



Product and Services Innovation

Product innovation focuses on finding and implementing of a new improvement in the functional and user characteristics consisting of current products and services. This involves significant improvement in technical specification, components and materials, systems, user access and other functional characteristics. We create product innovations together with the client. Our work is based on involving people and using innovative approaches. We combine consultation and analysis with group-workshops, in order to bring our experience into client organization.



Customer does not know what he wants until you show it to him.

Steve Jobs

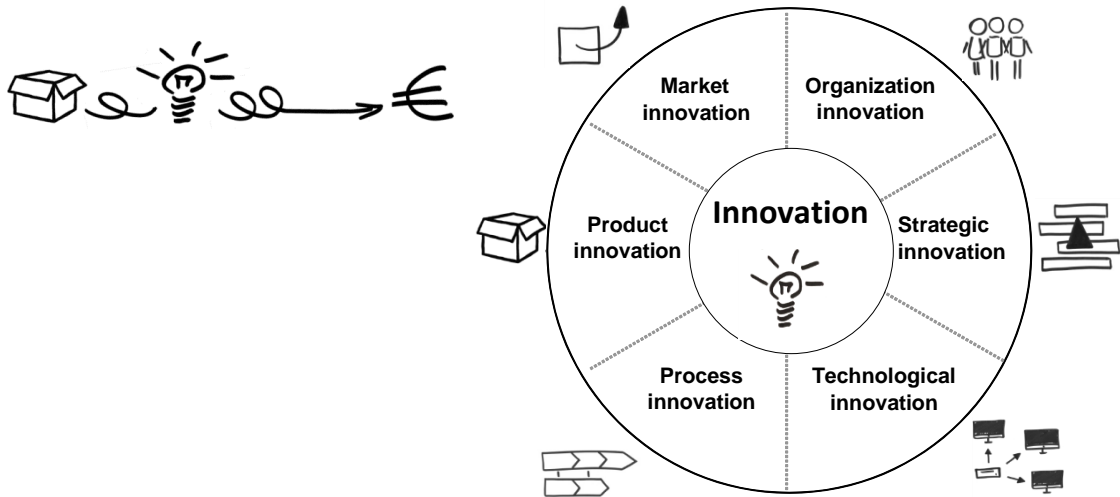
Typical cases

- Customers have changed their preferences and they are not interested in our products any more.
- Competition has increased the frequency of launching of new products.
- We have no unique service; competition copies us quickly and is cheaper.
- We do not know how to innovate current products and services, in order to ensure that they bring a new added value and increased sales for new customers.
- We need to create a new generation of products or service.

Benefits

- We innovate your current product portfolio.
- We will show you new ways of finding new product opportunities.
- You will manage to predict a new generation of products and services.
- You will learn to explore new product innovations, which bring really new sales with high-added-value for customers and a different value for competition, (hardly possible to be copied).
- Practical management tools to generate new products, new services and new resources of incomes from the market point of view.

Innovation of products is supported by the other innovative segments



We support you by ...

- We supply you with know-how and benchmarking from particular segment from consortium ICG – Innotiimi acting in 12 European countries.
- We will prepare detailed analysis of customer's needs.
- We manage projects. Coaching and realize running reporting.
- We moderate innovative workshops.
- We will make sure that the innovation will succeed on the market.
- We will bring know-how into the organization of a client.