

# What do we do at Opunno?

## What's Opunno?

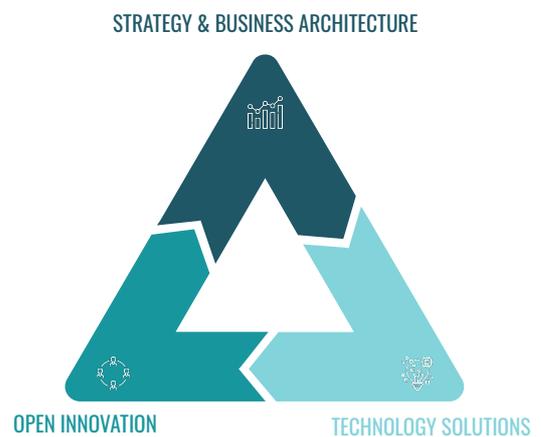
Opunno is a global innovation consulting firm that was founded in **Silicon Valley** in **2008** right at the beginning of the economic crisis. This date marked the beginning of a transformation of the sectors that had not yet been digitized and a moment in which **innovation** became a **strategic asset** of all companies

In this new competitive environment, companies must **collaborate with their ecosystem**. That's why we've developed a network of more than 30,000 experts, through our partnership with MIT Technology Review. These leading academics and professionals collaborate with our more than 200 consultants from our 9 offices on projects in more than 20 countries. To this end, we have developed our own culture and working methodology, which we call **Opunno Way**, and a collaborative working platform: **Opunno.IO**

## The disciplines of Opunno

We are a company specialized in innovation: from imagining a new product to prototyping it, measuring its potential in the market, manufacturing it and putting it on the market

Our model is based on the Lean concept (build, measure, learn) that brings together all our areas: Business Strategy and Architecture, Technology Solutions and Open Innovation



## What does each area encompass?



### Open Innovation

It analyzes **innovation ecosystems** and provides the group with **business intelligence** that we employ both in our outreach projects and to help our clients. In addition, this area implements open innovation initiatives from competitions to the development of corporate accelerators

Through the **Potential Marketing** services, we identify the reception that new products and services can have in the market before launching them, to adjust the positioning



### Strategy and Business Architecture

After years of analyzing new market trends we have developed a methodology that allows us to help our clients **imagine the future**, understand what role they will play in that future and write the steps they need to take to make it happen. Something essential to start that journey is to prepare for it and that's why we support our clients to undertake two fundamental types of change: the cultural one and the way of working. This is what we call the **Transformation**.

At Opunno we do not stop at imagining the future, but through **Business, Service and Product Design**, we help our clients to reinvent their products and services and to redefine the channels of relationship with clients and users



### Technology Solutions

From the discipline of **Digital Experience**, we use the latest techniques of UX, prototyping and information visualization to complement the activities of Business Design. In addition, we translate the company's vision for the future into a **technological architecture** that supports change, that is modifiable, scalable, efficient, secure and stable. Closely related to the above is **data architecture**, which is becoming increasingly important to our clients. We design and manage structures that capture information, organize it, protect it, manage it properly and present it in a way that helps strategic decision making.

Finally, we support our customers in their migration to the cloud: an inevitable, delicate but very beneficial process for the company. As we accompany clients through this process, we will help deploy workforces with a DevOps culture. For this leap from local to cloud environments, we will work with our partners, AWS, Microsoft, Workday and Salesforce.