

# BASF drives innovation through strategic business alignment

**BASF**  
We create chemistry

For the world's largest chemical company, innovation has been a guiding principle for more than 150 years. With more than 100,000 employees worldwide, BASF is a market and research leader in the chemical industry.

Having a strategic approach to new product innovation is always an essential component for growth.

To achieve its goals, BASF needed to control the innovation chain, automate its processes, and align product initiatives with portfolio management. Greater transparency would allow its global innovation practitioners to track and manage innovation work and progress toward goals and milestones. BASF turned to Sopheon to help drive innovation through strategic business alignment.

## Their needs

- Digital support for R&D project management
- Comprehensive, company-wide overview of R&D activities
- Steer innovation at a portfolio level

## Their challenges

01

Limited transparency and communication between business units

02

Tying complex, enterprise-wide processes together

03

Standardized, yet flexible approach to cover a broad range of innovation activities

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*At BASF, Accolade® enables data-based steering of individual R&D projects as well as whole innovation portfolios.”*



**Michael Bretz**, Head of Innovation Management & Strategic Controlling, BASF SE

## How Sopheon helps

BASF began working with Sopheon in 2003, establishing Accolade as the single innovation management software company-wide to improve the company's NPD tools and processes. Global governance and process standardization within central R&D was the first priority, followed by advanced reporting capabilities to give all decision-makers a clear path to innovation decisions.

Today, Accolade is being used to track and manage roughly **3,000 research and development activities** throughout the world, streamlining new product decision-making and integrating innovation data throughout the business ecosystem, including R&D, sales, finance and operations. The company has more than **4,000 users** in roughly **100 global sites** using Accolade.

## Working together with BASF, Sopheon designed and implemented:

- Transparent decision-making and status details, creating visibility at the leadership level
- More rapid innovation project assessment and go/no-go decisioning
- A common language and metrics for teams around the world

With Accolade, BASF leadership is more confident in their decisions and has **100% visibility** into their R&D program

BASF uses Accolade to manage over **3,000 R&D activities** across the globe

See how executives at companies like BASF gain a competitive edge by making better decisions, faster.  
[Watch the video](#)



**Our eGuide “How chemical companies achieve their sustainability and circular economy goals while also optimizing profitability” shows how companies can turn monumental challenges into significant business opportunities. [Read it now.](#)**

Leaders in the chemical industry are meeting enterprise challenges and getting ahead of the competition thanks to Accolade. Built with the unique needs of the chemical industry in mind, Accolade helps enterprise-level business leaders make better decisions, faster. It provides you with unique, fully-integrated coverage for your entire innovation management and new product development lifecycle. Want to know more about how Sopheon can help you stay ahead of the curve in a global market?

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