

WORLD CLASS CENTER
Innovation & design

alTRAN

WE ARE ALTRAN

Global leader in Engineering and R&D services



2.282 Millions €



More than 33.000 employees



We have presence in +20 countries



6 Key Practices

WCC

7 World Class Centers

GDC

4 Global Delivery Centers

WE ARE ID

We are the Altran World Class Center for Innovation and Design.

One team across countries bringing the best of ALTRAN in creativity, innovation, design and product development.

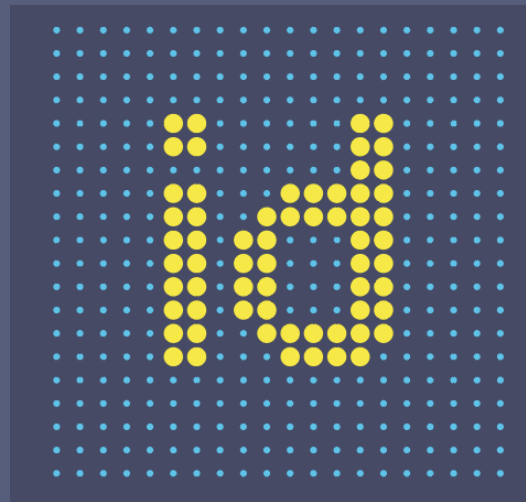
We believe in the power of in-field design research to gather market opportunities and user insights.

We believe in the power of co-creation and design thinking to conceive of extraordinary products, interfaces, and services for and with users.

We believe in the seamless integration of business, design and engineering to launch better product and systems.

We believe we can transform the way organizations think, work and make money.


We believe in changing the world and having fun doing it...



WE ARE HERE

From Europe to the rest of the world

Our highly equipped world class center offices are situated in France (Paris, Lyon, Toulouse, Grenoble), Spain (Madrid, Barcelona), Sweden (Malmö), Germany (Munich), United Kingdom (London), Switzerland (Lausanne, Zurich), Italy (Turin, Rome), and Netherlands (Eindhoven) but we work on the global scene and ALTRAN has offices and partners all over the world.

- 
- Where we are
 - Where we're working

WHAT WE DO



ANTICIPATE

Helping Clients understand the Future and make decisions.



COCREATE

Designing and developing new experiences, digital solutions, products & services.



LAUNCH

Launching innovative developments and business models.



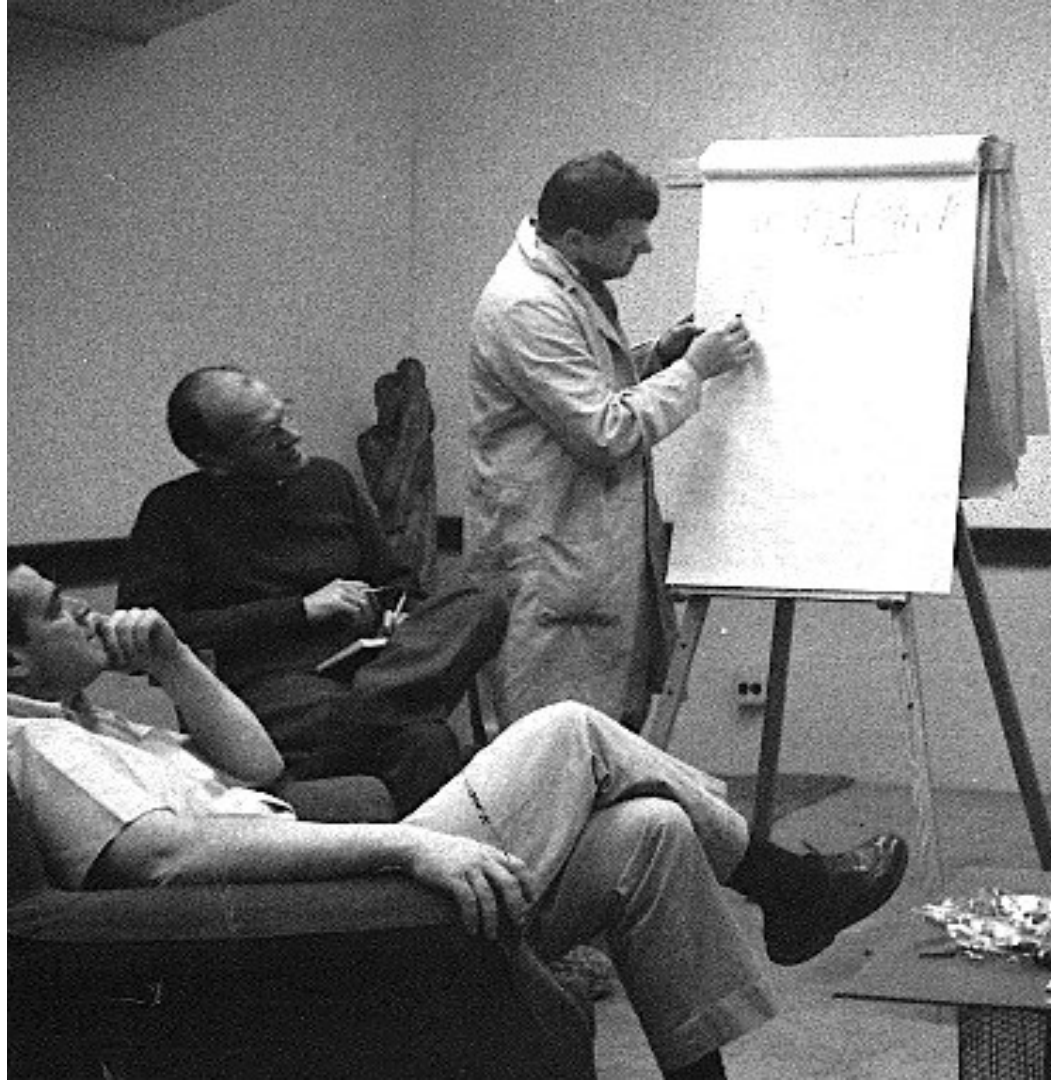
TRANSFORM

Reshaping and revitalizing organizations to make them more innovative.

+50 years helping organizations innovate & being more innovative

Our body of knowledge stems from Synectics, leading authority on the humans dynamics of creativity and innovation.

We have pioneered Innovative thinking for over 50 years, helping to shape success stories in over 80% of Fortune 500 companies



SOME LEARNINGS



INNOVATE ... OR DIE





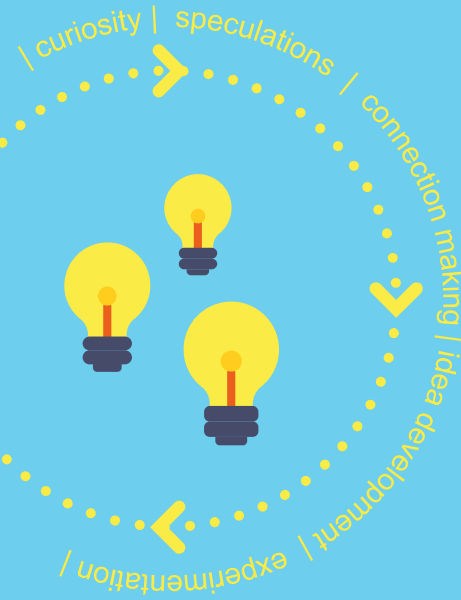
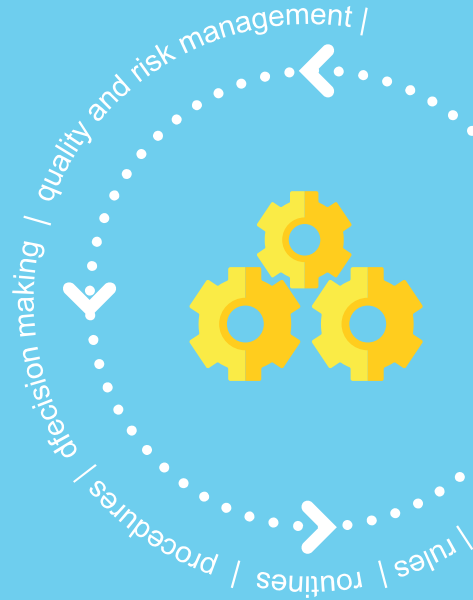
INNOVATION IS

**APPLIED CREATIVITY
THAT BRINGS VALUE**

CYCLIC WORLDS

OPERATIONAL WORLD

Success obligation
Industrialization
List of requirements
Solution orientation
Short term



CREATION WORLD

Right to error & failure
Experimentation
Opening possibilities
User orientation
Medium term

Innovation Model Canvas

WHY



VISION

Describes the future situation with a high motivating character for the innovation team. The purpose of the vision is to guide and encourage the team to reach that desirable state.



MISSION

It is the WHY for the innovation team and what eventually will allow us to achieve the vision.

4 WHO



CLIENT

Type of people who are targeted in the value proposition of the innovation team.



RELATIONSHIP MODEL

Aspects of the relationship with the customer and the organization, the ownership of projects, positioning the function of innovation or scope.

WHAT



VALUE PROPOSITION

It is what we really provide to customers in a deep end innovation sense...



PORTFOLIO

Which are the services we offer to innovation customers?

HOW



CHALLENGES

This is where aspects of the challenges are defined such as: Where do the challenges come from? who proposes? Who checks them? typologies, decision criteria, etc.



ROLES

Description of the roles that should intervene to make the model work.



METHOD

Methodologies, processes and the life cycle of an innovation project are described.



METRICS

Defined ways, both qualitative and quantitative, to measure the function of innovation.



COMMUNITY

Identifies other relevant actors to the role of innovation as well as the roles of the functions of innovation and how to encourage their participation.



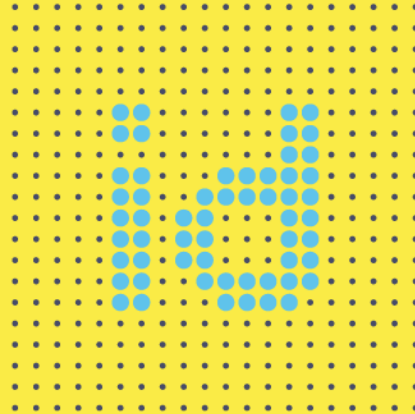
COMMUNICATION

Aspects that determine what, how and when to communicate.



FINANCING

It defines how innovation projects, including management of public aid are financed.



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