

## Firm Overview

### You're asking the right questions.

- ✓ How can I bring new products to market – faster and at a lower cost?
- ✓ How can I efficiently manage product information throughout the product lifecycle?
- ✓ How can I move from talking about innovation, to creating a strategy and executing on it?
- ✓ How can I bring better discipline and consistency to my innovation processes?
- ✓ How can I motivate my organization to change and sustain improvements?

**You deserve the right answers.**

### Introduction to Kalypso

At Kalypso our vision is to be the world's premier innovation consulting firm. We are proud to be serving the world's most innovative companies.

Our mission is to help our clients improve performance by delivering on the promise of innovation. This means that we help clients fully harness innovation to drive profitable, sustainable growth by:

- Capturing new top line revenue
- Growing product margins
- Getting more from existing resources
- Extracting greater value from IP
- Stripping out cost, inefficiency and waste
- Increasing agility and improving time to market

Kalypso's services are designed to help companies achieve these benefits by improving capabilities across eight dimensions of the Innovation Engine.

### The Innovation Engine



## The Kalypso Difference

**When you engage Kalypso, you get more than a professional services firm.** You get a partner who will work beside you every step of the way to ensure that you are personally successful. Our approach is unlike traditional professional service firms – our clients tell us this all the time.

We asked our clients what makes us different. Here's what we heard:

**Exclusive Focus.** Kalypso is focused on enhancing innovation performance across the front end of innovation, portfolio and pipeline management, new product development and introduction, and value management. **"These core competencies are hard to find in one place."**

**Comprehensive Capability.** Kalypso has deep experience across all aspects of innovation, including business and innovation strategy, process improvement, PLM technology, organizational effectiveness, and intellectual property management. **"The team has an effective blend of strategy, process, people and technology skills."**

**Flexible Delivery.** Clients are served the way they want to be served. Kalypso assumes shared project risk and structures engagements to allow for maximum flexibility. **"We found the Kalypso team easy to work with. They were creative and flexible in their approach to project delivery."**

**Informed Opinions.** With Kalypso, you get a partner who will provide informed opinions and uncommon solutions to tough challenges. **"Kalypso helped us to tackle big issues. The team's expertise, candor and drive for excellence helped us to navigate problems that are now success stories."**

**Sustained Results.** Kalypso is dedicated to helping our clients create solutions that deliver sustainable results. **"Kalypso helped us enable change and sustain innovation improvements."**

## Tools and Methods

Kalypso has developed over 40 proprietary tools and methods enabling us to accelerate work on a project and increase the probability of success. The most frequently used tools and methods are listed below.

 <b>Innovation Engine Diagnostic</b> Capabilities Benchmarking Assessment	 <b>Innovation Engine Results</b> Business Case Development Tool	 <b>Value Management Diagnostic</b> Capabilities Benchmarking Assessment	 <b>Innovation Culture Assessment</b> Organizational Behavior and Design Assessment
 <b>Rapid Results</b> Business-Driven Implementation Method	 <b>Innovation Roadmap</b> Market, Product and Technology Roadmapping	 <b>PLM Capabilities Framework</b> Comprehensive PLM Analytical Tool	 <b>PLM Vivo</b> Pre-Configured PLM Solutions
 <b>R&amp;D Management Framework</b> Key Dimensions for R&D Excellence	 <b>PMO Framework</b> Guide for Creating a Project Management Office	 <b>Complexity Management</b> Complexity Management and Methodology	 <b>Phase Gate Optimization</b> Pre-Defined Phase Gate Model

## About Kalypso

Kalypso is the world's premier innovation consulting firm, helping clients improve performance by delivering on the promise of innovation. Kalypso offers clients full service capabilities including Business and Innovation Strategy, Front End of Innovation, Portfolio and Pipeline Management, New Product Development and Introduction, Pricing and Value Management, PLM Technology, Leadership and Learning, and Intellectual Property Management. For more information, visit [kalypso.com](http://kalypso.com). Follow Kalypso on Twitter [@KalypsoLP](https://twitter.com/KalypsoLP) and on Facebook at [facebook.com/KalypsoLP](https://facebook.com/KalypsoLP).