



SOCIÉTÉ CANADIENNE
D'ANALYSE DE LA VALEUR
CANADIAN SOCIETY
OF VALUE ANALYSIS

Value Analysis/ Value Engineering and Innovation

Innovation is critical to the survival of corporations today. Organizations have to compete against low-cost economies and try to win consumers that demand continually higher levels of value for the money they spend. Under such demanding business conditions, those organizations that can innovate and adapt will be able to survive and prosper. As an example, Pratt & Whitney Canada has developed 47 new engines in the past twelve years; they are currently developing 20 new engines. This scenario exists in many corporations where most of the company profits come from products released within the past few years. In addition, corporations and citizens expect that public services provided by governments and NGOs will be equally innovative in order to provide the modern physical and information infrastructure required for an effective society.

In order to harness innovation, a systematic and replicable problem solving method is essential. Value Analysis/ Value Engineering is such a problem solving method. It is an organized approach that focuses creativity towards customer needs to provide cost effective products and services. Value Engineering is a proven technique, which is used by many governments and major corporations around the world to drive their innovation and create value for their customers and their organizations.