

VTT expands globally with help from the Financial Times

ft.com/group



The challenge

VTT wanted to develop a better understanding of customers and industry sectors, in order to improve the relevance of its services and expand internationally.

The solution

An FT Group Subscription made FT content available to 3,000 VTT employees, equipping them with reliable and cutting-edge information through high-quality articles, companies and market analysis, and customised news alerts.

The benefits

Having access to the FT's global business intelligence and insight has helped VTT to improve its competitive analysis and its ability to spot growth opportunities, enabling the organisation to build its business in two ways – by increasing the value VTT offers customers and by expanding international activities.



VTT is an informationintensive organisation. Unique know-how is our most important capital.



Erkki KM Leppävuori,
President and CEO, VTT

Northern Europe's biggest applied research organisation

VTT Technical Research Centre of Finland is the largest multitechnological applied research organisation in Northern Europe. A not-for-profit headquartered in Finland, the company also has several offices overseas and is expanding its international operations to cover several continents.

VTT produces high-end research and innovation services that enhance the international competitiveness of companies, society and other customers. It is the leading innovation partner for its customers, forecasting future trends in business and society, and identifying emerging technologies.

Investing in global priorities

VTT invests strongly in developing solutions to big challenges, such as climate change, energy supply, water resources, ageing societies and healthcare. Its research portfolio, including projects, partners and expertise, is built to support these priorities and it has created solutions worth hundreds of millions that help improve productivity and wellbeing.

As a result, this organisation based in a small Northern country is one of the most productive research institutes receiving EU funding, and is reshaping the map of top-level research centres in Europe.

Maintain pioneering status by staying one step ahead

Being in the forefront of development requires VTT to have the sensitivity to detect changes in the operating environment, the agility to react to them and the boldness to take action.

To develop these qualities and implement the required approach, VTT recognised that it would need high-quality market information: "VTT is an information-intensive organisation. Unique knowhow is our most important capital," said President and CEO Erkki KM Leppävuori. "It is even more vital when we are entering new regions and need to make informed decisions efficiently."

Solving problems through FT intelligence

VTT's Knowledge Solutions is responsible for integrating global information into the organisation's services. The team selects and delivers trustworthy scientific, technical, market and socio-economic information sources and tools. This helps staff to improve the relevance, quality and speed of their research and innovation activities, which in turn enables VTT to provide increased value to customers and achieve greater success.



Those who are able to adopt and combine existing information and create new knowledge more efficiently, will succeed in the challenging international competitive environment."



Tuula Hamalainen

eKnowledge team manager



Knowledge Solutions also creates innovative analysis and reports based on the technical, business, market and patent information available: these help VTT's leaders and researchers to stay on top of trends and make the right decisions for effective growth.

The Financial Times was identified by VTT as a reliable, high-quality information source that would support VTT's strategic goals to expand its international activities and boost the business-driven mindset.

"Those who are able to adopt and combine existing information and create new knowledge more efficiently, will succeed in the challenging international competitive environment," explains eKnowledge team manager Tuula Hamalainen.

As a result, VTT chose an FT Group Subscription and made FT.com available to 3,000 global employees, joining over 4,000 other organisations who have chosen an FT Group Subscription in order to empower their employees to stay ahead of the curve.

Make sound decisions

With over 600 journalists based around the world, the FT validates and distils cutting-edge information from

hundreds of sources, to deliver accurate and timely news and analysis on global business, finance and politics.

Along with other VTT employees, Timo Pulli saves valuable time using FT.com and news alerts to access the news content he needs to stay informed as the Manager of Business Development within biotechnology and chemical processes. He explains, "I use email alerts which are very convenient, alerting me to interesting news when I open my computer in the morning."

Timo also finds that the FT helps him gain a deeper understanding of his field and broaden his general business knowledge. "I have to follow the industries and businesses in my field, so I read articles related to biotechnology, chemistry and health technologies. I am also interested in articles about technologies, global economics and management."

This valuable global business intelligence is what VTT staff use to increase their industry and client understanding and to make the right decisions.

The FT content and tools used by VTT employees include:



Personalised email alerts, updating them on the latest developments in their focus areas



Informed analysis, improving understanding of client businesses and markets, enabling VTT to deliver a better service



A truly global perspective, supplying the insights VTT needs to expand successfully



Detailed company information on customers and competitors



Access to valuable content and expert analysis, via FT.com, news aggregation platforms, mobile and tablets, for staying up to speed wherever they are, 24/7

A strategic boost for a customer-focused company

In an increasingly fast-changing world, it has become more important than ever for organisations to use quality news sources and tools, such as the Financial Times, to track competitors, conduct analysis, identify areas for growth and uncover valuable business development opportunities.

Almost all employees within VTT work with a customer-based focus, so a deep understanding of clients, industries and trends is essential not only for business managers, but also for research scientists.

As Timo Pulli confirms, "Reading the FT is important in order to update ourselves on trends and news in industry, so that we can forecast and plan. I get a lot of valuable data from the FT: I can trust the information I am reading and can use the Financial Times as the main source of news on a daily basis."

FT intelligence gives VTT the deep understanding and knowledge that is the foundation for the long-term partnerships that are essential to their success. It does this through a wide range of intelligence – from articles on topical issues or specific companies, to analysis and special reports that provide detailed context and incisive insights.

In this way the FT helps them to detect the silent signals emerging in business, politics and society. It briefs them on developments as soon as they happen; enables them to forecast, plan and provide a better service; and helps them expand internationally and outperform their competitors.

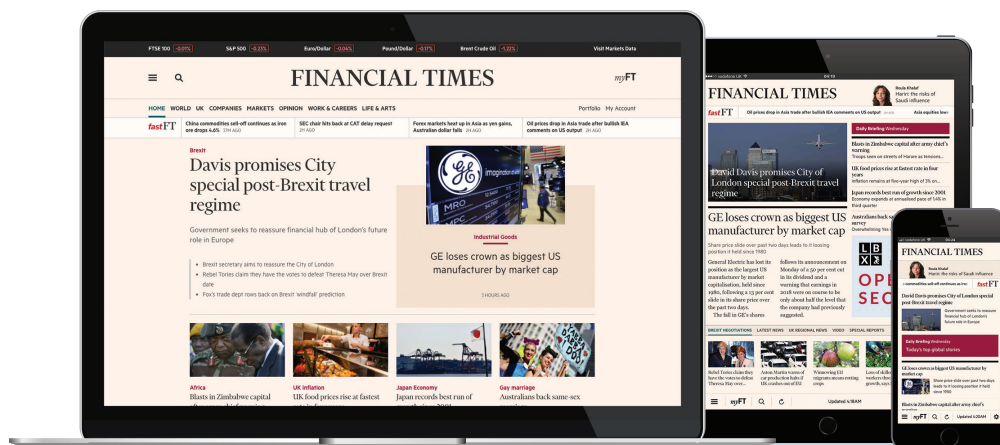


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Timo Pulli

Manager of business development, biotechnology and chemical processes





About the Financial Times

An FT Group Subscription extracts the intelligence that's relevant to your business and delivers it via the media and technologies that suit you best, saving you time and keeping you informed on what matters.

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