



we think it through

INNOVATE

INTEGRATE

INITIAL

GENERAL
DOCUMENTATION

INNOVATE

Service portfolio of Synapse focused on product and service innovation



Synapse assist their clients in growing their business with innovative products and services, by implementing proven efficient product development processes, by helping clients to develop need-focused and application-engineered solutions and by boosting the creativity in the development process. Innovate is the program to optimise your return on investment in research and development.

Winning tomorrow means having constantly the lead and offering to a fast changing market the products customers are really looking for. This means:

- Clearly understanding the needs of the target customers
- Being able to specify the solution which addresses this needs
- Benefiting from a result oriented development process in order to achieve the development on time and on budget
- Implement the launch of the product in the most effective way

For all these actions, Synapse offer a series of tools and proven procedures to win in the innovation game and ensure that most of the money invested in R&D is invested into the right products, the right tooling and the right marketing budget.



The consultancy process to help the company to innovate and generate profitable products and solutions covers several aspects:

- Market positioning and target market identification
- Need identification
- Product and business model specification
- Implementation of Stage Gate Development process
- Organisation of R&D activities towards real innovation
- Creativity in the development process
- Implementation of innovation strategies

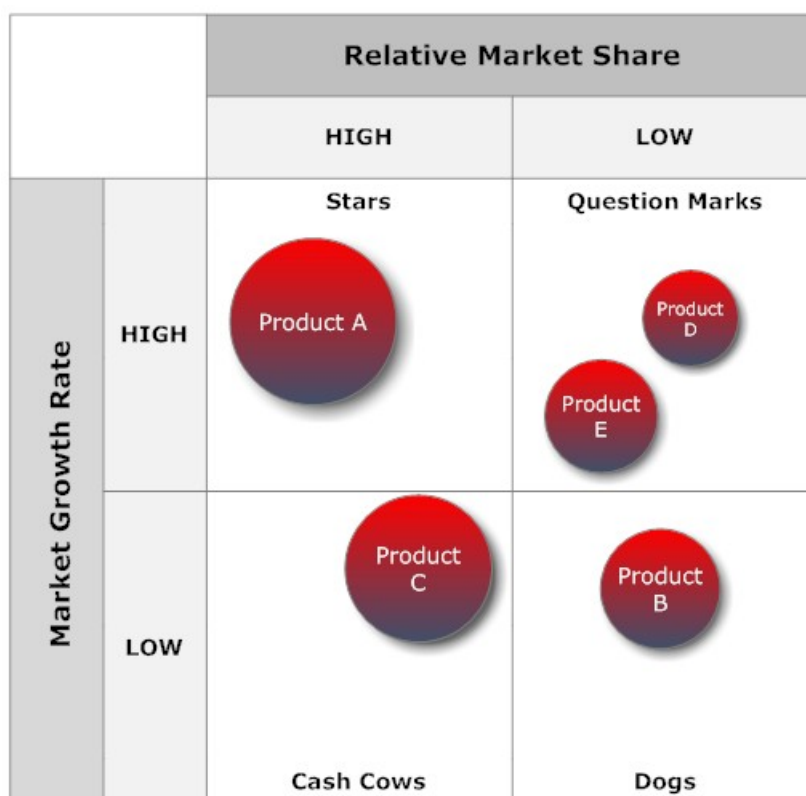
Synapse solutions are tailored to the specific needs of the clients and are materialised in a detailed offer for the mission proposed.

INTEGRATE

Service portfolio of Synapse focused on marketing management

Synapse assists their clients in increasing their market and customer knowledge, in implementing a market oriented organization within their company and in adapting their processes to greater customer focus. Integrate is the program to secure the customer base for the future.

A core aspect of the marketing strategy is the clear positioning in the market place. For technical solutions outside of large volume manufacturing, it is increasingly important to application- engineer solutions, meaning to tailor solutions from the core competency of the company to market segments clearly identified and understood. This process leads to a clear identification of the company by actors in the market, to the professionalization of the offer and to better return on investment on the resources dedicated to new product development. Synapse offers tailored solutions to integrate companies into their market place, adapting the business model and adding shareholder



The consultancy process to help the company to orient the activity resolutely towards its market includes several aspects:

-  Core competency identification
-  Business model definition
-  Target market definition
-  Target market understanding
-  Application engineering tools
-  Implementation of integration strategy

Synapse solutions are tailored to the specific needs of the clients and are materialised in a detailed offer for the mission proposed.

INITIATE

Service portfolio of Synapse focused on business development

Synapse advice their clients on business development issues, both on local and international scales. Synapse helps you to adapt your business to the new conditions, to deploy efficient solutions to develop your business on an international scale via co-operations, franchising, acquisitions and joint-ventures. Initiate is the program to grow your business fast on a global scale.

Fast changing economic conditions are asking constant adaptation of the company strategy to secure existing business and ensure growth. This pressure generates the need to embrace change. Managing change in existing organisations, helping managers not to resist to change, but embrace it, creating the conditions to develop the business both nationally and internationally with strategic partnerships for production, sourcing and selling, identifying and grabbing internal and external growth opportunities are the many challenges, where Synapse assist and advice small and medium sized companies.



The consultancy process to support customers in their strategy to develop the business includes several aspects:

- Implementation of change management
- Management coaching in changing environment
- International strategic partnerships in sourcing
- International strategic partnerships in selling
- Mergers and acquisitions
- Strategies for endogen growth

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