

# Scenario Manager™

The Scenario-Management  
software solution

**Intuitive  
use**

**Proven scenario  
processes**

**Powerful scenario  
calculation**

**Universal  
MS-Office  
integration**

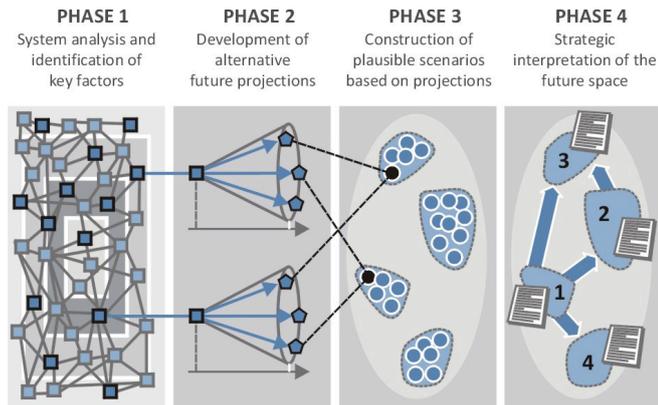
**Individual  
scalability and  
license models**

**Support through  
training and  
coaching**

**Easy  
Installation**

# Scenario-Management

In an environment characterized by growing diversity and dynamics, future developments are becoming increasingly difficult to predict. At the same time, there is a growing need to understand what lies ahead and act accordingly. Future scenarios offer a solution to meet this challenge. They make it possible to develop an idea about conceivable, alternative images of the future. This allows to make more reliable and robust decisions. ScMI AG's Scenario Management is one of the leading international methods for the development and application of future scenarios. It structures the scenario process into four basic phases.



## Identification of key factors (Phase 1)

First, the focused scenario topic is defined and structured. Concrete influencing factors are described within the relevant topic areas. Based on a systemic analysis, the essential key factors are identified that significantly shape the future development.

## Development of future projections (Phase 2)

So-called future projections are developed for each key factor. These projections describe conceivable, alternative future developments for the considered influence factors. A creative and open group process builds the basis for the creation of these "building blocks of the scenarios".

## Construction of alternative future scenarios (Phase 3)

Scenarios are concise representations of possible alternative futures. Their creation is based on the software-supported determination of highly consistent combinations of the described future projections. The complete set of all scenarios describes a "map of the future" that structures the space of conceivable developments and provides orientation on the road into the future.

## Interpretation of the future space (Phase 4)

Finally, the created future space is communicated to the relevant target group and interpreted from a strategic point of view. This includes the analysis of consequences as well as the assessment of probabilities. This step finally builds the bridge between scenario development and its application. Scenarios can be used in three main areas. In planning, they enable decisions and strategies to be safeguarded against unexpected environmental developments. At the same time, scenarios provide fresh impetus for innovation management and create a platform for targeted change initiatives.

# Scenario-Manager™

In addition to technical methodological competence and application experience, the use of suitable software is a key success factor in scenario development. ScMI AG offers a powerful solution for this in addition to its core business of consulting.

Based on experience from numerous use cases in a wide variety of industries, the Scenario-Manager™ supports the efficient creation of high-quality scenarios based on the Scenario Management™ methodology.

This software offer is rounded off by optional training and coaching modules. These enable the individual support for your scenario project and ensure the targeted application of the software.

The creation of practice-oriented solutions for the efficient realization of scenario projects and an intuitive interface design form the basis of our development work. In addition, the Scenario-Manager™ is particularly characterized by the following features:

COMPLETE PROCESS COVERAGE	
Complete and seamless support and documentation of scenario projects from project definition to interpretation of results.	
SUPERIOR PERFORMANCE	PRACTICE-PROVEN PROCESSES
Powerful algorithms allow for a continuous real-time update of all data and the consideration of numerous influencing factors in the scenario creation.	Efficient support of tried and tested processes based on more than 500 Scenario Management™ applications in a wide variety of industries and applications.
INTUITIVE OPERATION	MS-OFFICE INTEGRATION
Simple, graphical guidance through all steps of scenario creation, intuitive visualization of the analysis results and support of individual working methods.	Efficient documentation and presentation of results as well as support of team processes and surveys through full MS-Office integration.
INDIVIDUAL LICENSING	
Flexible adaptation of functions and usage rights to individual requirements by scalable software modules and flexible license models.	

## ScMI AG software partners

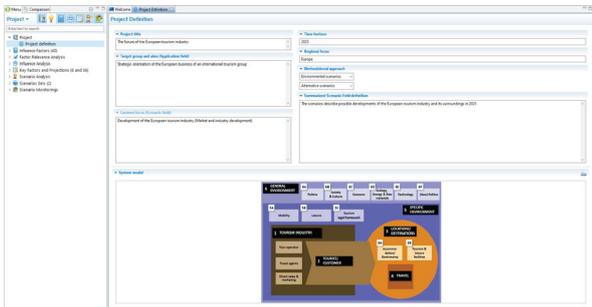
The Scenario-Manager™ is currently used by numerous companies, research and educational institutions as well as consulting partners of ScMI AG.

Consulting partner	Research partner	Educational partner	Business partner
<b>ADL</b>	<b>Fraunhofer IMW</b>	Freie Universität Berlin	<b>BOSCH</b>
<b>DI DIGITAL IMPACT LABS LEIPZIG</b>	<b>Fraunhofer INT</b>	RUB	<b>DB Mobility Networks Logistics</b>
<b>RAND CORPORATION</b>	<b>Hochschule Fulda University of Applied Sciences</b>	<b>KIT</b>	<b>HARTMANN</b>
<b>UNITY CONSULTING &amp; INNOVATION</b>	<b>UNIVERSITÄT WÜRZBURG</b>	<b>Hochschule Offenburg University of Applied Sciences</b>	<b>Eschborn Paderborn</b>
<b>MGRP</b>	<b>LEUPHANA Universität Lüneburg</b>	<b>HEINZ NIXDORF INSTITUT UNIVERSITÄT PADERBORN</b>	<b>PERI</b>
<b>iv</b>	<b>WWU MÜNSTER</b>	<b>UNIVERSITÄT WÜRZBURG</b>	<b>Roche</b>
<b>MOTT MACDONALD</b>	<b>FH UNIDUISBURG</b>	<b>Hochschule Bochum Bochum University of Applied Sciences</b>	<b>BO</b>
	<b>OFFIS</b>	<b>CAMPUS 02</b>	<b>ASML</b>
	<b>FH Salzburg</b>		

# Functionalities - What our solution offers you

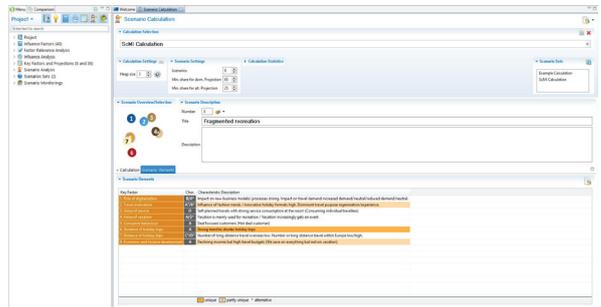
The Scenario-Manager™ enables the development of scenarios focused on the corporate environment as well as internal strategies. You have the methodological choice between a model-based consistency analysis or a group-dynamic scenario creation based on scenario planning. In addition, the software supports ongoing scenario assessment in scenario monitoring.

## 1 - TARGETED SCENARIO FIELD DEFINITION



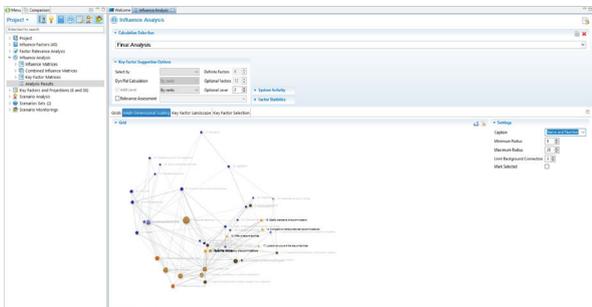
- Systematic structuring of the scenario field
- Questionnaire-based collection of factors in the scenario team
- Iple aggregation and description of influencing factors

## 5 - POWERFUL SCENARIO CALCULATION



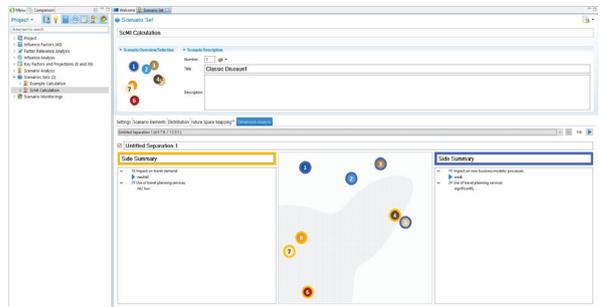
- Simple and visual consistency assessment
- Powerful scenario calculation algorithm
- Cluster analysis for easy determination of the number of scenarios

## 2 - GROUP-BASED SYSTEM ANALYSIS



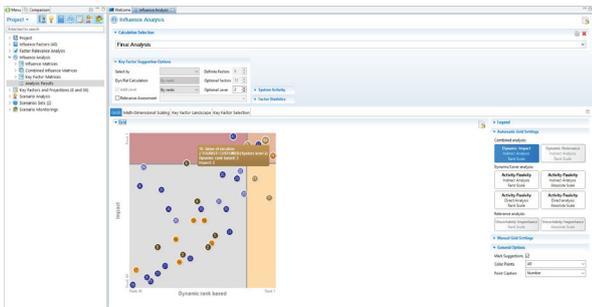
- Group-based assessment of causal relationships
- Analysis and visualization of the factor network
- Derivation of characteristic indicators for key factor selection

## 6 - COMPREHENSIVE SCENARIO PRESENTATION AND ANALYSIS



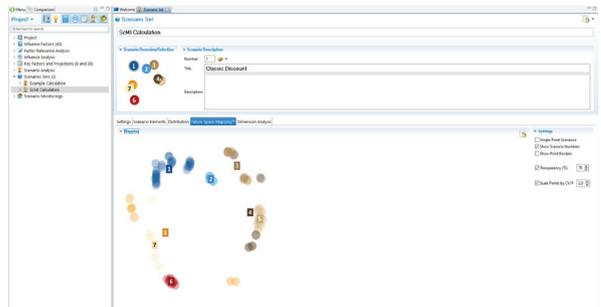
- Presentation of lists of included projections to describe the scenarios
- Cross-comparison of the scenarios to determine characteristics
- Analysis of internal scenario dynamics by key factor networks

## 3 - TRANSPARENT KEY FACTOR SELECTION



- Visualization of the key indicators in portfolio presentations
- Automatic derivation of a suggestion for key factors
- Workshop support for final key factor selection

## 7 - VISUALIZATION OF THE FUTURE SPACE



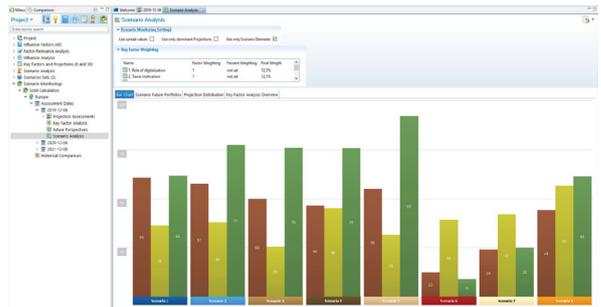
- Visualization of the scenarios in a future space mapping™
- Analysis of the projection distribution in the future space
- Identification of core dimensions to enhance orientation

## 4 - VISUAL PROJECTION DEVELOPMENT



- Description of alternative future developments based on dimensions
- Visually supported moderation of the projection development
- Extensive options for the description of projections

## 8 - SCENARIO ASSESSMENT AND INTERPRETATION



- Detailed assessment of future projections
- Derivation of comprehensive evaluations at scenario level
- Analysis of groupthink (optimism, conservatism...)

# Editions and pricing

The Scenario-Manager™ is available in three alternative editions. These are differentiated by the availability of the two core functions of scenario development and scenario monitoring.

## Creator

**The cartographer for designing "Maps of the future"**

Supports all sub-steps of scenario development based on team-based work processes as well as efficient documentation and presentation of results through MS Office integration.

## Radar

**The compass for determining the position in future space**

Supports the assessment of existing scenarios or scenarios developed within ScMI consulting projects to determine the current position in the map of the future as part of a continuous monitoring process.

## Foresight

**The all-rounder for scenario development and monitoring**

Combines the functionalities for scenario development and monitoring in a comprehensive software platform to support strategic foresight processes.

The conditions for licensing the software are based on the range of functions (edition), the area of application and the type of license model selected.

With regard to the application, we offer specific conditions for companies and educational institutions. In addition, a dedicated partner program is available for anyone willing to integrate the Scenario Management™ approach into their own consulting portfolio.

Concerning the licensing, we essentially provide our software for unlimited time. However, the project-related provision of our tool is also possible.

We are certain that together we will find the right solution for you. To receive your individual offer, simply contact us. We would be happy to introduce the Scenario-Manager™ to you personally. Simply make an appointment using the link below.



# About ScMI AG

As one of the market leaders for the development and application of future scenarios, ScMI AG supports companies and organizations in the creation of visionary strategies as well as the design and implementation of strategic management, innovation and early warning processes.

Since it was founded, ScMI AG has worked with more than two thirds of the top 20 German companies in the area of Scenario-Management and has completed around 500 scenario processes in a wide variety of industries.

## Imprint

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Jens-Peter Kuhle, January 2022

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## Scenario Creation

Collaborative creation of scenarios using the Scenario-Management methodology



Continuous observation and evaluation of existing future scenarios  
**Scenario Monitoring**

## Support services

With regard to the software application, we will not leave you alone and will support you with modular service offers if you like. Choose between different training formats or use the methodical and content-related competence of our consultants to boost your internal scenario projects.

## Training

In our training courses, we teach the necessary knowledge about the methodology of Scenario Management and also the use of the software. Alternative formats and modules allow you to set an individual focus.

## Coaching

Through our coaching services, you can flexibly integrate the experience of a ScMI consultant along the scenario process. From the selective support of single phases to a complete outsourced consulting project, we adapt to your needs.