



our mission

The mission of our Innovation Workgroup is to enable your organization to create truly innovative solutions to business challenges. We apply leading-edge, customer-focused research methods; proven techniques to stimulate creativity; and rapid, low-cost development principles to your business needs. We specialize in new product and service development, sales and marketing, staff development, and business process improvement. **What's your missing Innovation piece?**



practice areas



:: New Product Development ::

We improve the success rate of new product development efforts through a three-step process. First, we go beyond traditional research methods to discover deep, unvoiced needs. Next, we create an environment where your team can come up with breakthrough solutions to meet those needs. Finally, we **reduce wasted development costs by up to 90%**, cut time to market, and virtually assure market acceptance with rapid, iterative prototyping.

:: Maximizing Staff Creativity ::

An organization's greatest resource is its employees. We help your team to improve every area of your business in two ways. First, we identify and **remove barriers to creativity**. Then, we help you design programs, policies and organizational structures that encourage every employee to contribute his or her best ideas.

- ° New Product Development
- ° Business Process Improvement
- ° Maximizing Staff Creativity
- ° Customer-Centered Sales & Marketing

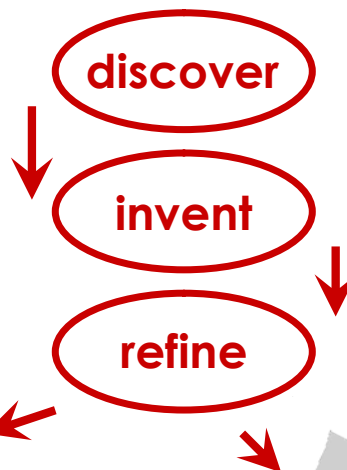
:: Business Process Improvement ::

The Optimus Innovation Workgroup help you **discover breakthrough improvements in business processes** by enlisting your employees – the people who are closest to those processes – and providing them with sophisticated tools for analysis and problem solving.

:: Customer-Centered Sales & Marketing ::

We improve the success rate of your sales and marketing effort by showing you how it looks from your customers' point of view. We begin with research that goes beyond traditional methods to discover your customers' true needs. Then, based on our findings, we create sales training programs, product positioning statements, marketing collateral materials and advertising campaigns to **increase your close rate and bottom line profitability**.

the optimus approach:



Innovative companies outperform competitors by more than two to one.

- Price Waterhouse Coopers

"Never before in history has innovation offered promise of so much to so many in so short a time."

- Bill Gates

our value



- ° **Uniqueness.** The Optimus Innovation approach represents a comprehensive and thoughtful perspective on innovation development.
- ° **Integrated Solutions.** Our Innovation solutions are end-to-end and designed to coordinate with and complement existing resources.
 - ° **Efficiency.** Our approach saves clients the time and cost of assembling a team, building, evaluating and refining solutions.
- ° **Closed Loop Designs.** Optimus is a one-stop shop for solution development. Optimus can implement the plans we develop for you.
 - ° **Experience & Specialization.** We are an experienced and balanced team of marketing, innovation, and operations specialists.
 - ° **Straightforward.** Our Innovation work is designed to be straightforward, easy to understand, and actionable.
 - ° **Support and Service.** Our client relations processes are designed to emphasize communication, value, and quality.