

# Innovation In Products & Devices

*How can I overcome the barriers that keep me from improving my products?*

*How do I create more value?*

Your next generation products need to be more efficient, cheaper, smaller, easier to use,... in order to respond to the evolving needs of the market. On the path towards increasing value, you are often confronted with barriers that prevent you from improving performance without making compromises.

Altran can assist you throughout these innovation challenges using a systematic approach that provides focus when solving complex issues and generates concepts & solutions that fit your company's strategy.

Our results are innovative while the steps we take are systematic. In the past 6 years we have carried out more than 100 projects in multiple industries such as biomedical devices, lighting, steel industry...

We light your path to innovation!



## Client Quotes

"NEO has helped us to find disruptive and original approaches to a problem, looking at a very much wider spectrum of possible solutions."

*Alberto Martin-Briega  
Manager Vodafone Group R&D  
Spain  
Vodafone*

"The workshop gives the participant the tools and the systematic approach to find better solutions to problems and enable faster quality innovation."

*Aiden Flanagan, Principal Dev  
Engineer  
Boston Scientific, Ireland*

## Contact us

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## Our objective

### DEFINE THE GOAL

- Extract the major opportunities for innovation

### UNDERSTAND YOUR POSITION

- Map and challenge the boundary conditions that should be met to innovate your products

### UNCOVER THE MAJOR BARRIERS

- Identify the major barriers that prevent straightforward solutions

### CREATE WHAT ISN'T

- Generate new product concepts that overcome the barriers and that match your company strategy

## Our services

### TECHNICAL INNOVATION

- With proven methodologies we assist you in the conceptual generation of new technical systems or help you improve your existing ones. This can include:
  - New concept generation
  - Problem solving
  - Product re-design
  - Contradiction solving
  - Root cause analysis

### TRAINING & COACHING

- We provide training in our Systematic Innovation approach to your innovation team
- We assist your teams in the application of the methodology in your innovation challenges
- We enhance your teams' innovative capacity

## Our commitment

- **Uncover** all opportunities with **innovation potential**
- Focus on **uncovering and resolving causes**, instead of covering up symptoms
- **Overcome design contradictions** instead of making trade-offs
- **Generate less iterations** to come to a solution
- Combine our **systematic approach** with the **specific expertise** in your company to guarantee a generation of concepts that will fit and stick

## Your benefits

- **Identify innovation potential** for your products with clear added value
- Bring fundamental solutions in **less iterations**
- Create value and **IP** (your property)
- Your employees work in a structured way, are able to **generate solutions** and are motivated to **get them implemented**

## Some of our clients

