

Innomerge

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Background and motivation

This project addresses the challenges related to the major growth opportunities expected to be found in emerging markets of South America, Africa, India and East Asia for Swedish truck OEMs. The local transport industry in these markets is typically entrepreneurial and innovative, but also fragmented and with very high expectation on short return on investment time. Many of the premium brand solutions successfully developed for the mature markets will need a “re-design” both in terms of technology content but also, and perhaps more important, of the way these solutions are offered to market by new and innovative business models based on a profound understanding of the business conditions in emerging markets.

Objectives

The InnoMerge project is about business models and reverse innovation for emerging markets. The main objectives of the project are:

- Building knowledge on how advanced technologies and business models can be transferred to an emerging market context in order to speed up the adoption of more sustainable truck solutions (environment and traffic safety)
- In more detail, the project will use uptime and traffic safety as the main application areas and will include the development and testing of business models and technology for on-board diagnostics
- Develop a process for reverse innovation, i.e. how innovations can be transferred back to more mature markets
- Develop cooperation with Swedish, Indian and Chinese academia

Current status

Different markets and truck operators have been investigated in an India, and the primary needs of these markets have been mapped. Data collection/measurement in prototype trucks (developed specifically for the Indian market) was started in 2012, and analysis of data and adaptation of diagnostic algorithms is expected to start in 2013.

Partners in the project

Volvo Group Trucks Technology, Volvo Trucks, Volvo Construction Equipment, Chalmers University of Technology, Halmstad University, Andreassons Åkeri AB, S Blomquist Entreprenad AB.

