

# Scott Bader Boosts Product Portfolio Value with Accolade®

## Background

Global manufacturer Scott Bader provides innovative composite, gel coats, resins, structural adhesives, and functional polymer products. Employee-owned since 1951, the company employs approximately 700 people across six manufacturing sites and 11 offices.

## Opportunity

Scott Bader's goal was to create a single innovation management system that would increase margins and reduce the time to market for new products. Identifying high-value projects in the company's product portfolio more effectively and earlier was essential.

The challenge was using a common development process among the company's six R&D centers worldwide. The development teams were capturing different project data, and each team had its own process for determining which projects should receive priority attention. In addition, the company's teams were using homegrown spreadsheets and documents for gate review reports and to track and maintain development projects. The static nature of these documents meant that project data could not be updated in real time.

Scott Bader turned to Wellspring (formerly Sopheon) to bring innovation governance to their teams, help make accurate portfolio investment decisions, and allocate the right resources to increase margins and reduce new product time-to-market.

## Approach

Once Scott Bader deployed Accolade, it could adapt its process models to different project types, such as resource-intensive projects, technical support requests, or modifications to existing products.

Accolade also provides Scott Bader with a central repository for tracking and sharing tasks, deliverables, and the projected value of each project, reflecting both high-value, long-term projects and short-term projects with higher margins.

## Result

With Accolade, Scott Bader increased the value of its product portfolio by 30%. Working with Wellspring, Scott Bader reduced the number of high-priority projects in its development pipeline by 50%.

Additionally, Scott Bader's executive and development teams can now determine which projects are mission-critical to achieve their revenue targets and which should be eliminated prior to development.

Chemistry is Scott Bader's business. Innovation is its path to creating value for its customers. Scott Bader views Accolade as a critical component of its value-creation strategy.

30%

Increased value of its  
Product Portfolio

100%

Able to determine which  
projects are truly mission-  
critical to achieving  
revenue targets.

50%

Reduction in high priority  
projects in development  
pipeline

"Accolade is the backbone of all our projects. Now we can cut and slice the data to better analyze it and set our priorities accordingly, based on predicted margins and relevant gate scores. Our product portfolio also reflects a better balance between projects with good short-term gains and those that would be considered 'big wins' for us. With Accolade, we can reassign resources on the fly in support of the most critical, strategic projects for our company."

Roy Phillipps  
Global R&D Director



## Accolade

Wellspring's flagship product suite in the IM market. Accolade is trusted by hundreds of leading companies worldwide to drive superior business performance through innovation.

## Wellspring

For academic institutions and government agencies to forward-thinking corporations bringing products to market. Wellspring is the premier innovation and IP management partner that bridges the gap between research and commercialization, activating opportunities and driving growth. We deliver solutions that simplify complex processes, from initial discovery to market success, giving our customers the ability to innovate more effectively and efficiently. To learn more about Wellspring and its suite of innovation technology products, please visit [wellspring.com](https://wellspring.com) to check out the new brand and innovation stories that **transform tomorrow**.