

BUSINESS TRIZ ONLINE

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TRIZ AND FINANCIAL INDUSTRY

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Financial industry:

- Retail banking services
- Investment banking services
- Foreign exchange services
- Investment services
- Insurance
- Financial exports
- Stock exchanges
- Payment systems
- Brokerage
- Conglomerates

“Valeri, banks are too lazy to innovate. We have enough low hanging fruit to prosper”

Vice-President Operations, one of the world’s largest banks

Types of Projects

- Training.
- Solving specific problems: eliminating negative effects; increasing efficiency, improving performance.
- Radical cost cutting.
- New services invention.
- Business model innovation.

Training

WHAT IS TRIZ?

HISTORY OF TRIZ:

- 1947-1956:** Russian engineer Genrich Altshuller studies 400,000 patents and makes first discoveries which originate TRIZ: *The Theory of Solving Inventive Problems*
- 1956-1987:** Massive studies of creativity and innovative problem solving by G. Altshuller and his associates; development of TRIZ tools and databases. More than 1.5 million of creative solutions were studied.
- 1986-2000:** Commercialization of TRIZ, development of TRIZ software, extension of TRIZ to business, management and other areas
- 2000-...** Worldwide recognition of TRIZ, adoption of TRIZ as the best innovation practice by Samsung and Procter & Gamble; establishing of the European TRIZ Association in Europe and Altshuller Institute for TRIZ Studies in the USA, national TRIZ associations of TRIZ in France, Israel, Japan, Korea, Mexico, Taiwan, ...

WHY IS TRIZ POWERFUL?

- Introduces a process to the ideation phases of innovation
- Helps to identify, understand and manage problems
- Helps to identify evolutionary potential and forecast future system evolution
- Reduces search space and boosts new idea generation by re-using previous knowledge
- Uses scientifically-based approach and combines logic and creativity
- Helps to fight mental inertia and stimulate "out-of-the-box" thinking

PILLARS OF TRIZ:

- Analytical Logic
- TRIZ and Systematic
- Knowledge Bases

To Possible Through the Impossible

WHAT TO KEEP IN MIND

TRIZ SOLUTION PATTERNS AND INVENTIVE PRINCIPLES

PROBLEM ANALYSIS → SPECIFIC PROBLEM → ABSTRACT PROBLEM → ABSTRACT SOLUTION → SPECIFIC SOLUTION

SEARCH SPACE

TRIALS & ERRORS

WWW.XTRIZ.COM

SYSTEM LEVELS:
Consider your system within a Multi-Screen Diagram at different levels

IDEALITY:
Ideality is like a star: too far to reach but greatly helps navigating in a right direction

CONTRADICTION:
A contradiction should be eliminated. No compromises or trade-offs

RESOURCES:
There are plenty of resources in your system and around. When a new function is needed, check what you already have

CONFLICT LOCALIZATION:
Localize precisely when and where a conflict takes place

MENTAL INERTIA:
Fight mental inertia by abstracting a problem and introducing distractions

TRIZ KNOWLEDGE BASES:
Use TRIZ knowledge bases and trends of systems evolution to help with finding new ideas

FUNCTIONS AND VALUES:
First think about functions and values, and only then about objects and systems

To Possible Through the Impossible

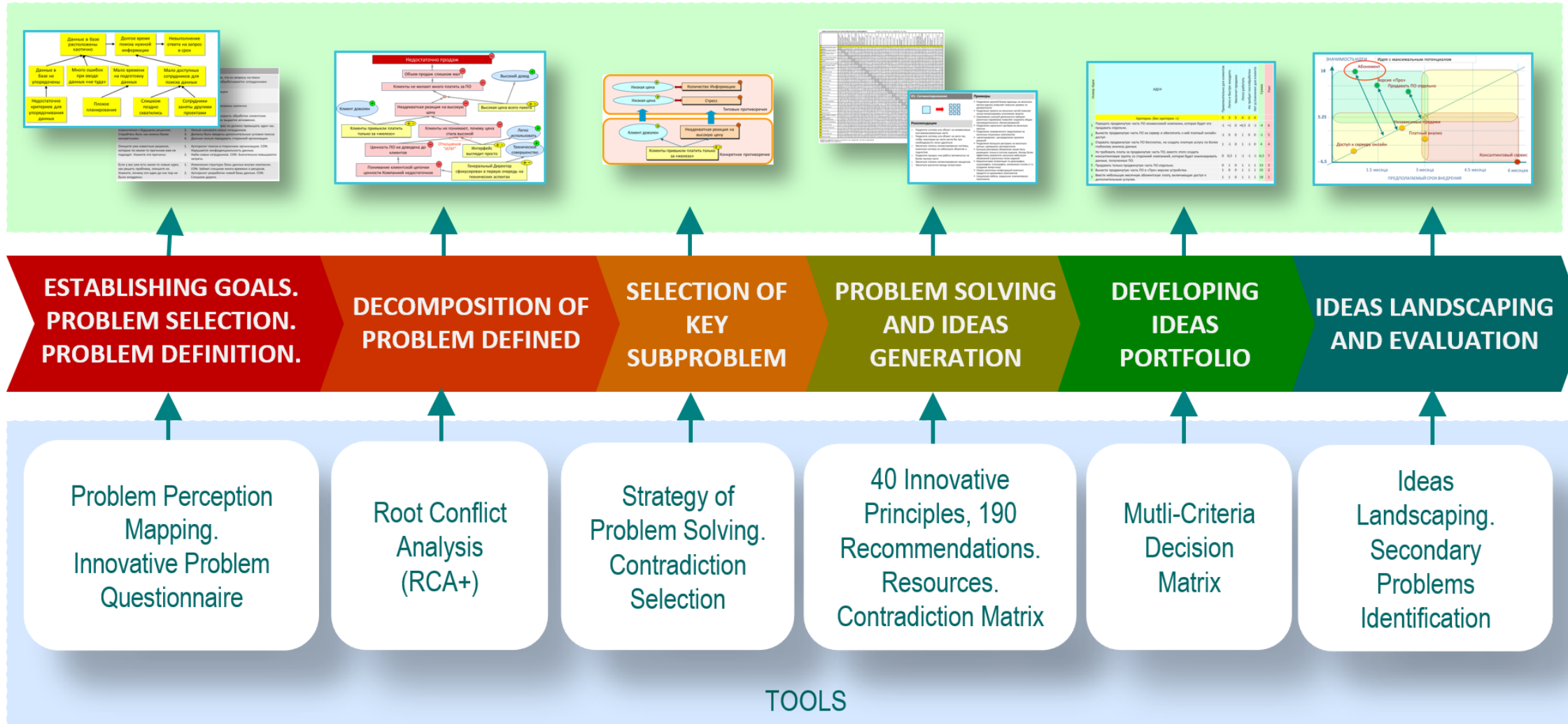
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SOLVING SPECIFIC PROBLEMS

Problem Solving Process



A Problem



A currency exchange office **must be open** at night to serve customers and at the same time the currency exchange office **must be closed** at night to save costs.

A Problem

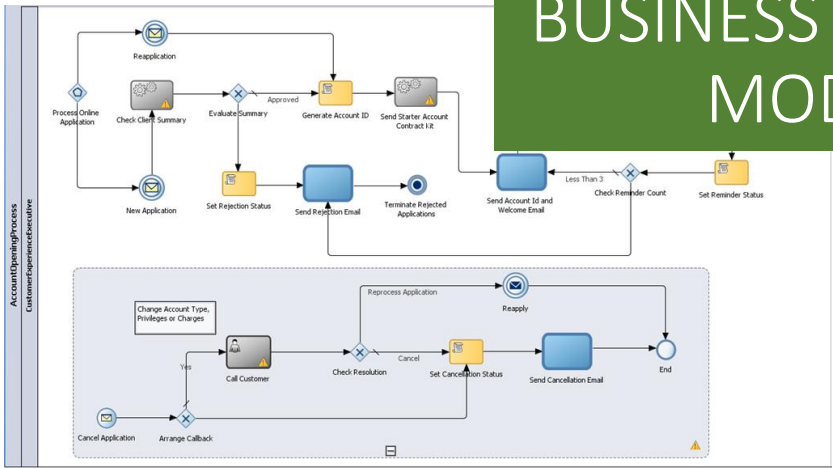


A bank **must provide non-banking retail B2C services** to expand its services portfolio and **must not engage to non-banking retail B2C services** due to state restrictions.

RADICAL COST CUTTING

Scenarios

BUSINESS PROCESS MODEL



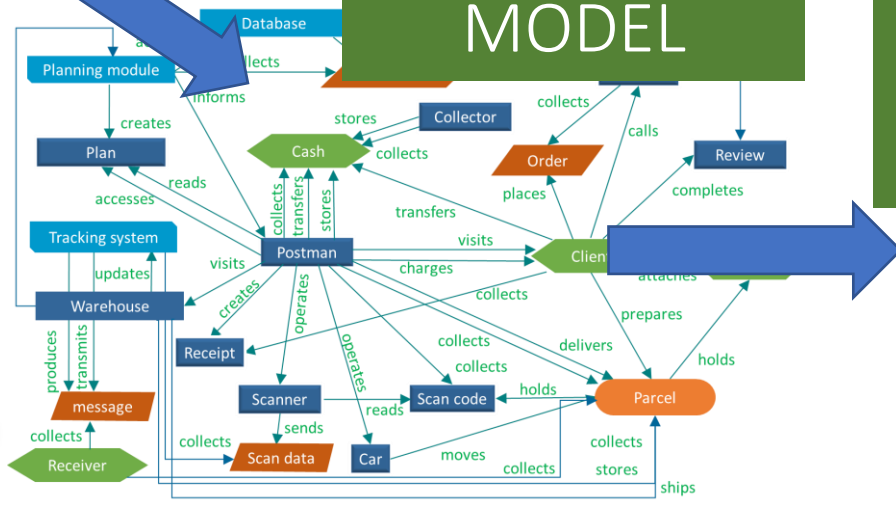
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PROCESS TRIMMING RULES

1. The necessity of an operation is eliminated due to a change in an object.
 2. The use of hardwood eliminates operations of protecting wood.
 3. A function (operation) is transferred to preceding or subsequent operation.
 - Elimination of small defects is produced directly in the cut saw machine.
 4. An operation requiring preceding or subsequent function is changed so it does not require preceding or subsequent operation.
 - No need to use heating of the wood if the wood is left to dry in the bath
 5. A function can be eliminated if an operation requiring a function has been trimmed.
 - No need to move logs through the machine if the frame parts are delivered by a supplier.
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2

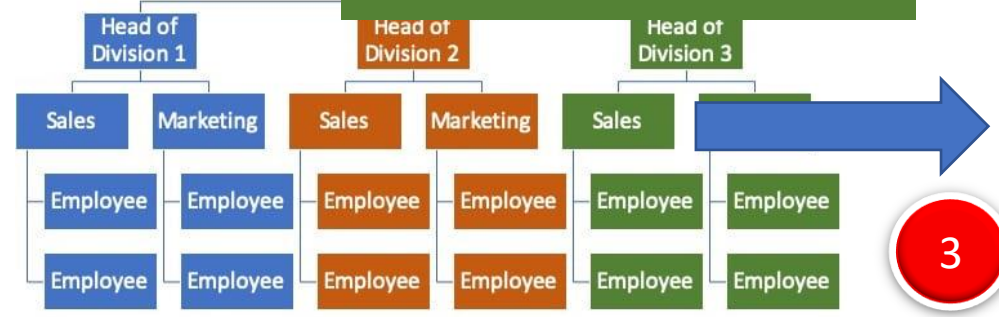
FUNCTION MODEL



SYSTEM TRIMMING RULES

- Scenario 2. An object can be trimmed if its function can be delivered by another object
- Object 1 → function → Object 2 → Object 3 → function → Object 2
- Scenario 3. An object can be trimmed if its function can be delivered by an object which receives a function
- Object 1 → function → Object 2 → Supersystem object → function → Object 2
- Scenario 4. An object can be trimmed if its function can be delivered by an object which receives a function
- Object 1 → function → Object 2 → Object 1 → function → Object 2
- 59

ORGANIZATION MODEL

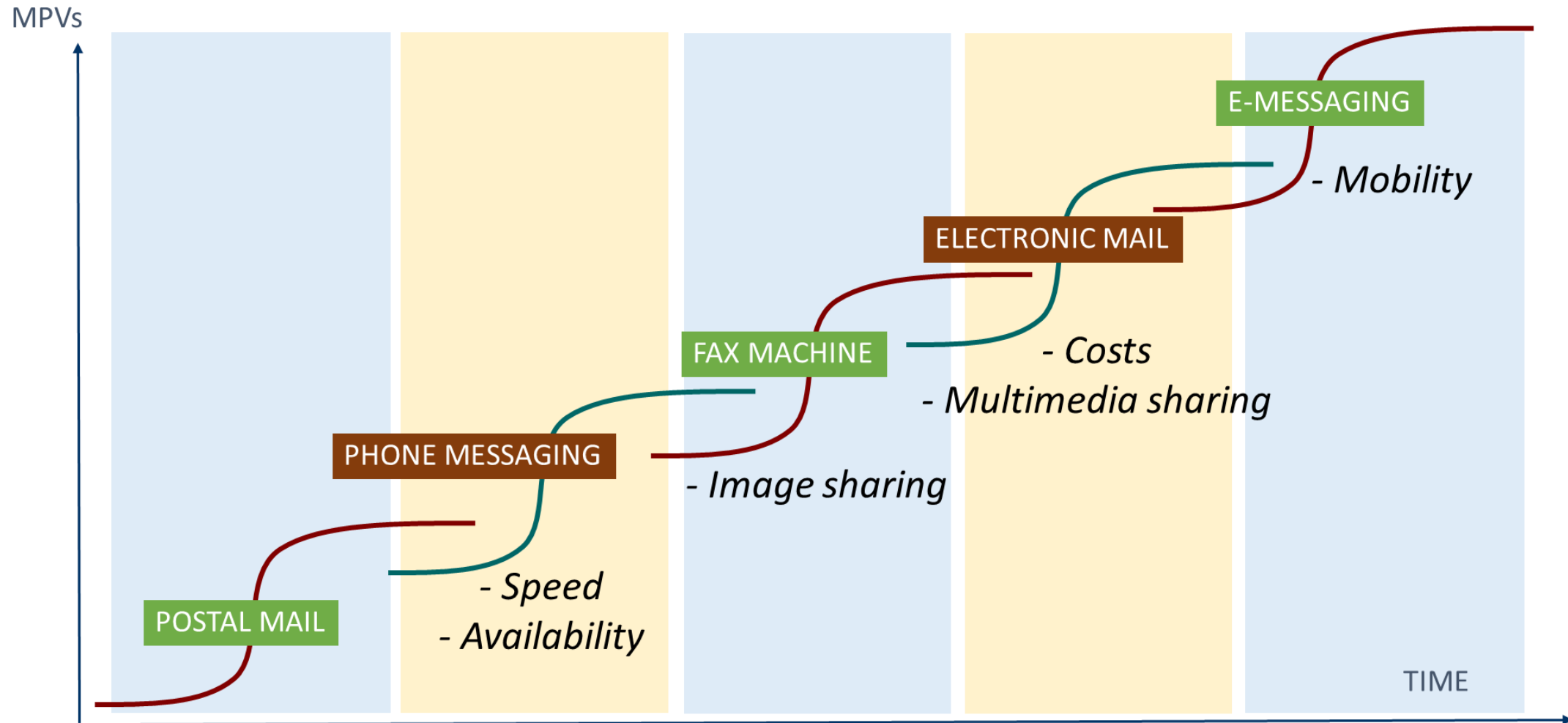


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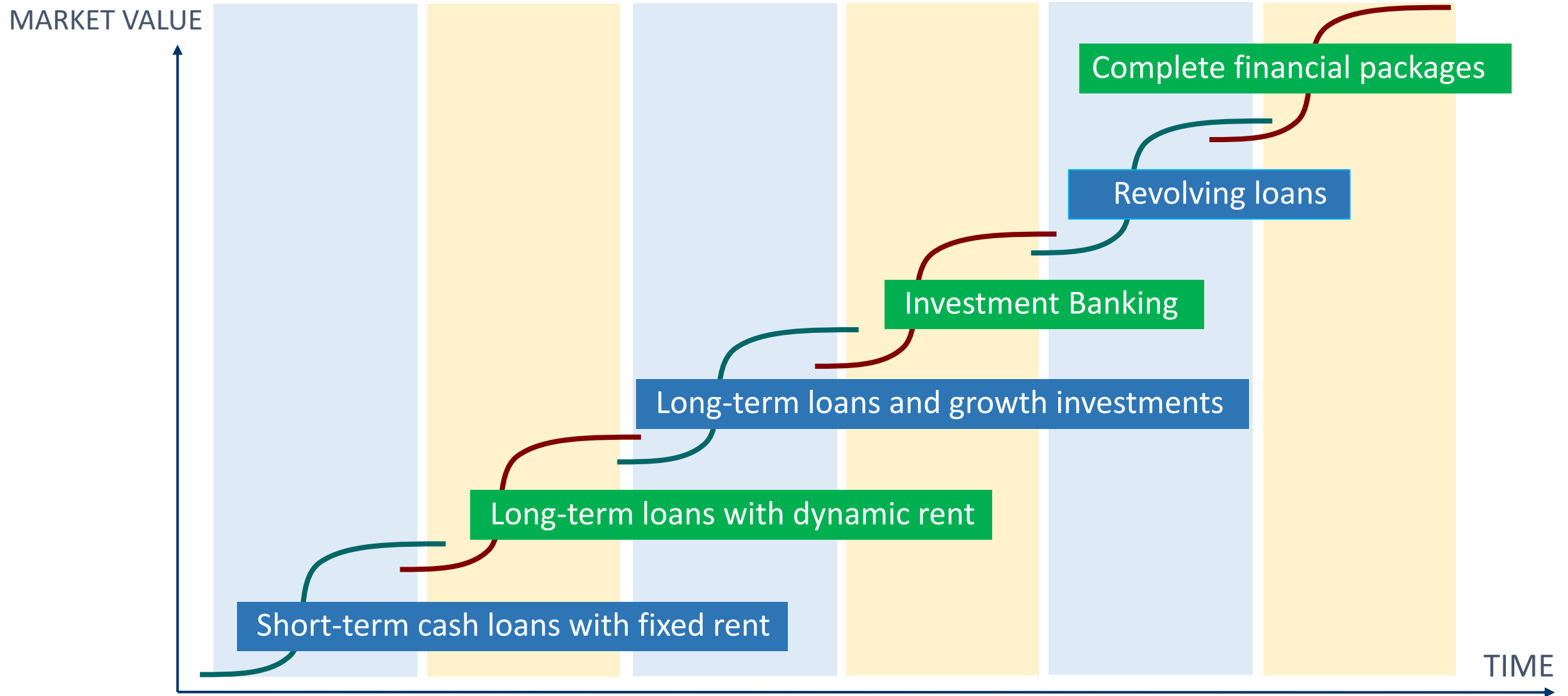
NEW SERVICES INNOVATION

Service Innovation: Platform Change

New S-Curves emerge due to paradigm change



Banking Services Evolution



Service Innovation: S-Curve

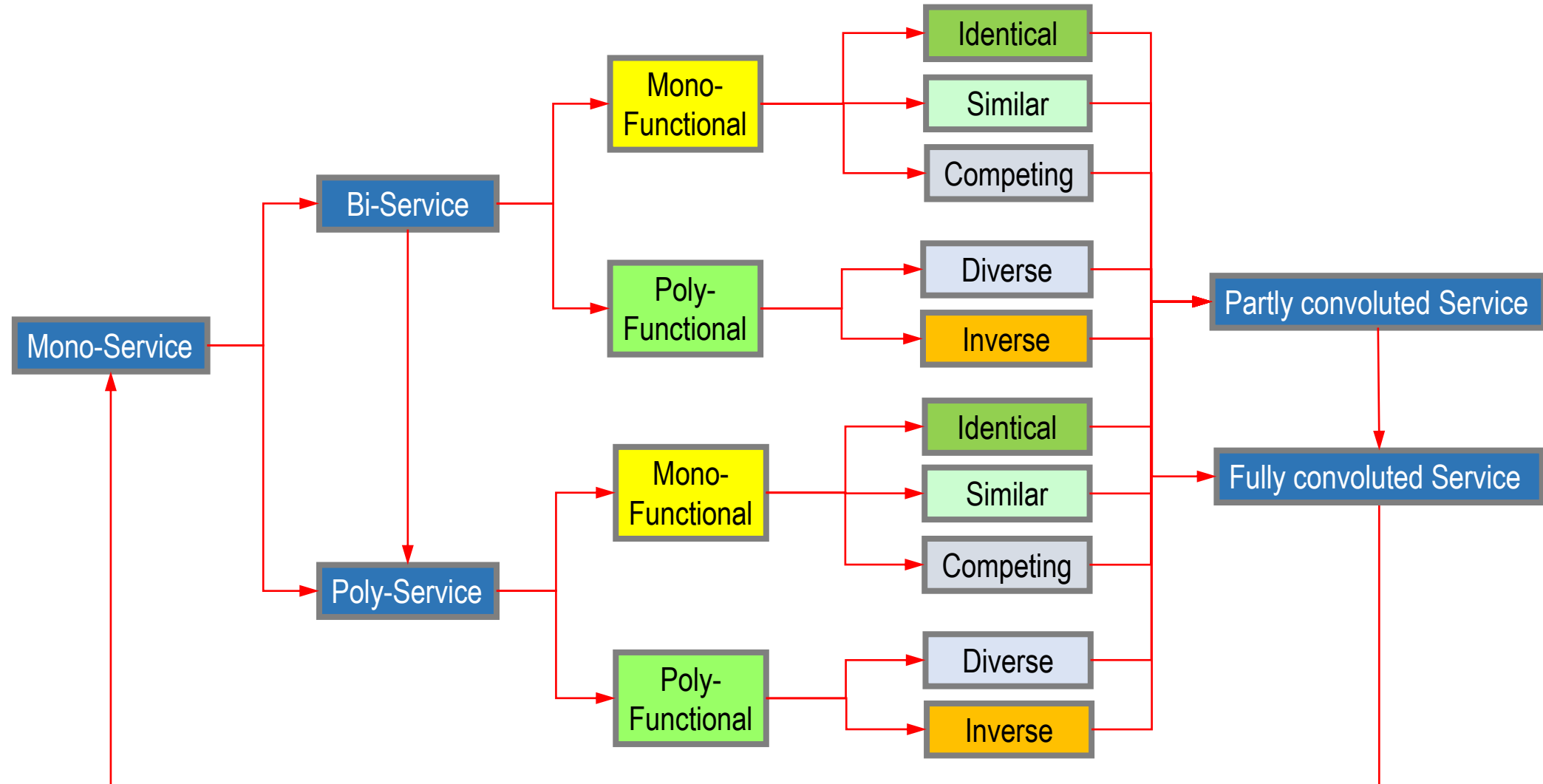
Within the same S-Curve:

- Considerable performance increase
- Eliminate critical disadvantages and harmful effects
- Considerably improve or add new user experience

Creating a new S-Curve:

- Disruptive innovation: radically cut costs while preserving key values
- Replace a core principle behind service delivery
- Add new service(s) to the existing service
- Create a new “blue ocean’ service

Supersystem Services Development



THANK YOU!

Email for communicating: