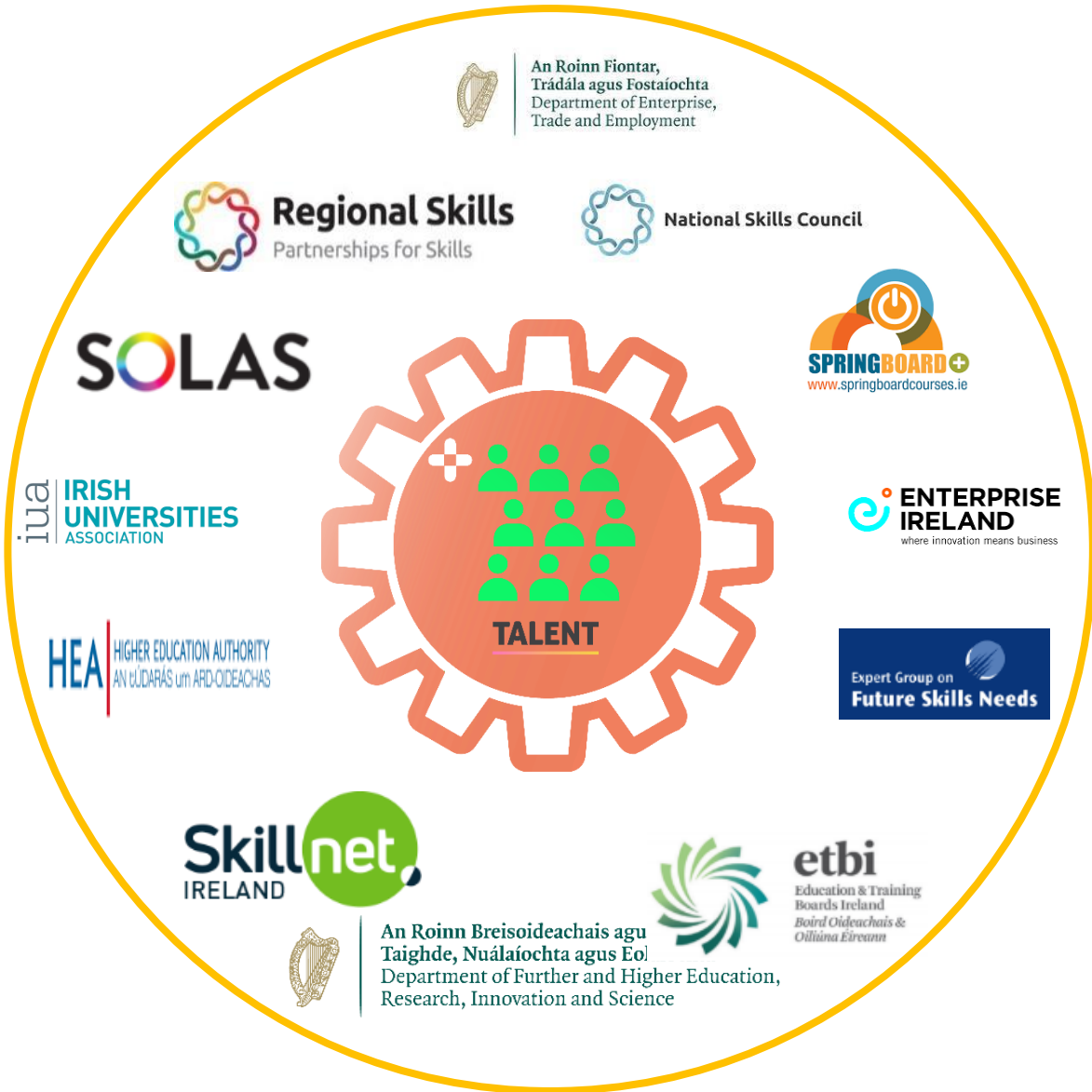


Digital Assets:  
Video, Gallery, 3d factory floor.

## Digital Capabilities

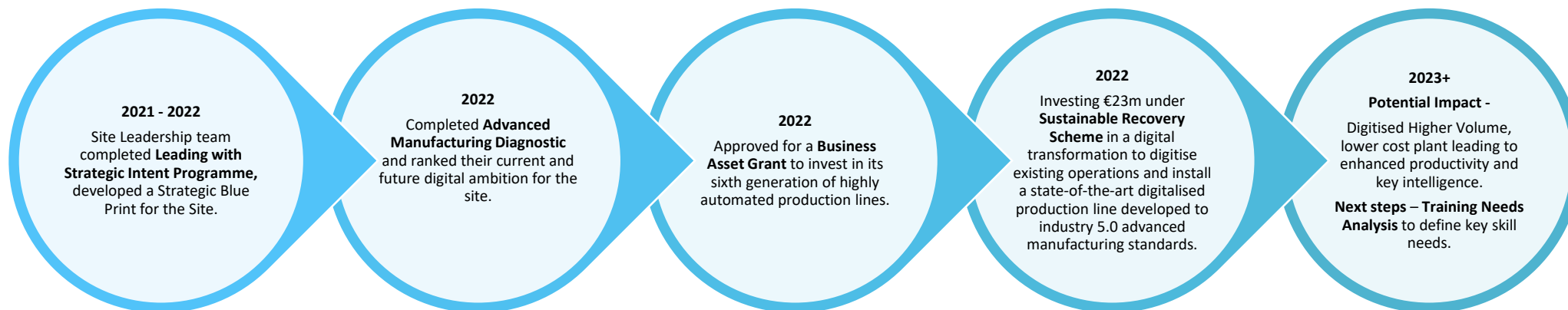


# Co-creating with Stakeholders



# Sample bespoke Transformation Journeys – unique for each client

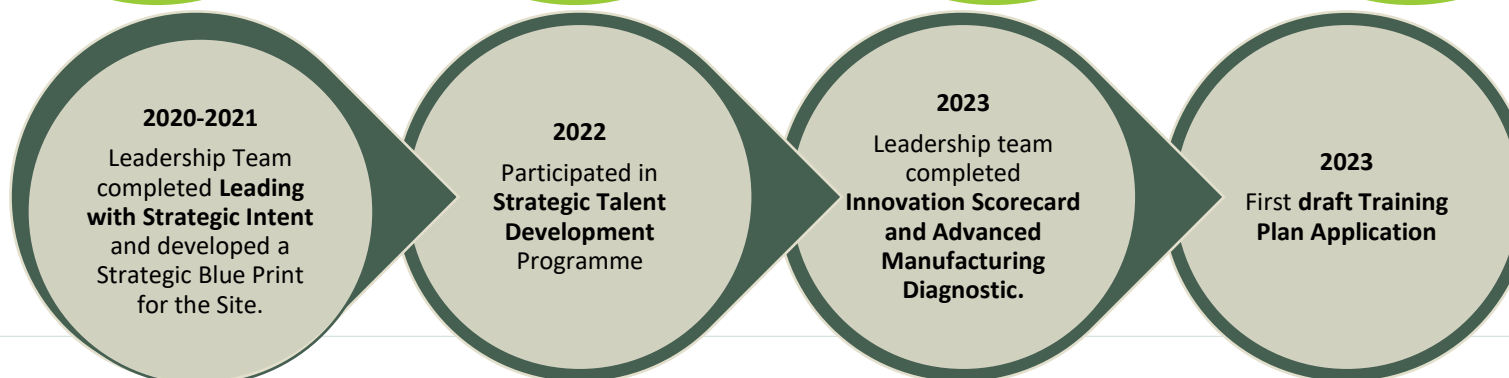
## Company A



## Company B



## Company C





**Thank you**

**Helen Burke**  
**Manager – TTI Department**

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[www.idaireland.com](http://www.idaireland.com)

 [@IDAIRELAND](https://twitter.com/IDAIRELAND)

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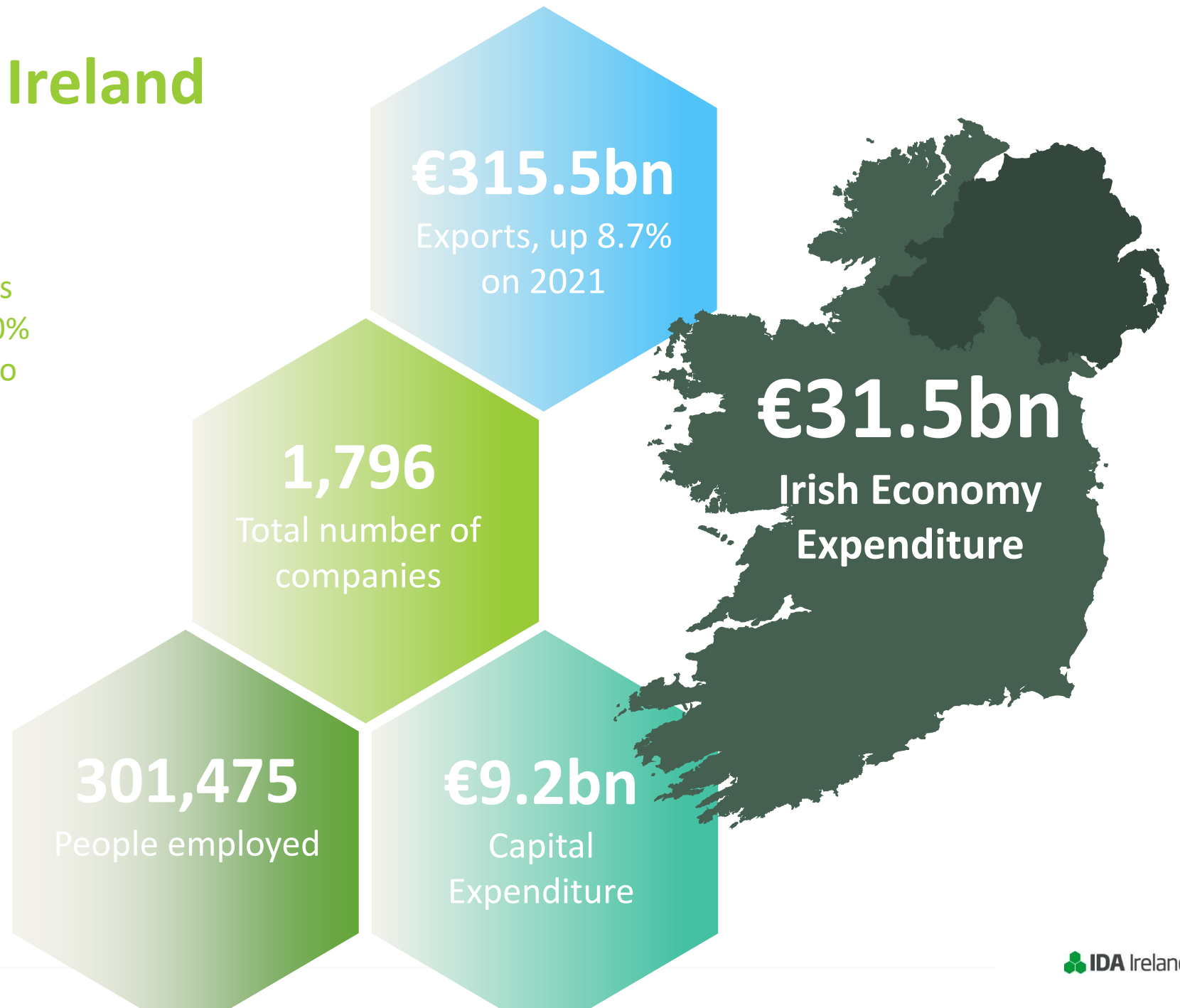
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Ireland. We make it **happen.**



# FDI Impact in Ireland

IDA Ireland client companies account for an estimated 70% of all Corporation Tax paid to the Irish Exchequer.



# Investments to Ireland 2022

