

# SIIMMA

## Unstructured Idea & Innovation Management

Lacking an overview of different idea & innovation management concepts and having little experience in how to define the relevant process steps necessary to successfully realize an idea prevent banks and insurers from becoming more innovative.

## Industry Pain Points

Banks and insurers are currently facing the following pain points:

- 🕒 **Little awareness** of the internal idea & innovation management by employees
- 🕒 Difficulties in fostering an **innovative culture**
- 🕒 Complications in implementing the **right incentives** to trigger employees to submit value-adding ideas
- 🕒 **No overview** nor assessment of the status quo of the own internal idea & innovation management

🕒 Undefined or **unclear processes** in idea & innovation management

🕒 **Lacking evaluation criteria** how to assess an idea

## Expertise

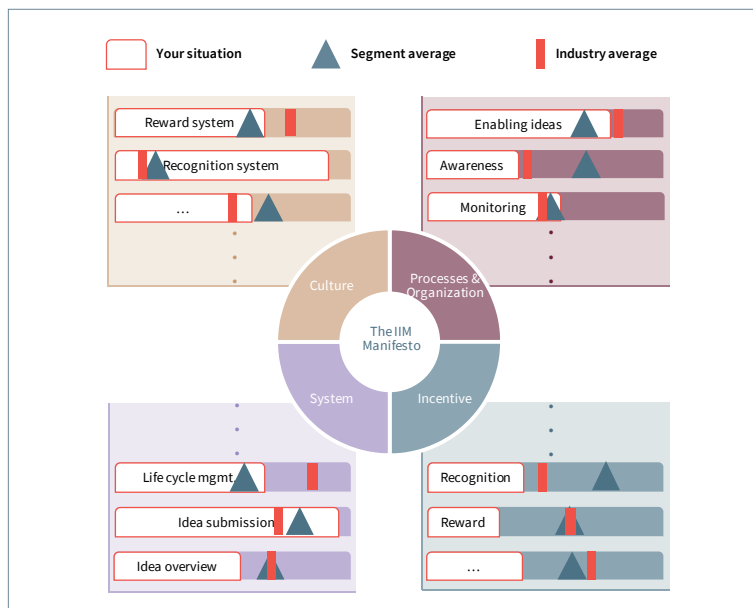
We have investigated the global idea and innovation management landscape within the financial industry. The findings received from our survey and clients, provided valuable insights into the current status of idea and innovation management in the financial industry sector and deepen our expertise in idea and innovation management.

## Why SIIMMA?

🕒 **Grasp an overview** of your idea and innovation management

🕒 Get insights to **state-of-the-art knowledge**








🕒 See **where you stand** compared to the industry average



## Value Proposition

With the Synpulse Idea & Innovation Management Maturity Assessment (SIIMMA), we holistically evaluate your idea & innovation management and recommend improvement measures tailored to your needs.

## SIIMMA

-  **Gives an overview** of different **idea processing systems** globally deployed in the financial industry
-  **Grants insights** to state-of-the-art idea processing concepts used in financial sectors worldwide
-  **Evaluates** the maturity of your idea & innovation management
-  **Compares** your idea & innovation management to industry average
-  **Identifies** needs and limitations of your idea & innovation management
-  **Recommends** improvement measures
-  **Builds** a solid base for any further in-depth analysis of idea & innovation management

## Our Approach

Our proven SIIMMA relies on three pillars to guarantee a detailed understanding of your idea & innovation management.



**Conducting interviews** with key people within your organization



**Analyzing** the results of our **online-assessment** completed by a broad number of employees



Relying on **large data** that we have gathered from many companies in the financial industry