



Strategic Innovation

Strategic innovations implement innovation to the basis of the company (business model) itself. We support you in creating and implementing this strategic innovation. We focus on the innovation of a business model of industry, business model of a company and the creating of “blue oceans”.



If you do not create new markets, new opportunities, sources of profit and only struggle to increase margins from yesterday's activities, you will not succeed.

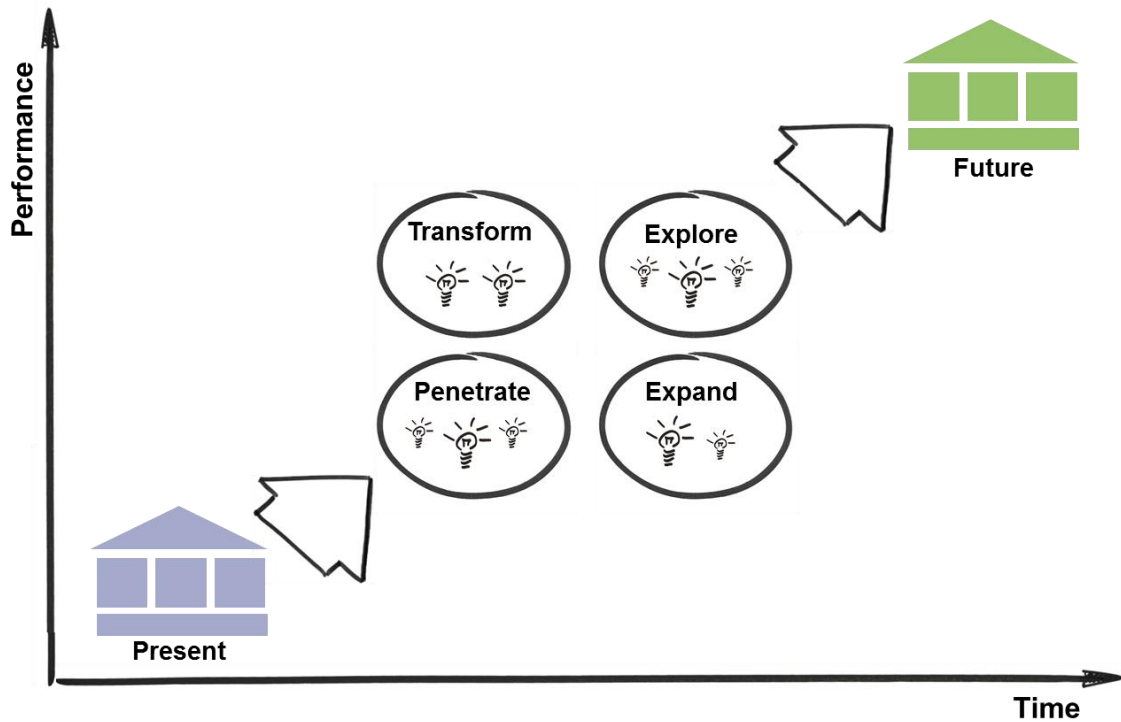
Typical cases

- How is it possible to innovate a current strategy and business model in order to generate above average sales and profit in the long term?
- How is it possible to migrate and expand across the borders of its industry?
- How is it possible to make your position within the industry stronger and how to gain new sales and new customers?
- How is it possible to create blue oceans, new distribution channels and new key qualifications?

Benefits

- We implement strategic innovation in your company.
- We will create a new business model concerned with:
 - Customer segmentation
 - Proposition
 - Distribution channels
 - Relationship with customer
 - Sales and resources
 - External partners
 - Cost structure
- We ensure the measurement of innovation performance.

Movement of company while implementing strategic innovation



We support you by ...

- We will make an analysis of markets, trends and a current innovation performance.
- We moderate workshops in order to prepare innovation strategy.
- We manage projects, coaching and realize running reporting.
- We supply you with know-how from consortium ICG – Innotiimi acting in 12 European countries.

References

Andritz Hydro | BMW | Evonik | HEAD Sport | K4 a.s. | Philips | Roche | SHP Group a.s | Tatraclima s.r.o | Philips | PMDP a.s | Vital a.s.

Contact

Ján Chal'
jan.chal@integratedconsulting.eu

Milan Gazdík
milan.gazdik@integratedconsulting.eu

Libor Čadek
libor.cadek@integratedconsulting.eu

Stefan Posch
stefan.posch@integratedconsulting.eu