

Innovation Strategy

Industry Pain Points

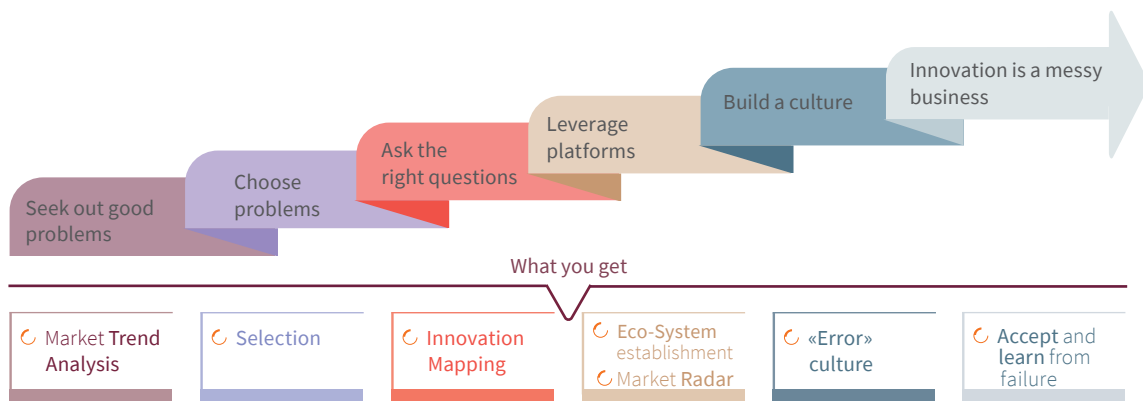
Companies in the financial industry face immediate challenges that they must successfully tackle to not run out of business.

- 🕒 New regulations imposed require quick and continuous adaptability
- 🕒 Customers expect more transparency and omni channel availability
- 🕒 FinTechs & BigTechs cut off a slice of the pie
- 🕒 Digital proficiency is a must to stay in business
- 🕒 The legacy system increasingly incurs costs for adaptations to new requirements








The Innovation Playbook

These hurdles can only be overcome by innovation. The Innovation Playbook is a guide on how to become more innovative. It is comprised of six principles:

- 🕒 Seek out good problems
- 🕒 Choose problems
- 🕒 Ask the right questions
- 🕒 Leverage platforms
- 🕒 Build a culture
- 🕒 Innovation is a messy business



Why Synpulse

-  Market and trend knowledge
-  Competence centers & topic experts
-  Best practices
-  Insights from clients
-  Project proven approaches
-  Renowned eco-system partners
-  Expertise in how to foster an innovative culture

Our Approach

To tailor an innovation strategy to your needs and align it with your organization's capabilities, culture and corporate strategy we rely on two pillars.



Conducting interviews with key people within your organization to find a strategy that suits you best



Consideration of market and technology trends to cope with newest needs and capabilities