

Effective Innovation Management with Keto®

Take Advantage of your Employees Expertise

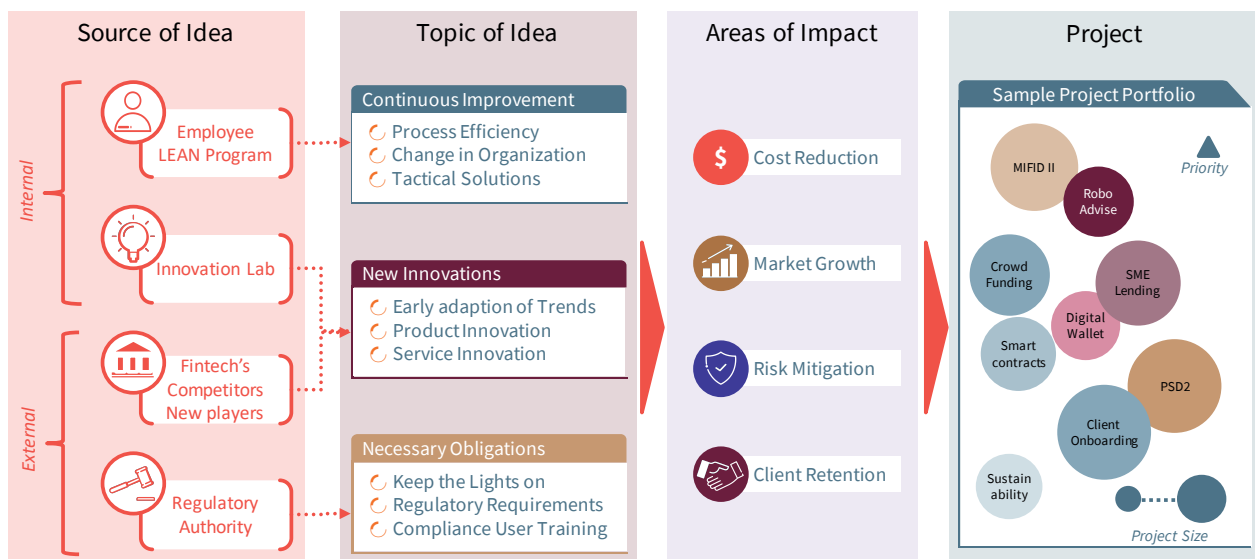
Several studies have highlighted that one of the most important banking challenges is to establish a culture of innovation. Compared to other sectors, financial industries have the lowest number of ideas submitted by employees and by far the lowest percentage of realized ideas.

To remain competitive in today's market environment it is crucial to take advantage of every employee's expertise to improve processes, reduce costs and increase customer experience. To reach the desired goals Keto Software, as an integrated idea and project management tool paired with successful change management is your key to success.

Industry Pain Points

Banks are currently facing the following pain points:

- 🔄 High cost pressure
- 🔄 Only little innovations
- 🔄 A lot of know-how within the company remains unused
- 🔄 No centralized project portfolio management



Source: Synpulse

With a structured approach, the idea management process gets leaner and engages the employees. The result is a better return of innovations and a higher employee satisfaction.

Expertise

Synpulse and Keto Software have partnered up and provide a state-of-the-art banking solution in innovation and project portfolio management.

Value Proposition

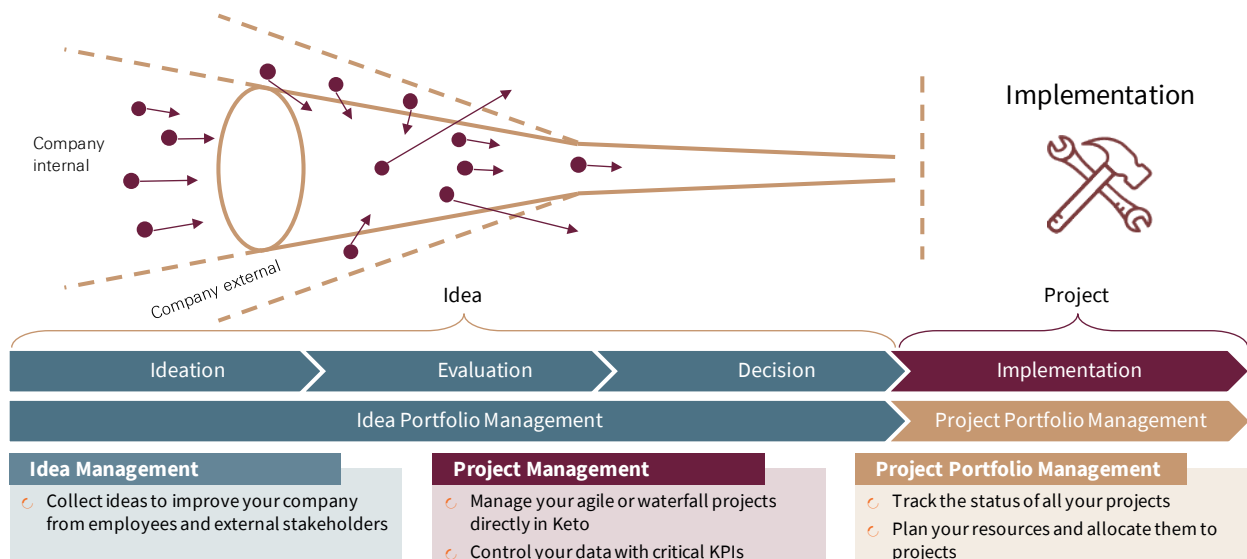
Within 4 weeks a customized prototype is implemented and ready for extensive use for a specified user group. Afterwards it can be further adjusted and rolled-out company-wide.

Advantages

- Agile company culture through increased employee engagement
- Higher project success rate through improved access to know-how and improved project controlling
- Cost savings through reduction of inefficiencies and bottlenecks
- Internal and external idea gathering
- Clear processes

Our standard banking solution

- Allows accessing new business input from the bank's own organization
- Helps turning business ideas into measurable results
- Provides transparency on every single idea throughout the entire lifecycle



Source: Synpulse

With Keto you can handle the ideas of your company efficiently and generate value.