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