RADAR

Anticipate future opportunities and potential risks

Rating

Scope (?)

| Very Low | Low | Medium | **High** | Very High |

👥 37

Potential Impact (?)

| Very Low | Low | Medium | High | **Very High** |

👥 56

Time to Market Impact (?)

| Very Low | Low | **Medium** | High | Very High |

👥 81

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A Guide to Rating Trends and Technologies in the **Innovation OS**

Collaborate, gain consensus, and confidently move your company in the right direction.

Why is rating important?

The ability to rate trends and technologies according to pre-defined criteria provides a central view of the perceived impact of the relevant drivers on desired projects. It enables a collective perspective that informs strategic and operational decision-making.

How the Innovation OS enables collaborative rating

ITONICS tracks various criteria using data from our Insights tool and incorporates best practice methods from trusted sources like Gartner and NASA. Our team of analysts attributes evidence-based ratings to each trend and technology available in the Innovation OS. The trend and technology radars in the ITONICS Showroom are preconfigured based on these analyst ratings for easy visualization and evaluation.
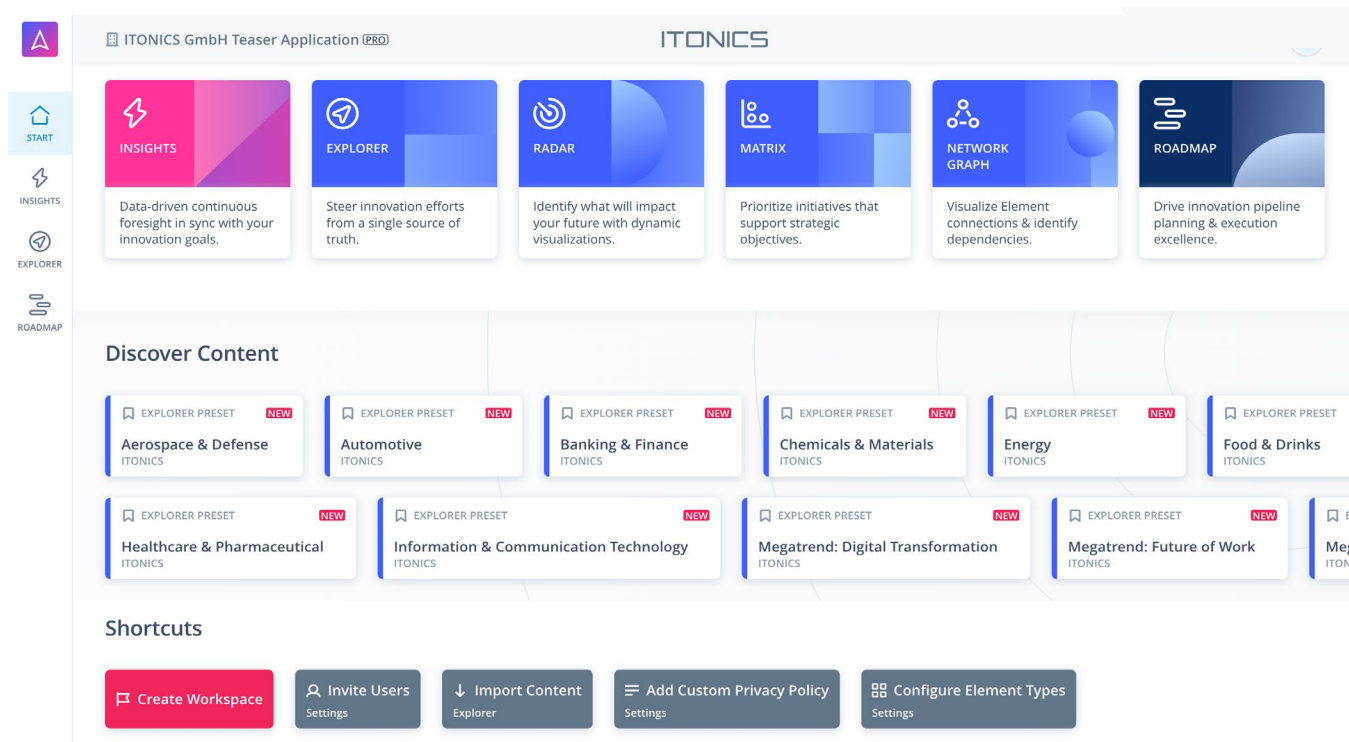
The ratings are determined by assessing specific attributes of a trend or technology according to the following criteria.

Trends: Scope | Potential Impact | Time-to-market Impact | Business Relevance | Strategic Fit | Need for Action | Adoption Stage

Technologies: Scope | Potential Impact | Complexity | Technology Attractiveness | Internal Know-How | Need for Action | Technology Readiness Level

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8 easy steps to rating trends with the ITONICS OS

1.   Please note that you need to be in a dedicated workspace outside the ITONICS Showroom to rate relevant Trends. Either navigate to the relevant workspace where you've been invited to rate a selection of Trends or create your dedicated workspace and import content from the ITONICS Showroom
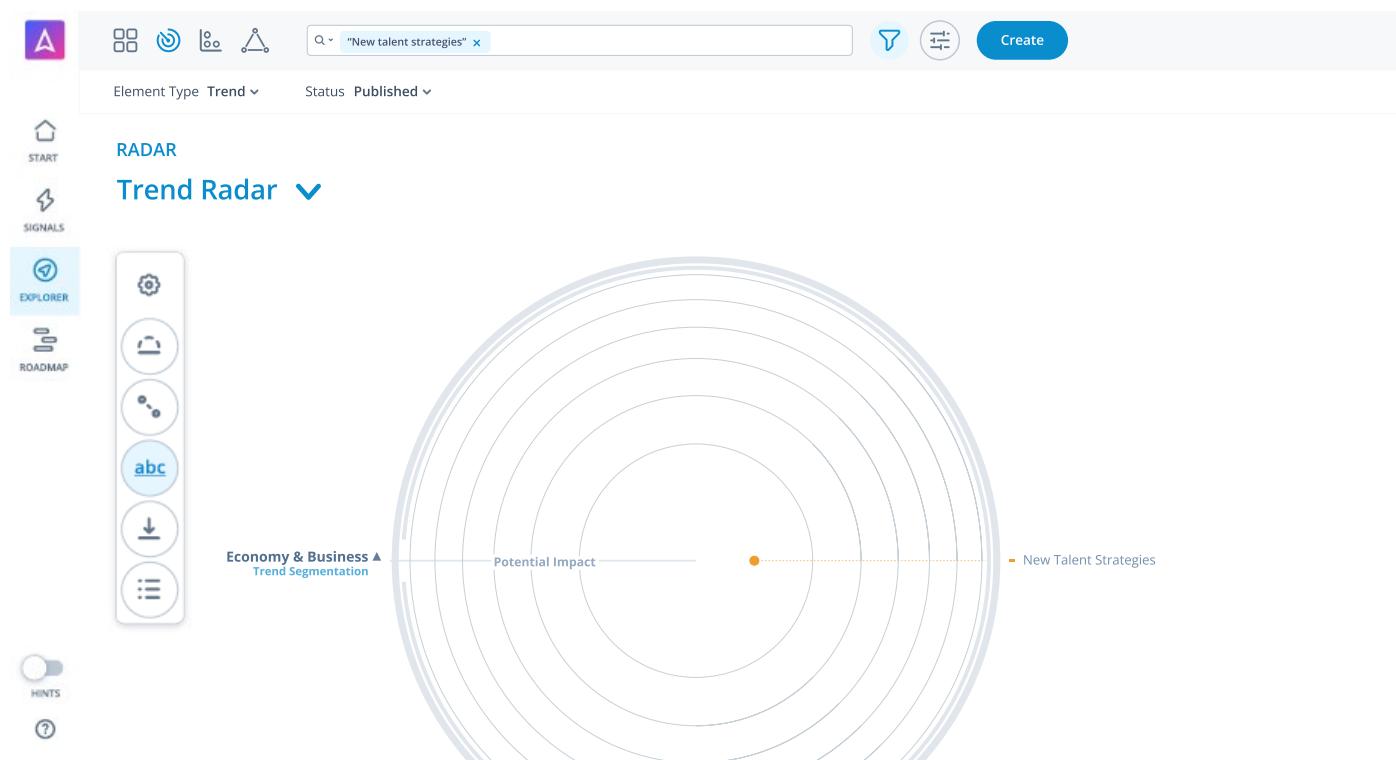

2.   Select the Radar icon in the Explorer navigation bar

3.   Select the Trend Radar from the dropdown

4.   In the search bar, enter the trend you would like to review
– include "" if you know the name of the trend you're looking for

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5.   Click on the trend and expand the card view that loads

6.   On the trend overview page, read the abstract of your selected trend

7.   Evaluate each trend by reviewing the content in line with the following rating criteria: Scope | Potential Impact | Time-to-market Impact | Business Relevance | Strategic Fit | Need for Action | Adoption Stage

8.   Rate the relevant trend on the rating dashboard based on your assessment and encourage participation from your team to add their voice and rate the relevant trend. The indicator to the right of the rating shows how many users have rated the trend.
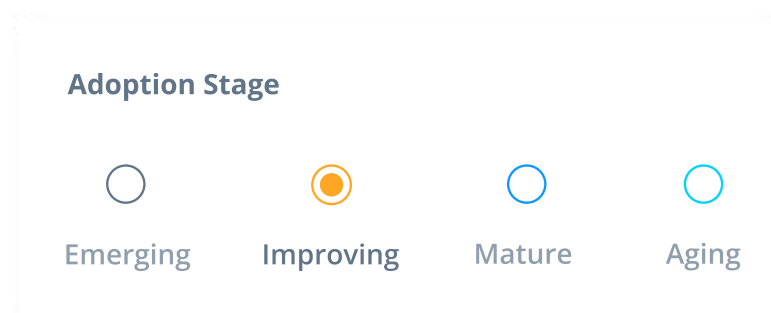
How to rate:

- Navigate to 'rating' in the trend profile card
- Reference the trends Rating definitions guide below to ensure consistency
- The rating dashboard will reflect the average rating of all collaborators to indicate the strategic relevance of each trend.

For more information about rating trends, head to our comprehensive Knowledge Base

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Rating guide for trends

Scope	None	Low	Medium	High	Very High
How far-reaching is the influence of the trend?	Number of signals for trend **0 - 100**	Number of signals for trend **100 - 1000**	Number of signals for trend **1k – 5k**	Number of signals for trend **5k – 10k**	Number of signals for trend **> 10k**
Potential Impact	**None**	**Low**	**Medium**	**High**	**Very High**
How disruptive and impactful is the trend?	No impact	Low impact	Medium impact	High impact	Very high impact
Time-to-market Impact	**None**	**Low**	**Medium**	**High**	**Very High**
When will the trend peak?	0-2 years	2-4 years	4-6 years	6-8 years	8-10 years
Business Relevance	**None**	**Low**	**Medium**	**High**	**Very High**
How relevant is the trend for our organization?	No relevance	Little relevance	Somewhat relevant	Highly relevant	Extremely relevant
Strategic Fit	**None**	**Low**	**Medium**	**High**	**Very High**
How well does this trend fit into our organization's overall strategy?	No fit	Fits somewhat	Fits	Fits well	Fits extremely well
Need for Action					
How important is it to take action based on this trend?	No action required	Limited action required	Some action required	Action required	Take urgent action

Adoption stage
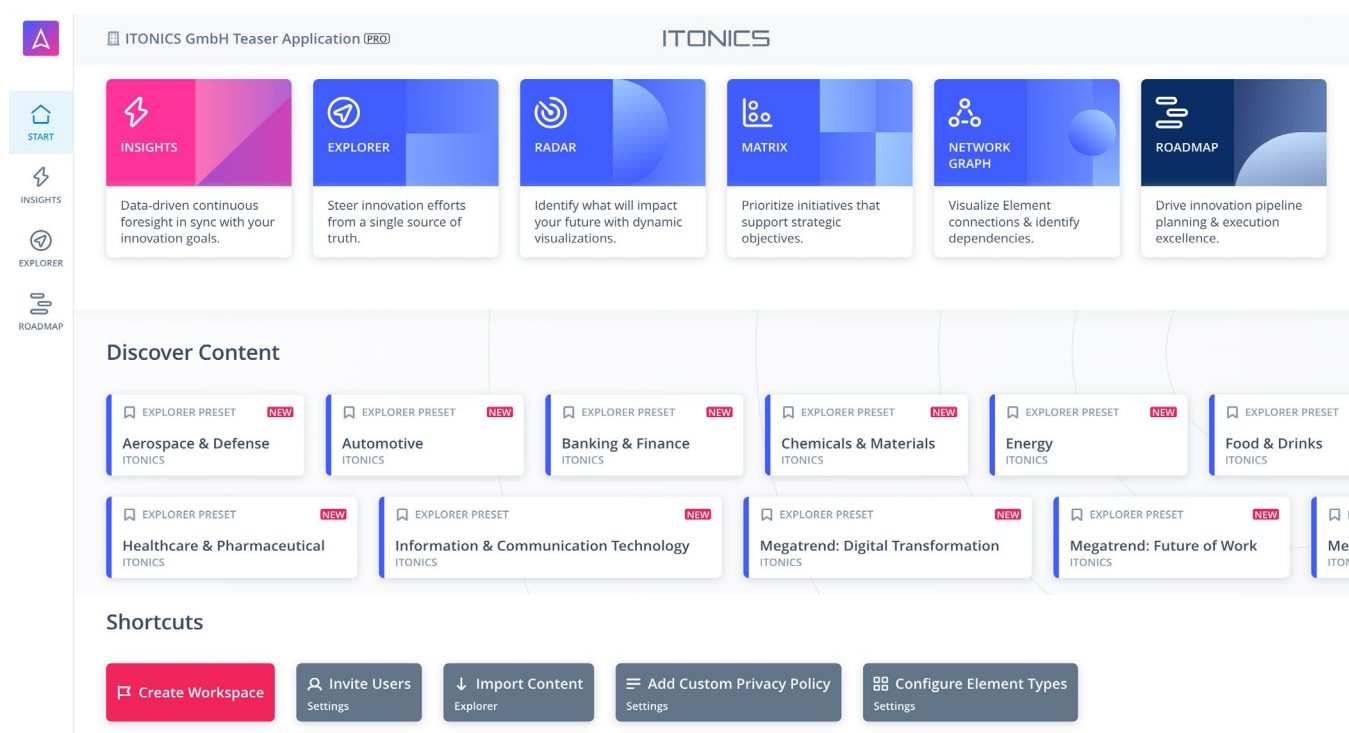
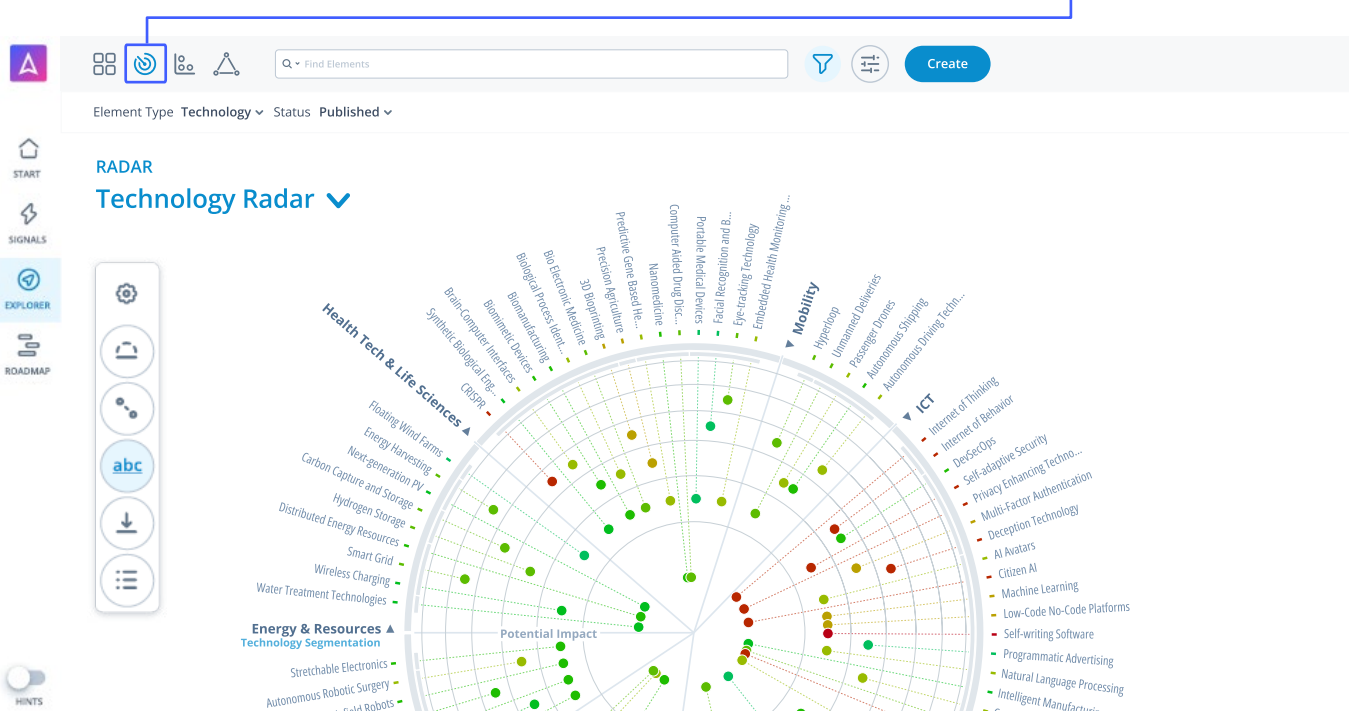**Adoption Stage**

○ Emerging   ◉ Improving   ○ Mature   ○ Aging

In addition to the trend rating criteria above, the Adoption Stage indicator allows you to estimate the maturity of your identified trend.

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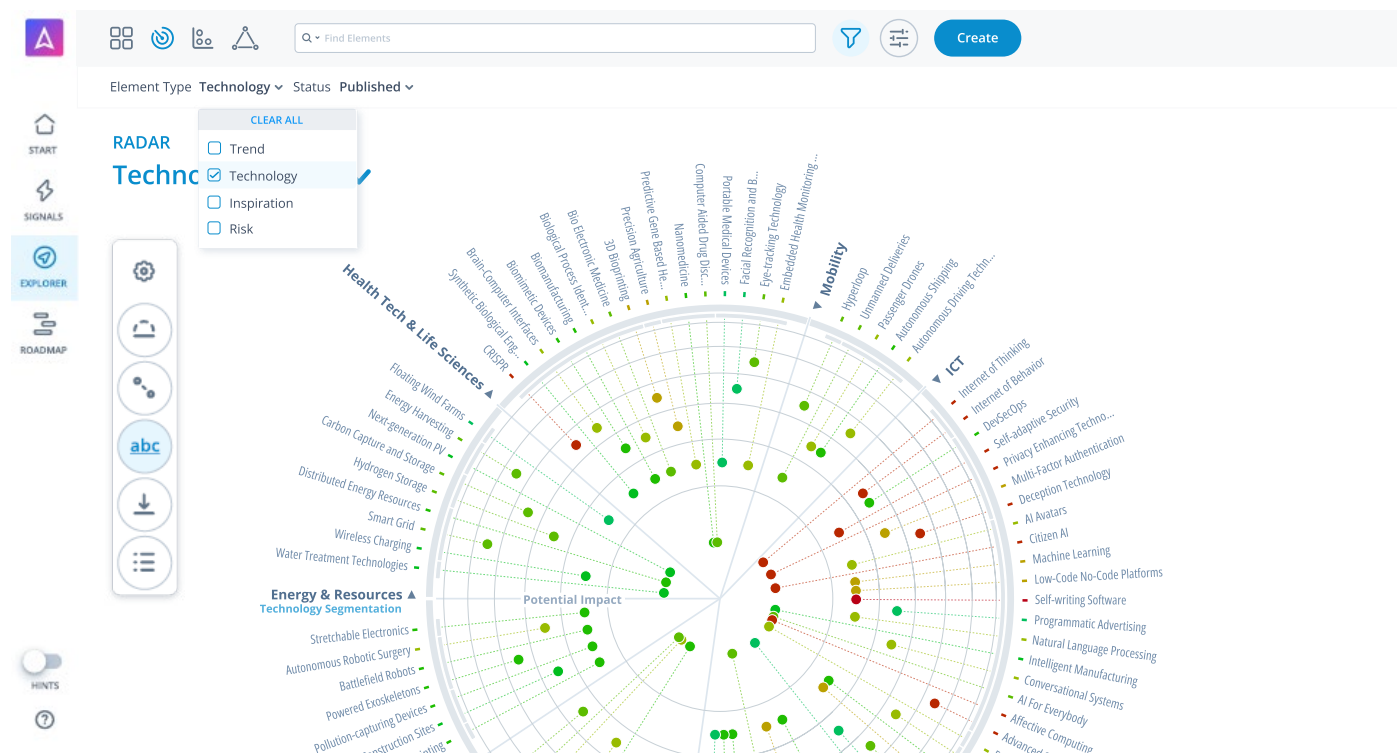# 8 easy steps to rating technologies with the ITONICS OS

1.   Please note that you need to be in a dedicated workspace outside the ITONICS Showroom to rate relevant technologies. Either navigate to the relevant workspace where you've been invited to rate a selection of technologies or create your dedicated workspace and import content from the ITONICS Showroom
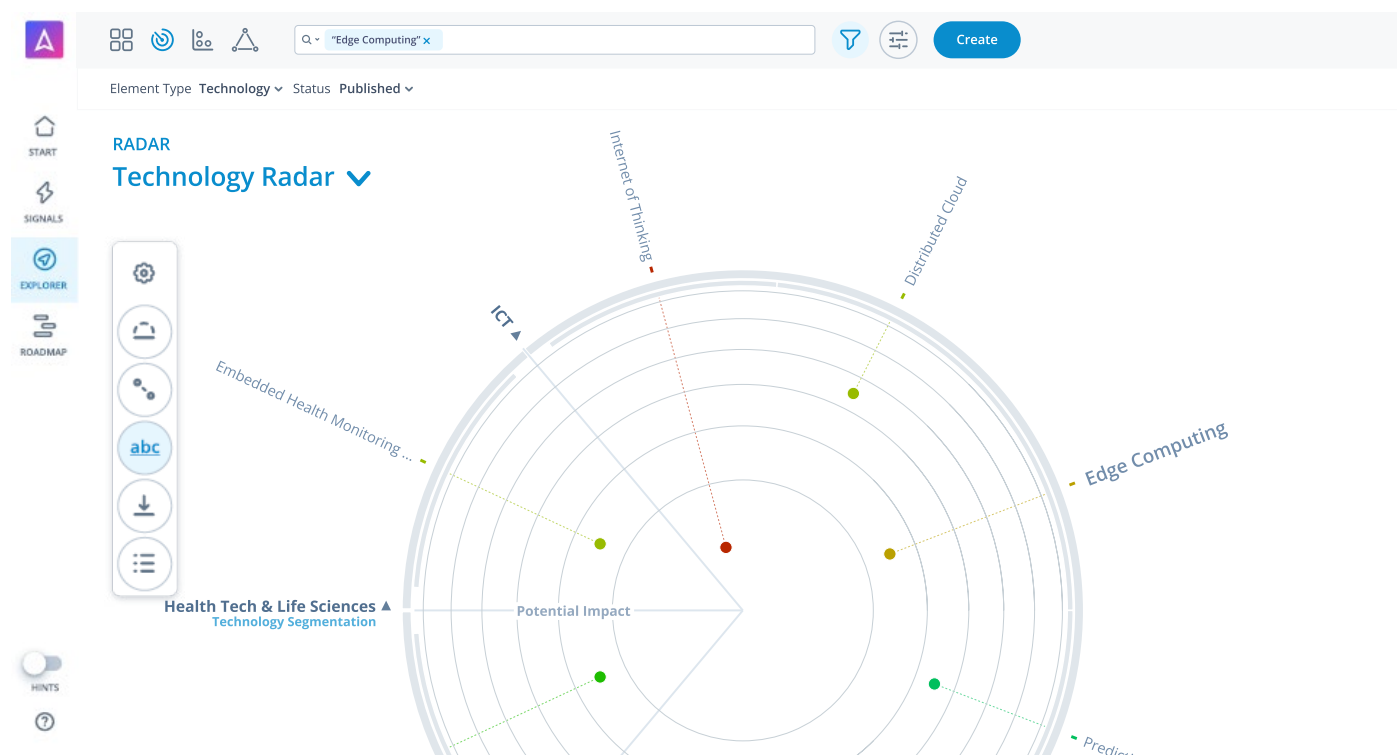

2.   Select the Radar icon in the Explorer navigation bar

3.   Select the Technology Radar from the dropdown

4.   In the search bar, enter the technology you would like to review
– include "" if you know the name of the trend you're looking for

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5.   Click on the technology and expand the card view that loads

6.   On the technology overview page, read the abstract of your selected technology

7.   Evaluate each technology by reviewing the content in line with the following rating criteria: Scope | Potential Impact | Complexity | Technology Attractiveness | Internal Know-How | Need for Action | Technology Readiness Level

8.   Rate the relevant technology on the rating dashboard based on your assessment and encourage participation from your team to add their voice and rate the relevant technology. The indicator to the right of the rating shows how many users have rated the technology.

How to rate:

- Navigate to 'rating' in the technology profile card
- Reference the technology rating definitions guide below to ensure consistency
- The rating dashboard will reflect the average rating of all collaborators to indicate the strategic relevance of each technology.

For more information about rating technologies, head to our comprehensive [Knowledge Base](#)

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Rating guide for technologies

Scope	None	Low	Medium	High	Very High
How far-reaching is the influence of the technology?	Number of signals for technology **0 - 100**	Number of signals for technology **100 - 1000**	Number of signals for technology **1k – 5k**	Number of signals for technology **5k – 10k**	Number of signals for technology **> 10k**
Potential Impact	**None**	**Low**	**Medium**	**High**	**Very High**
How disruptive and impactful is the technology?	No impact	Low impact	Medium impact	High impact	Very high impact
Complexity	**None**	**Low**	**Medium**	**High**	**Very High**
How complex is this technology for our organization's capabilities	This technology is not very complex for our organization's capabilities	This technology is not very complex for our organization's capabilities	This technology is a little complex for our organization's capabilities	This technology is complex for our organization's capabilities	This technology is extremely complex for our organization's capabilities
Technology Attractiveness	**None**	**Low**	**Medium**	**High**	**Very High**
What is the technology's potential value for our organization?	No relevance	Little relevance	Somewhat relevant	Highly relevant	Extremely relevant
Internal Know-How	**None**	**Low**	**Medium**	**High**	**Very High**
Does our organization have the required skills and resources to pursue this technology?	No fit	Fits somewhat	Fits	Fits well	Fits extremely well
Need for Action					
With what level of urgency should our organization pursue this technology?	No action required	Limited action required	Some action required	Action required	Take urgent action

Technology readiness level

Technology Readiness Level

🔴 TRL 1   🔴 TRL 2   🟠 TRL 3   🟡 TRL 4   🟢 TRL 5   🟢 TRL 6   🟢 TRL 7   🟢 TRL 8   🟢 TRL 9

In addition to the technology rating criteria above, the Technology Readiness Level (TRL) allows you to estimate the maturity of your identified technology on a scale from 1 to 9, with 9 indicating a high level of technological maturity.

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Have more questions?

Here are some more resources to support your innovation journey!

Check out this blog on how to identify relevant trends and technologies or this one that unpacks ten factors to help you evaluate new technologies. You can also benefit from reading more about the ITONICS Trend Radar

Learn more

- Rate Elements
- Rate Newly Added Content
- How To Use The ITONICS Trends & Emerging Technologies For Your Organization
- How can I configure rating criteria?

Further resources

— TOPIC

How to use ITONICS to monitor drivers of change

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ITONICS is a leading SaaS provider of systematic innovation management. The ITONICS Innovation OS combined with a systematic framework to steer innovation efforts helps companies to identify emerging technologies, trends, and market potential and to translate them into customized growth strategies.

With more than 150 experts worldwide, we support innovation leaders such as adidas, AUDI, BMW, CISCO, Intel, Johnson & Johnson, and KPMG.

Get a Demo   **Let's Chat**

Discover more at www.itonics-innovation.com